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VOL. XVI. NO. 7

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, July 15, 1920

The instrument by which the value of all musical instruments is measured

Victrola XVI

This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Pride of Possession Creates Demand

GRAND

SONORA sales continue to increase at a phenomenal rate because the purchaser of a Sonora enjoys the pride of possessing the best that can be made. Not "How many?" but "How good!" has always been Sonora's motto.

MINUET

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Highest Class Talking Machine in the World

NOCTURNE

is famous for its wonderful tone, for its superb design and for its many important features obtainable in no other phonograph.

The Sonora is sold as soon as it is seen and heard, and *it sells without offering "easy payments" as the leading attraction.*

If you are interested in handling the Sonora, write us.

INVINCIBLE

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

At the Panama Pacific Exposition Sonora won highest score for tone quality and its supremacy is steadfastly maintained

NOTE: Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 16. No. 7 New York, July 15, 1920 Price Twenty-five Cents

ADVERTISING MAKES FOR HONESTY

Remakes the Firm That Uses It, Says Vice-President of George Batten Co.—Advertising Expands the Business Man's Horizon

"Advertising remakes the firm which employs it," declared William J. Boardman, vice-president of the George Batten Co., New York, in an address before the sixteenth annual convention of the Associated Advertising Clubs held recently in Indianapolis, Ind.

"No man," he said, "ever does real advertising without expanding his own horizon. Many a man who was local-minded has been forced by the very progress of his advertising into national mindedness. For national mindedness is merely that quality of mind which embraces an understanding of the habits of life and ways of thinking of many localities. The man who has successful business relations with representative houses in all of the States has the national mind as truly as a Secretary of State or Justice of the Supreme Court.

"Again advertising enforces upon the advertiser the practice of honesty. It is an organism which the instinct of self-preservation automatically urges to cast out the crook exactly as your physical bodies strive to cast out the unwholesome foreign substance.

"Third, advertising forces upon its practitioner, to a greater degree than any other method of commerce, the application of foresight based upon accurate knowledge of the essential facts. If a man buys land, buildings or machinery unwisely he can recoup a part of his losses by selling at a sacrifice, but if he has spent his money on advertising based on false premises he has no recovery.

"Last and most important, advertising forces upon the advertiser a revelation of the enormous influence in human affairs of the unseen and the intangible. He learns to spend his money on ideas as confidently as previously he spent it for bricks and steel. Previously, he may have pattered glibly of supply and demand, but his advertising forces upon him in sharp relief a new comparative evaluation of supply—that is the material things—and of demand—that is the human need guided by public information both intangible and both paramount."

SELLING RECORDS BY AUTOMOBILE

Plaut-Cadden Co., of Norwich, Conn., Are Using a Closed Automobile With Record Racks and a Full Stock, Accompanied by Competent Salesmen, to Cover Specially Arranged Routes

Something entirely novel in the line of record demonstration has been conceived by the Plaut-Cadden Co., the widely known Victor dealers of Norwich, Conn. They have arranged for a closed automobile with record racks and a stock of records, and with a staff of competent salesmen will visit all homes in which there is a talking machine and sell the records from the stock carried in this car. Special routes have been laid out for each day and a very thorough canvass of the territory which they control will be made. They will also carry one of the smaller types of Victrolas so as to interest prospects in this instrument, and it can be used, if necessary, to demonstrate records.

The entire idea is as novel as it is excellent, and is one that should be especially valuable to dealers who desire to work up trade among Summer hotels and boarding houses where talking machines are sure to be found. Summer boarders are invariably anxious to purchase records—it breaks the monotony and adds to the enjoyment of their country stay if they can get them conveniently. A visit from an automobile equipped with a stock of records would mean the building up of a very large trade.

MUSIC IN MILWAUKEE SCHOOLS

Superintendent Potter Praises Values of Talking Machine in Educational Work—Just as Important as Reading and Writing, He Says

MILWAUKEE, WIS., July 5.—Some time ago one of the progressive schools of this city purchased a talking machine for the amusement of the children. It was not long before the teachers discovered that this machine was rendering a very real service in all round musical education. Milton C. Potter, superintendent of schools, is heartily in favor of the talking machine in education and on this subject recently said:

"Every school in the city has its talking machine now—look around and see," he said.

"In typewriting classes, in penmanship, where the rhythmic training gives a sure style, they have their everyday, practical use, but it is as a matter of musical education that the talking machine has proved its importance.

"It is easy to teach reading to a child who comes from a literary home, where good books are discussed and enjoyed.

"But our problem is with the child who has not that background, not that previous training, who would not recognize poor music from good unless taught. That problem the talking machine helps to solve.

"Imagine what it means to such a child to be able to get at the finest things in the world's music, to have that musical consciousness really furnished for him, built up for him.

"The talking machine, in my opinion, is one of the greatest forces for culture in the world to-day."

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Ten Months Ending April, 1920, Total $6,226,032

WASHINGTON, D. C., July 5.—In the timely summary of exports and imports of the United States for the month of April, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during April, 1920, amounted in value to $34,784, as compared with $30,402 worth which were imported during the same month of 1919. The ten months' total ending April, 1920, showed importations valued at $641,585, as compared with $233,128 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,238, valued at $380,719, were exported in April, 1920, as compared with 3,743 talking machines, valued at $141,057 sent abroad in the same period of 1919. The ten months' total showed that we exported 64,555 talking machines, valued at $2,882,295, as against 41,184 talking machines, valued at $1,244,583, in 1919, and 78,293 talking machines, valued at $2,168,752, in 1918.

The total exports of records and supplies for April, 1920, were valued at $403,040, as compared with $266,730 in April, 1919. For the ten months ending April, 1920, records and accessories were exported valued at $3,343,737; in 1919, $2,327,571, and in 1918, $1,653,390.

LIBRARY TO ISSUE RECORDS

The public library of Dallas, Tex., has inaugurated a new service for its patrons. A large collection of talking machine records has been donated by the Wednesday Morning Choral Club and these records are being issued by the library on cards just as books are issued. As many as three records may be taken out on one card. The collection includes all types of records, both popular, classical and operatic. This move is being watched with interest.

CAMPAIGN SPEECHES IN NORWICH

Local Columbia Dealer Draws Many Patrons to His Store by Advertising Records of Debates and Speeches by Several Prominent Men

During the week just preceding the Republican convention, and also just before the Democratic gathering at San Francisco, W. H. Griffin, a Columbia dealer of Norwich, N. Y., drew crowds to his store by announcing campaign speeches given by well-known statesmen and politicians by means of the campaign records which have been issued by the Nation's Forum and the Columbia Co. The speakers for the Republican party were Senators Lodge and Harding, General Wood and Governor Coolidge of Massachusetts. Later the Democratic speakers were Attorney General Palmer, William G. McAdoo, Dr. Stephen S. Wise and Bainbridge Colby, Secretary of State. These campaign speeches on current topics aroused considerable attention throughout the community.

IMPORTANT BEACON CO. MOVES

J. H. Adamson Appointed Distributor for Large Territory—D. J. Speck Gets New York State and Part of Eastern Pennsylvania

J. H. Adamson, who for many years has been a prominent wholesale furniture dealer in New York, has been appointed a distributor for the Beacon Phonograph Co., Boston, Mass. Mr. Adamson has opened offices in Philadelphia and will handle a considerable part of Pennsylvania, Maryland, Delaware, Washington, D. C., and the lower part of New Jersey.

D. J. Speck, who has been connected with the talking machine trade for a number of years, has been appointed Beacon distributor for New York State and a part of eastern Pennsylvania. Mr. Speck has opened offices in Syracuse and a staff of three men will visit the trade in his territory.

H. Frank Spurr, who has been opening up New York State territory for the Beacon Phonograph Co., has been called to the executive offices in Boston and will spend most of his time in sales promotion work in the New England territory.

George W. Orcutt, New York City representative for the Beacon line, has opened up many desirable accounts and reports an active demand for the Beacon product in New York City.

MELBA RECORD MADE BY WIRELESS

Song Carries 1,000 Miles and Is Recorded by Receiving Apparatus—Concert Plainly Heard by Stations Many Miles Distant

Music authorities and wireless enthusiasts in Europe expressed keen satisfaction at results of the first wireless concert, held at the Chelmsford Marconi station, near London, when Mme. Melba sang into a wireless telephone, her voice being heard full and mellow over a radius of 1,000 miles.

Melba sang "Home, Sweet Home," in English; a song in French and two selections from "La Boheme" in Italian. She also rendered "God Save the King" in both French and English. Her singing was accompanied by a pianoforte.

Reports indicated that wireless stations at Berlin, Madrid, The Hague, Christiania and Warsaw had heard the concert quite clearly. At Paris a talking machine record was made of Melba's voice over the wireless telephone, the recorder being placed close up to the wireless telephone receiver

After the concert Melba expressed delight at the results. "I greatly enjoyed this most wonderful experience of my life," she said. "It was really a marvelous accomplishment."

Developing the Vast Uncultivated Field of "Better Class" Prospects

By Courtney Harrison

A few days ago I made an interesting experiment. It happened this way. I had just been in for a chat with a furniture dealer friend of mine who handles talking machines. Notice I say "handles" them. Of course he sells a few of them every month, but I happen to know quite a bit about the "insides" of his business and I told him some time ago that I did not think he was getting near the amount of talking machine business he should; that he was allowing his advertising man and sales force to consider them too much as a "side line." In other words, I told him he was letting talking machine business slip past his doors every day. His come-back was: "We can't see where it would pay us to put a lot of money in advertising the talking machine department individually, sending out special sales letters, or having salesmen devote too much time to this line. Anyway, you know what I think? I believe nine out of ten of the better class of people, the people we want to do business with and who would be liable to visit our store to buy an instrument, already own one." I assured him, of course, that he was all wrong—that he still had a vast uncultivated field of "better class' prospects to sell machines to. But he didn't believe me.

And so I made this experiment I started to tell you about. And here's what I did. I started out (it was then about 10 o'clock in the morning) and every business acquaintance or friend I came in contact with that day I asked him if he had a talking machine at his house. Remember, I didn't pick and choose. I met that day what you might call the "average run" of business men, taking them as they come, and to each and every one of them I put the question: "Have you a talking machine up at your place?" And if the answer was "no," I asked why my informant didn't own an instrument.

I got some interesting information. First off, what do you suppose? Fifty per cent of the sixty-three business men I put the question to did not have a talking machine in their homes. To be exact, thirty-three owned instruments and thirty did not.

Of course, it would not be possible to take up the necessary space here to tell what sort of people owned the most machines or why those who did not own them had not bought one, but I can and will set down a few interesting things in connection with my several brief interviews.

The first man I put the questions to was a chair manufacturer. I took it as a matter of course he would have a machine, as he certainly has money to buy anything he wants. But to my surprise he said he didn't own one. Why? He had no particular answer. The only thing definite I could get out of him was that "My wife and I have thought several times about getting one, but I guess nobody has kept after us hard enough to make us buy one."

My next "victim" was an advertising man (of all people, he didn't own one either). He laughed when I asked why, and said: "Oh, I don't know hardly myself; of course we can afford it, but you know I guess there are so many ads claiming so many different things we never have gotten right down to brass tacks and picked out one. Now, I'm an advertising man, as you know, and if you put the question straight up to me to know what would 'get' me—of course I'm not the average case, understand—I would say that some music shop would have to either write a good sales letter, or send out some sort of special invitation that would get my wife and me down to see and test the machine the store set out to sell us. My wife doesn't go out a great deal, and perhaps because she hears enough about advertising from me, she doesn't read ads a great deal. As I naturally would wait for her to take some initiative before I spent the money, some sort of appeal would have to reach her that would give her the right 'jolt.' But, as I said before, we are not average cases."

Many People Do Not Own a Talking Machine Because the Dealer Has Not Urged Them to Purchase

My third and fourth, also the fifth man I talked to, all owned talkers (mechanical ones, I mean).

The sixth chap was another who "didn't own." His reason was that he and his wife had been living with her folks until a month or two before, and as the old folks owned a machine the young people had not bought one. However, this man admitted that some day "the fever" would get him, and he would go down and buy a machine. Some day, he said, when some store ran his "buying temperature" up to the proper degree.

The seventh man had no instrument either. Said they had a piano but his wife seldom played, was all out of practice. Had been intending all along to get a talking machine, but "just never had done it."

And so it went throughout my interviews Some of these people, as pointed out, may have been exceptional cases to reach, but the most of them were just average, every-day, better class Americans. The fact that they had never bought a talking machine does not reflect on talking machine advertising or special talking machine sales efforts either. The cumulative publicity that is reaching them in one form or another will some day turn them into talking machine owners. In the meantime, the store that puts on extra steam and tries the hardest to reach them can cop off the sales, perhaps.

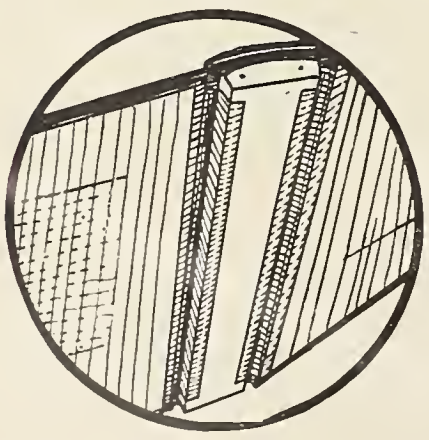
But this was not intended to tell you particularly how to sell talking machines. It was more to show you the possibilities for making sales that are at hand.

The experiment I made any one can make, and I believe you, yourself, will be surprised at the number of people who still do not own talking machines. Try it to-day. Make it a point to ask every man you come in contact with whether or not he owns a talking machine. And if he doesn't, ask him why. It will help you to do a bigger, better business through helping you to get the right angle from which to appeal to the folks in your town.

A. I. Namm & Son, Brooklyn, N. Y., have recently announced an increase in their capital stock from $1,000,000 to $2,500,000. This store has a large talking machine and record department.

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]



CHAPTER I

The first consideration in the making of a NYACCO album is having the back made of wood in one piece, reinforced with cloth hinges. This is a positive guarantee that the back will never loosen from the cover of the album. You can assure your customer of this when you sell him the album.

Watch next issue for the second Chapter

NYACCO

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.

Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.

Cleveland, O.: Cleveland Talking Machine Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.

New York, N. Y.: Plaza Music Co.

Philadelphia, Pa.: Penn Talking Machine Co.

Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.

Washington, D.C.: E. F. Droop & Sons Co.

Victor Supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere, unmistakably tell of Victor supremacy.

Victrola VI, $35
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victrola XI, $150
Mahogany, oak or walnut

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

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

Albany, N. Y......Gately-Haire Co., Inc.
Atlanta, Ga. .....Elyea Co.
Phillips & Crew Piano Co.
Baltimore, Md. .....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Birmingham, Ala. ..Talking Machine Co.
Boston, Mass. .....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y......American Talking Mach. Co.
G. T. Williams.
Buffalo, N. Y......W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc.
Burlington, Vt. ...American Phonograph Co.
Butte, Mont. .....Orton Bros.
Chicago, Ill. .....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O. .....The Rudolph Wurlitzer Co.
Ohio Talking Machine Co.
Cleveland, O. .....The Cleveland Talking Machine Co.
The Eclipse Musical Co.
Columbus, O. .....The Perry B. Whitsit Co.
Dallas, Tex. .....Sanger Bros.
Denver, Colo. .....The Knight-Campbell Music Co.
Des Moines, Ia......Mickel Bros. Co.
Detroit, Mich. .....Grinnell Bros.
Elmira, N. Y. .....Elmira Arms Co.
El Paso, Tex. ....W. G. Walz Co.
Honolulu, T. H. ...Bergstrom Music Co., Ltd.
Houston, Tex. .....The Talking Machine Co. of Texas.
Indianapolis, Ind. ..Stewart Talking Machine Co.
Jacksonville, Fla. ..Florida Talking Machine Co.
Kansas City, Mo. ..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Los Angeles, Cal...Sherman, Clay & Co.
Memphis, Tenn. ....O. K. Houck Piano Co., Wholesale Dept., 115 Union Ave.
Milwaukee, Wis. ...Badger Talking Machine Co.
Minneapolis, Minn..Beckwith, O'Neill Co.
Mobile, Ala. .....Wm. H. Reynalds.
Newark, N. J......Collings & Co.
New Haven, Conn..The Horton-Gallo-Creamer Co.
New Orleans, La.....Philip Werlein, Ltd.
New York, N. Y.....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Landay Bros., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Omaha, Nebr. .....Ross P. Curtice Co.
Mickel Bros. Co.
Peoria, Ill. .....Putnam-Page Co., Inc.
Philadelphia, Pa....Louis Buehn Co., Inc.
C. J. Heppe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. ....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co.
Portland, Me. .....Cressey & Allen, Inc.
Portland, Ore. .....Sherman, Clay & Co.
Richmond, Va. .....The Corley Co., Inc.
Rochester, N. Y.....E. J. Chapman.
Salt Lake City, U..The John Elliott Clark Co.
San Francisco, Cal..Sherman, Clay & Co.
Seattle, Wash. .....Sherman, Clay & Co.
Spokane, Wash. ....Sherman, Clay & Co.
St. Louis, Mo......Koerner-Brenner Music Co.
St. Paul, Minn......W. J. Dyer & Bro.
Syracuse, N. Y......W. D. Andrews Co.
Toledo, O. .....The Toledo Talking Machine Co.
Washington, D. C...Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

Victor Talking Machine Co.

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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS

MAKING THEIR SELECTION

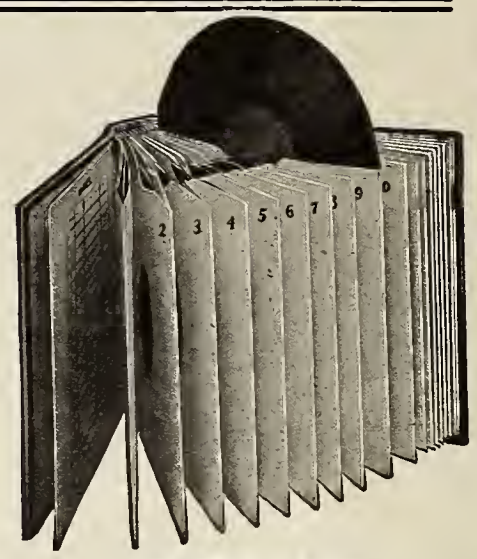
A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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



THE PERFECT PLAN

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

CHICAGO OFFICE: 508 S. Dearborn Street.

BRINGING MUSIC TO THE SOLDIER

"Viccy" Is the Daughter of the Regiment in the Recreation Rooms of the Various Outposts, Thanks to the Splendid Work of the American Red Cross Bureau of Camp Service

"Feed her some jazz records and we'll have this little old truck unloaded so quick the natives will think a cyclone struck it!"

Half a dozen khaki-clad figures gaily shimmied from the barracks platform at Zapata to the big truck laden with equipment which had just made the trip from San Ygnacio, Tex., each hugging a Victrola record to his breast, while feet and shoulders kept time to the strains of "Dardanella." It was the first music of any kind the doughboys had heard since leaving Fort McIntosh. There was only one other Victrola in the town and that in a private home, where few of the boys had ever been invited.

When the American Red Cross, Bureau of Camp Service, Southwestern Division, decided to equip the recreation rooms at the various outposts music was set down at the very top of the list. The unrestrained enthusiasm with which the soldiers welcomed this first aid to the collywobbles was abundant evidence that the drive for Victrola records to go to camp had not been a mistake.

"Gee, buddy, doesn't that tune sound like more?"

"Give John McCormack another encore!"

"Now let's have 'Oh, What a Pal Was Mary,' and everybody come in on it!"

With such beguiling accompaniments the big truck was soon unloaded, for the music-hungry lads had insisted that the Victrola should be the first article to be taken off and it was no sooner off the van than eager hands were putting on records and lusty voices were joining their rumbling basso or clear tenor to its harmonies.

Music is one of the most far-reaching and satisfying enjoyments the American Red Cross Bureau of Camp Service provides. No greater calamity can befall a recreation room than to have "Viccy" lose her voice. At the Marine and Naval Station at Point Isabel, Tex., where the talking machine sustained injuries from some unknown cause the deepest gloom prevailed until two of the electricians volunteered to give first aid treatment. They obtained a wheel about the size of the disc and then connected it with an electric fan, slowed down to low speed. The hilarity which burst forth when the anxiously watching sailors found that the machine would work brought every one at the Point to the recreation room under the impression that the circus must have come to town.

Two Victrolas are in use at the Convalescent House at the hospital area at Camp Pike, and these are kept merrily jazzing all day long, for, as the boys in the service declare:

"'Viccy' is the best little substitute for home and mother a fellow can dig up. She's the daughter of the regiment, all right, all right!"

The man who gets the business to-day is the one who does something different from his competitor and can show a good reason why he is the one that should have the business.

EDISON PRODUCTION AT HIGH MARK

Laboratories Announce Biggest Output Yet Reached for June

It is announced that Re-Creation production at the Edison laboratories has reached the highest point since April, 1919, and June has had by far the largest output in the history of the business. New equipment recently installed promises to facilitate the output of catalog numbers, as well as increase the rate of production of new numbers.

Recognition of Edison Re-Creation by persons of a high degree of musical culture is reflected in the constantly growing demand for classical and operatic selections. It is stated at the Edison laboratories, however, that there will be no dearth of popular ballads and dance numbers, despite the tremendous strain on production facilities.

ART HICKMAN DEFINES JAZZ

Art Hickman, who is identified with the Columbia Co. recording department, insists that his orchestra, now playing on the Ziegfeld roof, is not a jazz band. "Jazz," says Mr. Hickman, "is merely noise, a product of the honky-tonks, and has no place in a refined atmosphere. I have tried to develop an orchestra that charges every pulse with energy without stooping to the skillet beating, sleigh bell ringing contraptions and physical gyrations of a padded cell."

Be a hope spreader and you will be a success getter.

VITANOLA FOURTEEN

Associated Furniture Manufacturers

Distributors of

VITANOLA

The Phonograph of Marvelous Tone

PERSONAL COOPERATION IS THE BASIS OF OUR VERY SUCCESSFUL DEALER SERVICE

1209 Washington Avenue :: ST. LOUIS, MO.

Victrola IV, $25
Oak

Victrola VI, $35
Mahogany or oak

Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak

Victrola X, $125
Mahogany, oak or walnut

Victrola XI, $150
Mahogany, oak or walnut

Victor Supremacy

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

With Victrolas in such splendid variety, Victor retailers can satisfy every demand, and the volume of business is limited only by the individual effort of each retailer.

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Victor Talking Machine Co.

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

Victrola XIV, $225
Mahogany, oak or walnut

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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JULY 15, 1920

DEVELOPING BUSINESS IN SUMMER MONTHS

IN many branches of the music trade the summer months have long been considered a period of inactivity—a season of recreation when no special effort is made to develop prospects and expand trade. No progressive, wide-awake dealer who believes in constantly expanding his business takes stock in this view of things. To him the summer months are as prolific of results in a business way as are the winter months. He fails to see the wisdom of resting on his laurels—rather he calls the sales force around him and perfects plans and policies whereby he is enabled to make the summer months yield new business and profits.

This type of man is a breaker of images. He takes no stock in trade superstitions. With him there are no slack months. Every month in the year is a producer, and this is made possible by the inauguration of a summer campaign that will mean an enhancement of the prestige of his house as well as placing a very substantial sum on the right side of the ledger in the way of sales.

There are so many ways in which talking machine business can be developed profitably during the summer that they are almost self-evident. In the sales of records particularly, the summer months should show the largest output. The talking machine plays as effectively and as satisfyingly on the porch or in the parlor of the summer hotel or boarding house as in the city. It must also be remembered that the millions of people who cannot get away from their city homes enjoy the talking machine in the summer evenings as much as in the winter, and those who do not can be educated to the recreative value of the talking machine at all times. This should be the work of the dealer. When there is such an interesting product as the talking machine to talk about there is material at hand for most effective summer work, and it is up to the dealer to get busy.

TIME FOR CLEAR-HEADED BUSINESS JUDGMENT

IT is but natural that talking machine dealers generally, as well as merchants in other so-called stable lines, should look askance at the present wave of price cutting that has existed for a couple of months and which has swept across the country with an effect that is calculated to alarm even the retail merchant who is doing business on a fair margin of profit and seeks to maintain that margin. There are those who with great freedom of speech are declaring that the period of reaction against high prices is here and that the public is in a mood where it will refuse to buy unless coaxed along with a substantial price reduction. There are others better balanced who view conditions as they actually exist, and emphasize the fact that material and labor costs and the general overhead met in the production of most standard products, including musical instruments, preclude any possibility of retail price cutting until such time as manufacturing costs decrease.

The talking machine dealer who gets panicky and is somewhat inclined to follow the price cutting craze, not by shaving the list price necessarily, but by offering sales terms that amount to the same thing, is simply starting on the road to business trouble. If he looked about him he would find that the wave of price cutting has struck principally what are termed seasonable lines such as clothing, shoes and house furnishings, the supplies of which change periodically. A late spring has much to do with curtailing the buying of such articles, particularly clothing, and the merchant who has announced substantial reductions in prices of these goods is not in any sense a philanthropist. He is simply showing good business judgment by taking a small profit right now rather than pay storage charges for several months, tie up his money for that period, and be compelled to make similar reductions later. Remember, if a talking machine is not sold to-day it can be sold next year and at the same price. The style does not change materially, nor does the machine lose its value in storage. The same can be said of the standard records and the supply of popular priced records in proportion to the demand is generally so meagre as to preclude any danger from that score.

It is time for clear-headed business judgment, when the merchant can sit tight, conserve his resources and insist upon doing business on a basis that will insure him a normal profit. If he makes any change in the system let it be a change in selling methods—a change that will mean going after business just a little harder than before. If the merchant, or salesman, really goes after trade he will have little time to worry about what the drygoods house next door is doing, for the wave of price cutting has not included the standard lines of talking machines and records. In fact, price cutting announcements have quite ostentatiously brought attention to the fact that such products were exempt, and this fact in itself should inspire confidence.

BENEFITS FROM TECHNICAL CONFERENCES

THE suggestion has been made on several occasions, and very recently in The World, that the technical experts of the industry evolve some plan for getting together at regular intervals for the purpose of exchanging ideas and enjoying mutual discussion relative to the new developments, or planned developments in the industry.

A number of recording laboratory officials in and about New York have recently adopted the idea and have been holding a most interesting and successful series of conferences relative to recording methods and practices and the problems that are common, rather than individual, in their application. It has been found that although recording experts are in a sense competitors, there are many things connected with recording processes that are not competitive, and by an interchange of ideas individuals may profit by the actual experiences of others and thus avoid delays and expense incident to experiments similar to those already conducted by other members of the trade.

Technical conferences are in no sense new. In many industries the practice of holding such conferences attended by the technical men representing various manufacturers, has been long established, and has proven distinctly successful. In the piano trade, for instance, there have been conferences of technical men held in both New York and Chicago that have served to clear up many disputed points and wrong impressions without interfering in any way with the individual character of the products in which the technical men were interested.

With a score of men working for talking machine and record development, it is but natural that many of them must go over the same ground representing a duplication of effort and expense, and what is more important a waste of time that might better be devoted to genuine progress. Through the medium of conferences, these men can exchange ideas regarding the fundamental principles of

sound reproduction and progress to a definite given point along recognized lines before branching out according to individual theories.

The conference idea is worth considering seriously with a view to its development along broad lines for the advancement of the industry as a whole.

THE DEVELOPMENT OF THE TALKING MACHINE

THE interview with Eldridge R. Johnson, president of the Victor Talking Machine Co., which appeared recently in the Philadelphia Public Ledger, is of particular interest to the talking machine trade as a whole, not alone because it sets forth some little known facts regarding the development of the talking machine, but because in it Mr. Johnson takes occasion to prophesy that it will take twenty-five years more to perfect the talking machine and that in the end it will play as important a rôle in the educational field as the printing press does to-day.

When one considers that the talking machine has been developed to its present satisfactory form within a period of twenty-five years, the possibilities of twenty-five years more of development work appear to be tremendous. Along just what lines the progress will be made remains to be seen, but it is certain that there are many bright minds in the industry who are unceasingly studying and inventing with a view to bringing about improvements that will represent real advancement in talking machine and record construction and operation. Having passed the experimental stage, future developments, unless they are distinctly revolutionary, must of necessity be rather slow, but the fact that the leaders of the industry realize that absolute perfection has not yet been attained holds forth distinct promise and is an earnest of continuous effort toward new achievements.

WHY DEALERS SHOULD STUDY CONDITIONS

WITH the coming again of the buyer's market in the talking machine trade—and a change in the market is distinctly in evidence—the average dealer will be compelled to give more attention than he has been giving to the question of service. With the shortage of goods, too many dealers have apparently been quite content to rest in the assurance that the public was happy enough to get certain desired records and certain desired types of machines without any particular amount of service in connection therewith. With the majority of dealers well supplied with both machines and records, however, a condition that now seems imminent, the question of service will enter more strongly than it has for years past.

With the knowledge that a certain machine, or a certain record may be obtained at any of a half dozen stores, the purchaser is going to patronize the store that makes the strongest appeal. That is human nature, and the retailer should see to it that his particular store offers the most attractions in this matter. The factor in service that most directly appeals to the customer is an exhibition of a more or less thorough knowledge of his tastes and requirements—a knowledge gained through the medium of the first and succeeding sales, and carefully listed for future reference. More than one dealer enjoys the constant patronage of a man simply because when the customer enters the store he is welcomed immediately by name. Other customers are constant in their patronage because a certain salesman knows enough to offer them first operatic and concert songs rather than the popular records of the day, knowing that such music is most desired. And so it goes.

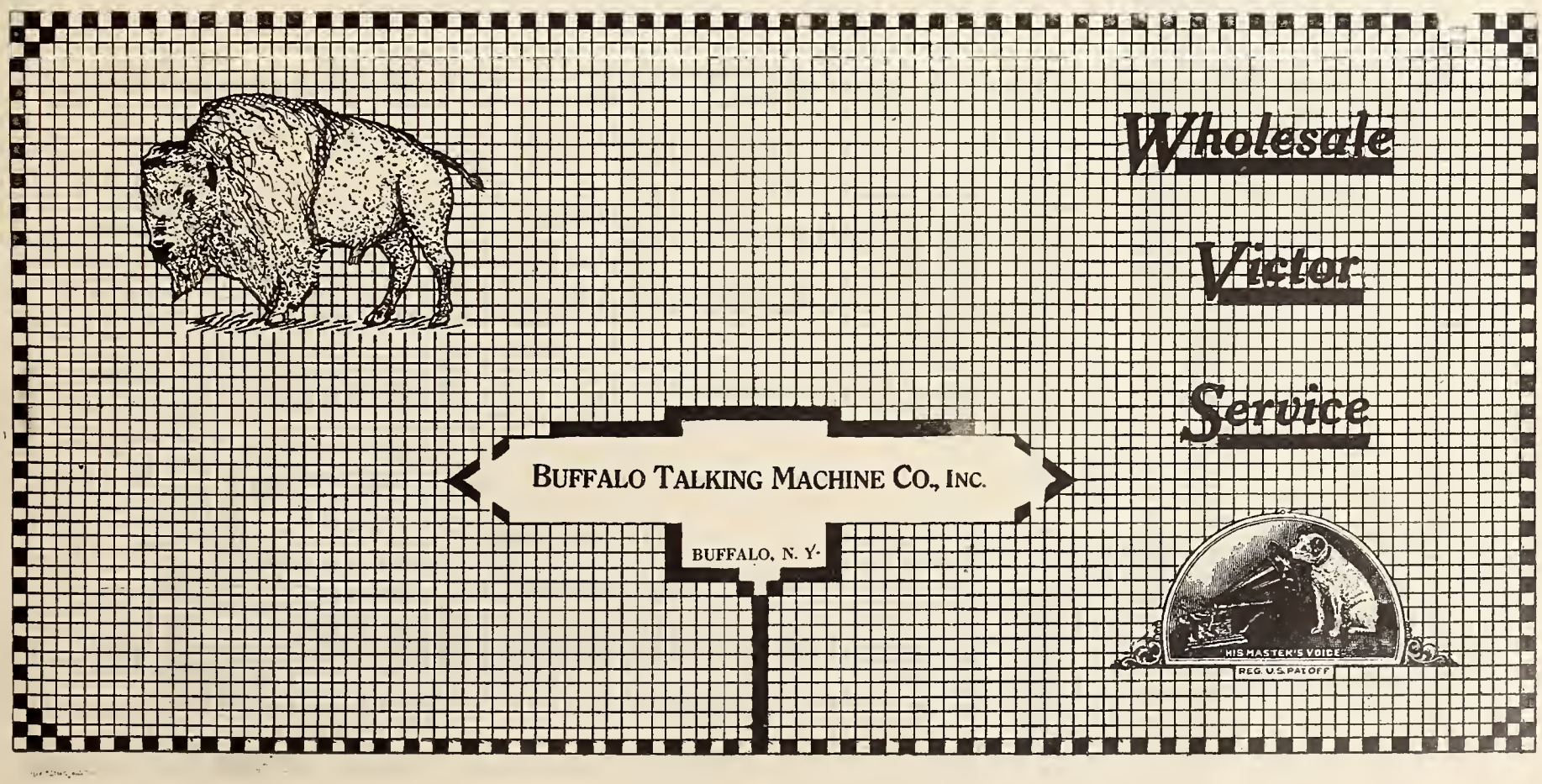
The dealer likewise cannot afford to hide his light under a bushel. He will have to advertise locally to tell prospective buyers where his store may be found. That he has the agency for a well-known line of machines that in itself is well advertised nationally is not sufficient. The dealer's profit and his success depend upon the manner in which he handles the line. Babe Ruth, the "home run king," is getting large money and much fame in baseball circles not because he uses a Spaulding bat, but because he uses that bat in a way to get results. The dealer's success with the agency of an established line is based on the same principle.

The handling of a widely known, nationally advertised line of machines and records is perhaps the greatest asset a dealer can have in meeting business conditions that are to come, but there are undoubtedly other dealers in the territory that handle the same line as direct competitors, offering the same goods at the same list prices. In meeting this competition the dealer must depend upon the element of service, and it is a matter that is worthy of immediate and earnest attention, if such attention has not already been given to it.

This is just the time and not late in the fall to give this subject earnest consideration. The wise business man lays the foundation for success by building his plans well in advance of their being put into operation.

THE INFLUENCE OF ARTISTIC CABINETS

NOT only is the talking machine credited, and justly, with proving the biggest factor in the development of musical knowledge and appreciation in the United States, but it has likewise been credited with being instrumental in stimulating a desire for better home furnishings, for furniture that is artistic rather than simply ornate. Perhaps it is the influence of the music of the talking machine that moves the possessor thereof to desire things about him that are better and more artistic, but it is more logical to assume that credit belongs where the furniture men themselves place it, to the simple, pleasing, but thoroughly artistic, lines in the better grade of talking machine cabinets. If the talking machine has succeeded in placing artistic cabinet designs within the reach of the average home owner and by that means made him prouder of his home and desirous of seeing it furnished properly, then it has accomplished a purpose quite as important as that of entertaining and perhaps educating its owner.



INDIA SHELLAC AND MICA TRADE

Government Shellac Control Removed and Large Decrease in Shipments to U. S. Noted—Mica Exports to America Likewise Declined

The annual review of the trade of India for the fiscal year ending March 31, 1919, has just been issued and reported to the Bureau of Foreign and Domestic Commerce at Washington by Consul General James A. Smith, Calcutta. The year covered by the review has been a most unusual one in point of volume of trade, says the report, which dwells on the conditions in the shellac and mica markets as follows:

"The scheme introduced in January, 1917, under which all shippers of shellac guaranteed to Government suitable shellac in quantities representing 20 per cent of their shipments on private account at a fixed f. o. b. price of $13.63 per maund (82 2/7 pounds), was in force during the greater part of the year under review. Control was removed altogether on December 4, 1918. The total quantity exported decreased from 289,700 hundredweight in the previous year to 222,900 hundredweight. The value of the exports was $9,084,133. The declared value per hundredweight in the previous year was $40 23, as against $40.88 in 1918-19. The shipments to the United States decreased, while there were larger exports to the United Kingdom, Japan, France and the Philippines. Of the total exports the United States took 44 per cent, the United Kingdom 29 per cent, Japan 8 per cent, and the Philippines 5 per cent.

"There was a decrease in the quantity of mica exported together with an increase in the value, due largely to the strength of the demand for superior grades. The shipments amounted to 2,800 tons, a decrease of 15 per cent as compared with the preceding year, but still 14 per cent above the pre-war average. The value of these exports increased by 4 per cent to $2,915,034. The entire quantity was exported to the United Kingdom. The exports to destinations other than the United Kingdom were prohibited."

VICTOR DOG INVITES CUSTOMERS

Oregon Dealer Uses Victor Pup as a Business Getter and Secures Good Results—Shop Has Many Features Which Increase Service

SALEM, ORE., July 5.—The H. L. Stiff Furniture Co. of this city has one of the best business getters that we know of. A large Victor dog sits outside the store with a basket full of catalogs in his mouth, with the sign "The Victor Dog Says Take One." Every day new people come into the store with the catalogs asking to hear records. The increase in business has been noticeable.

The talking machine department was opened March 1 with a full line of Victor, Columbia, Brunswick and Pathé machines and records. This department is managed by Olga B. Moreland and has a number of original features. The six record booths are finished in white and old rose. Instead of chairs, an upholstered bench holding three people is in each booth. Underneath these seats the surplus records are kept. The record racks are back of the booths and also have original features. Between the doors from the booths into the racks are swinging shelves that can be hooked up to hold the records before putting into the racks.

Another original feature is the method in which the stock cards are kept. Any salesman in the store can find any kind of record he wishes to demonstrate without having to look in the catalog or memorize the number. This is not a color system, which also has to be memorized; but an alphabet system, which takes in all the Red Seal records.

A signal system is also used on these stock cards which shows the surplus of that particular record, also how many were ordered, when received and selling history. A small blackboard is used to suggest records to the salesmen.

There is nothing else which will fix a floating life and prevent it from being tossed hither and thither like forming a habit of prompt decision.

COMBINES BUSINESS AND PLEASURE

Miss Hobson, of Stewart Co.'s Educational Department, Spending Vacation on Pacific Coast, But Will Help Mrs. Clark's Program

INDIANAPOLIS, IND., July 5.—Miss Caroline Hobson, head of the Educational Department of the Stewart Talking Machine Co., is enjoying a two months' vacation in California at the close of a most active season. Although she planned her vacation as a complete rest from educational affairs, she has accepted a place on the educational program to be given in San Francisco July 19, under the direction of Mrs. Frances E. Clark, head of the Educational Department of the Victor Co. Miss Hobson's part of this program deals with folk dancing and constructive talks to dealers.

When she returns to Indiana in August her educational work will be given entirely to aid in the improvement of educational departments in the various Victor stores throughout this territory. She will take a leading part in the movement to supply six or eight finished teachers to every county institute in Indiana, spreading the gospel of educational music and the value of using the Victrola in rural schools. In a letter to the county superintendents she has invited their co-operation in planning a definite music course involving the intelligent use of the Victrola.

INSTALL SEVERAL NEW BOOTHS

The Plaut-Cadden Co., of Norwich, Conn., have, owing to the increasing demand for Victor machines and records, been compelled to add to their floor space. Plans have just been perfected for the erection of five modern demonstration booths, which gives them an equipment of eleven rooms for displaying Victor talking machines and records. This establishment is putting a number of ideas into force that will do much to expand their business during the Summer and Fall months.

Style A

Dulcitone

Dulcitone Walnut, Rich Mahogany, Red or Brown

Dulcitone

Tone Appearance Superiority

The wonderful tone of the Dulcitone is not an accident, but the result of right development of known principles governing tone production. The especially constructed tone chamber, embodying proper dimensions, shape and quality of material, is the medium by which tone once properly started in the reproducer is amplified and brought out full, clear and rich.

Dulcitone appearance is one of the prime factors in its popularity. Veneered in beautifully matched genuine Walnut and Mahogany veneers, it appeals instantly to the eye and commands admiration. DULCITONE WALNUT IS THE MOST BEAUTIFULLY FIGURED AND PERFECTLY MATCHED VENEER IN THE ENTIRE PHONOGRAPH INDUSTRY.

The combination of wonderful tone and incomparable beauty of finish places the Dulcitone at the head of the list of all Phonographs and explains its unquestioned popularity with both dealer and customer.

Write for prices and further interesting information.

PROMPT SHIPMENTS.

Dulcitone Phonograph Company

Chicago Office, 404 Republic Bldg. **SOUTH HAVEN, MICHIGAN**

Victor magazine advertising creates sales for Victor retailers right through the year

Every Victor advertisement is a salesman for every Victor retailer. These current magazine advertisements are a part of *your* sales force right now. They tell the public of the merits of Victor products and keep on impressing them with the all-around supremacy of the Victor.

The greatest m
in the en

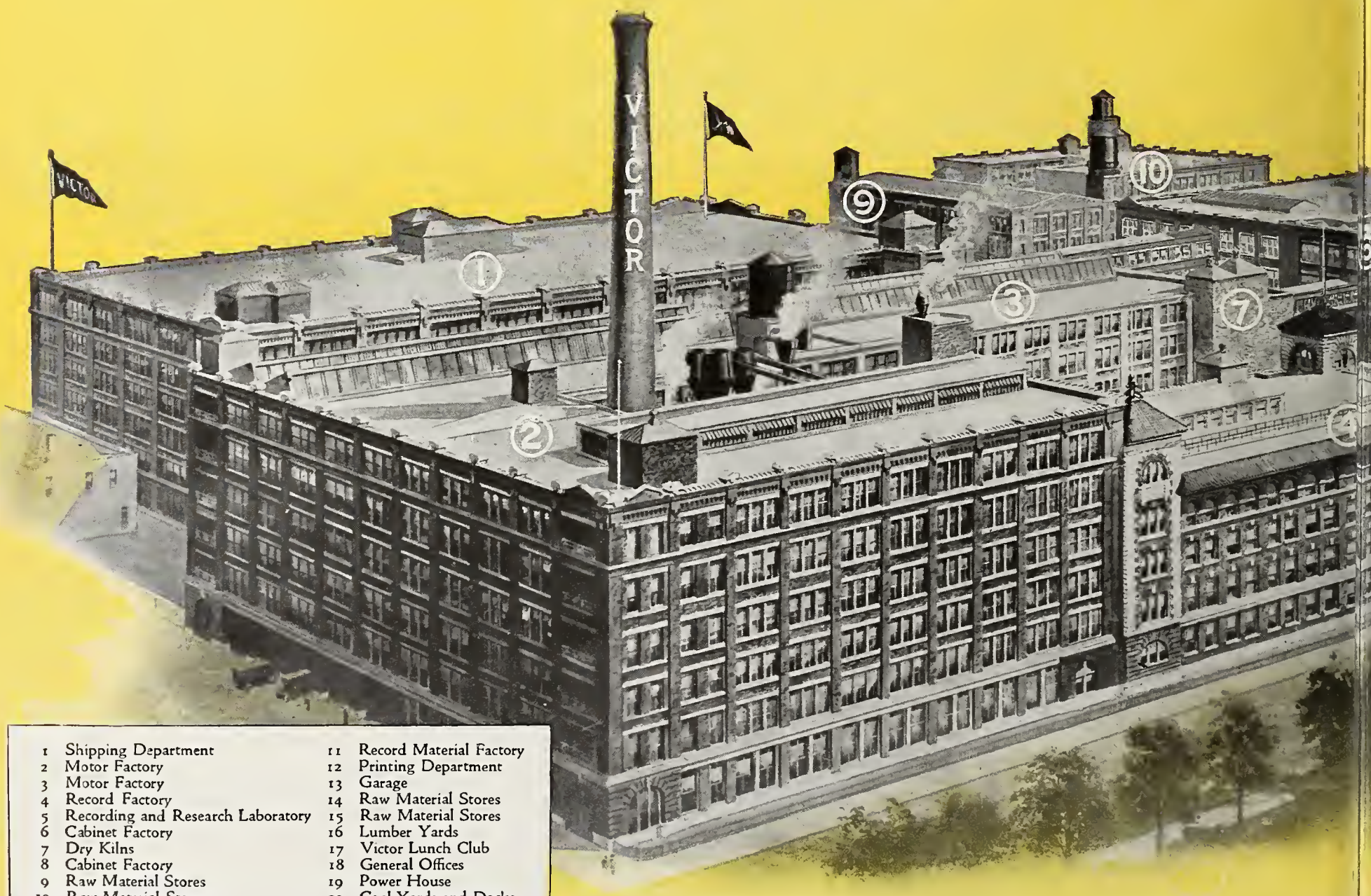
The mighty structures of steel and concrete which constitute the immense Victor factories at Camden, N. J., are a living, ever-growing monument to the pioneers who blazed the way in the talking-machine industry, who developed the talking-machine from a mere toy into the greatest musical instrument the world has ever known.

Their lifework is talking-machines, and all the experience and knowledge gained in nearly a quarter-century devoted entirely to the talking-machine art is summed up in Victor products.

The Victor Company not only completely revolutionized talking-machine construction by the invention of the cabinet-style instrument—the Victrola—but every worthwhile accomplishment in the higher development of the talking-machine art is the result of Victor skill and progressiveness, and its artistic achievements have been one unbroken series of successes.

While thus leading the way in the talking-machine field, the Victor factories have grown from a small one-room workshop into the greatest musical industry in all the

VICTOR TALKING MA



1	Shipping Department	11	Record Material Factory
2	Motor Factory	12	Printing Department
3	Motor Factory	13	Garage
4	Record Factory	14	Raw Material Stores
5	Recording and Research Laboratory	15	Raw Material Stores
6	Cabinet Factory	16	Lumber Yards
7	Dry Kilns	17	Victor Lunch Club
8	Cabinet Factory	18	General Offices
9	Raw Material Stores	19	Power House
10	Raw Material Stores	20	Coal Yards and Docks

Victor center spreads are the big broadsides of the Victor magazine campaign

The Victor center spreads in the Satur E
the largest single advertising units in the aga
month in the year. They are an importan part
covers the entire country and gives added pestig

musical industry
ntire world

world. They stand absolutely unique in the talking-machine industry. The Victor plant is the largest, the most modern, the best equipped plant in which complete talking-machines are built. Its immense buildings were specially planned and erected solely for the production of talking-machines, and represent an investment of many millions of dollars.

To the music-loving public these facts mean more than a mere statement of size. They mean musical quality. They mean that the Victrola stands alone as the supremely satisfying musical instrument. They mean that the Victrola is made by the most completely trained specialists in the most completely equipped talking-machine plant in the world.

It is due to this experienced, highly efficient organization, and to the perfection of its products, that the Victrola has achieved its world-wide supremacy, that it is universally recognized as the one standard talking-machine.

There are Victor dealers everywhere and they will gladly play any music you wish to hear. Victrolas in great variety of styles from $25 to $1500.

ACHINE COMPANY Camden N.J.

y Evening Post and Literary Digest are among the magazine field, and the Victor uses them every part of the Victor advertising campaign which ed prestige to Victor retailers everywhere.

Victor center spreads command attention and benefit every Victor retailer

Victor newspaper advertising helps the business of Victor retailers everywhere

How many of these artists have *you* ever heard?

ALDA	FARRAR	McCORMACK
BESANZONI	GALLI-CURCI	MELBA
BORI	GARRISON	MURPHY
BRASLAU	GILLY	PADEREWSKI
CALVE	GLUCK	RUFFO
CARUSO	HARROLD	SAMMARCO
CLEMENT	HEIFETZ	SCHUMANN-HEINK
CORTOT	HOMER	SCOTTI
CULP	JOHNSON	SEMBRICH
DE GOGORZA	JOURNET	TETRAZZINI
DE LUCA	KINDLER	WERRENRATH
DESTINN	KREISLER	WITHERSPOON
EAMES	KUBELIK	ZANELLI
ELMAN	MARTINELLI	ZIMBALIST

And every one of them is a Victor artist. Their fame is as wide as the world. Their names are known wherever music is known, and with a Victrola their art becomes as familiar as their names.

Any Victor dealer will gladly play any music you wish to hear. Victrolas $25 to $1500. New Victor records demonstrated at all dealers on the 1st of each month.

VICTROLA

Victor Talking Machine Company
Camden New Jersey

Supplementing the extensive Victor magazine advertising, the Victor newspaper campaign brings business still nearer to the stores of Victor retailers. Victor advertising of every kind all works together for the benefit of every Victor retailer.

Rare Records, Like Rare Coins or Books, Have an Increasing Army of Purchasers

It is nothing unusual for The World to receive inquiries from talking machine enthusiasts regarding records of special selections or records by certain artists such as are not generally obtainable. It quite often happens that these records had been little known or in little demand while on the market and were included in the cut-out list of the manufacturers some years ago. It is likewise no unusual thing for the inquirer to offer a substantial bonus for some much-desired selection, even though it may have been already used.

This is a phase of the record question that is worthy of some thought. It is not likely that rare records will ever reach the point of value of rare stamps and coins, for the simple fact that there is always the chance that should the demand warrant it records might be put back into the catalog, inasmuch as the masters have been, and are, preserved by the manufacturers. This fact, however, does not prevent the layman from offering a substantial price for a rare record when he wants it. The chance of it again being put on the market several years hence does not appeal to him.

This demand for old records is not in any sense confined to popular numbers of brief popularity. In fact, popular numbers are seldom sought. There have been inquiries for records, however, of the lesser-known selections made by such artists as Caruso, principally by admirers of one artist or another, who when the records were on the market happened by chance to overlook them and found out too late that the number had been cut out.

One enthusiast in Chicago refused to set a limit on the amount he is willing to pay for a record by a well-known artist now deceased. This enthusiast had a sample of every record known to have been made by that artist and accidentally broke one of his favorites in the set. So far as is known, he has not as yet been able to get a duplicate record, but this failure has not been due to lack of effort.

The talking machine dealer and salesman, of course, cannot always guard against the unfilled

Demand for Special Selections by Artists and Enthusiasts a New Phase of Talking Machine Industry

demand of some enthusiast, but the retailer can take the precaution of keeping such enthusiasts as are numbered among his customers informed regarding the numbers included in the latest cut-out lists, so that the desired purchase may be made before it is too late. It would seem a matter of wisdom where a customer shows a strong inclination towards the records made by one or another artist to bring to his attention the lesser-known records made by that artist, with the suggestion that they are liable at any time to be included in the cut-out list and that it would be advisable to purchase them as a matter of self-protection before it is too late.

One dealer, as a matter of fact, persuaded the customer to buy several duplicate records listed as cut-outs, because the customer was partial to those several selections and did not want to run the risk of being unable to replace the records should they become broken or worn out. Of course, this is an extreme case, but it does not seem beyond the realms of possibility that some live dealer in a big center who is possessed of the gambling instinct will make it a point to hold out samples of records included in cut-out lists, with a view of being able to supply such records perhaps at a premium when they are no longer available in the general stocks. It will mean a fair investment of money, but if the venture is advertised to the trade itself and perhaps to the public such a dealer should soon become recognized as a factor in that particular field just as certain dealers are relied upon to provide, or secure, rare books. It is, of course, looking somewhat into the future, but the idea seems to be worth while.

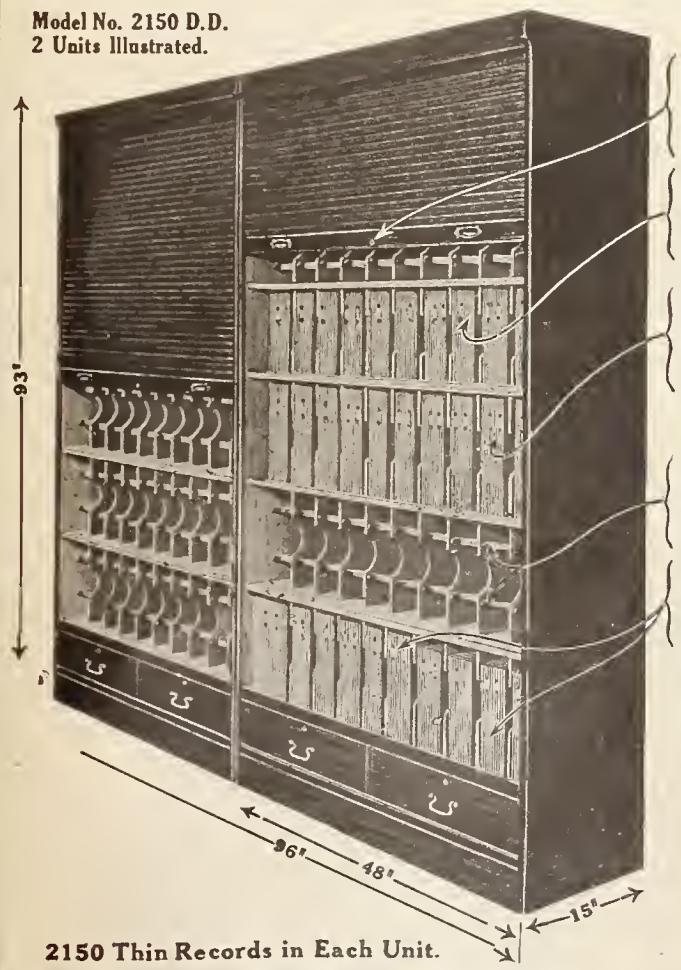
INCORPORATED IN BROOKLYN

The Arell Phonograph Co. has been incorporated in Brooklyn, N. Y., to do a business in talking machines and phonographs, with a capital of $10,000. The incorporators are J. D. and D. Freeman and J. R. King.

No matter how small your window, no matter how small your stock, you cannot afford to put in an indifferent display.

GUARANTEED

Model No. 2150 D.D.
2 Units Illustrated.



Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10½" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10½" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.
2150 Edisons in These 2 Units.

Ogden Sectional Cabinet Co., Inc.

LYNCHBURG, VA.

File Your Records so you can find them and it's easy to sell them

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

Secure These From Your Jobber:

COLUMBIA DISTRIBUTORS
Columbia Co., All Branches.
Tampa Hardware Co.

EDISON DISTRIBUTORS
Harger & Blish.
C. B. Haynes Co., Inc.
Laurence H. Lucker.
Montana Phonograph Co.
Phonographs, Inc.
The Phono Co. of Chicago.
The Phono. Co. of Cincinnati.
The Phono Co. of Detroit.
The Phono. Co. of Kansas City.
The Phono Co. of Milwaukee.

VICTOR DISTRIBUTORS
W. D. & C. N. Andrews
Badger Talking Machine Co.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
Louis Buehn Co., Inc.
The Cleveland Talking Machine Co.
The John Elliott Clark Co.
Cohen & Hughes.
W. J. Dyer & Bro.
Elmira Arms Co.
Eclipse Musical Co.
Elyea Talking Machine Co.
J. W. Jenkins' Sons Music Co.
Mickel Bros. Co., Des Moines.
Mickel Bros. Co., Omaha.
Putnam-Page Co.
Stewart Talking Machine Co.
The Toledo Talking Machine Co.
Talking Machine Co., Birmingham.
The Perry B. Whitsit Co.

OTHER DISTRIBUTORS
Buffalo Wholesale Hardware Co.
Interstate Phonograph Co.
C. M. McClurg & Co.
Cabinet & Accessories Co.
Sonora Dist. Co. of Texas.
Yahr & Lange Co.
Crafts-Starr Phono. Co.
W. H. Caldwell.
M. Sellers & Co.
L. E. Lines Music Co.
Ellis Jones Drug Co.
H. A. Copeland Sales Co.
Collier Bros.

SALESMEN
W. O. Harris.
W. J. Kelchum

Sectional Models Fit Any Size Stock and Help You Grow.

The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales.

Columbia

Practical Selling

Service That Rings Your Cash Register

Columbia dealers are rapidly realizing that after we've delivered the goods in Columbia Grafonolas and Records, we keep right on delivering the goods with the most efficient Dealer Service that great sales experts can devise.

Columbia dealers have seen their business grow at an astonishing rate. They know that the possibilities of increase for loyal Columbia dealers are practically limitless. Their experience of past Columbia service has filled them with faith in Columbia's future.

First of all, our nation-wide advertising campaign keeps our product before the public and creates continuous demand. Secondly, our "built-to-dealer's-order" sales service is *exclusive* for Columbia dealers.

Sales are the first consideration of this scientific *exclusive* sales service. Experience is at the root of every plan it recommends. Every Columbia sales plan is prepared by a corps of practical selling experts with actual retail experience of all kinds.

These plans are proved in actual practice before we offer them to our dealers. The best brains in the phonograph business study every selling problem for months in order to make this selling service scientifically, mechanically, and artistically right.

All the risk of manufacture of every Columbia sales device is ours; the reduced cost due to quantity manufacture is yours, however small your requirements. Columbia Dealer Service will help every department in your store.

Place your summer sales requirements for Columbia Dealer Service Helps with your regular Columbia distributor immediately. He'll supply you with the kind of service that will wear out your cash register bell.

COLUMBIA GRAPHOPHONE COMPANY, New York

Dealer Service

Sells the Goods

The Big Exclusive Columbia Feature

Columbia dealers have something to offer no other phonograph dealers can get. The *only Non Set Automatic Stop* is now a part of the new Columbia Grafonola. Built right into the motor. Invisible. Automatic. Operates on any record, long or short. Nothing to move or set or measure. Just start the Grafonola, and it plays and stops itself.

No other phonograph has it. No other phonograph can get it. Basic patents protect the Columbia *Non Set Automatic Stop*. It is the last touch of comfort and convenience added to the greatest of all musical instruments, the Columbia Grafonola.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK
Canadian Factory: Toronto

Lundstrom CONVERTO

PATENTED DEC. 11. 1917

Talking Machine CABINET

One of the advantages of the Converto is that the Portable Victor that fits into it *remains* portable. People who want a machine which they can easily move to other parts of the house, out on the porch, into the garden or summer house, and about vacation camps and bungalows, may still have a neat cabinet and record file for it in its more usual place.

The C. J. Lundstrom Mfg. Co.

LITTLE FALLS, N. Y.

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

Converto Wholesale Distributors

Atlanta, Ga......Elyea Talking Machine Co.
Phillips & Crew Piano Co.

Baltimore, Md.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

Birmingham, Ala. Talking Machiue Co.

Boston, Mass......Eastern Talking Machine Co.

Buffalo, N. Y......W. D. & C. N. Andrews

Burlington, Vt.....American Phonograph Co.

Chicago, Ill......Lyon & Healy

Cincinnati, Ohio...Rudolph Wurlitzer Co.

Cleveland, Ohio....Cleveland Talking Mach. Co.

Columbus, Ohio...The Perry B. Whitsit Co.

Dallas, Texas....Sanger Bros.

Denver, Colo......The Knight-Campbell Music Co.

Des Moines, Ia....Mickel Bros. Co.

Elmira, N. Y......Elmira Arms Co.

El Paso, Texas...W. G. Walz Co.

Houston, Texas...The Talk. Mach. Co. of Texas

Jacksonville, Fla...Florida Talking Machine Co.

Kansas City, Mo...J. W. Jeukins' Sons Music Co.
Schmelzer Arms Co.

Memphis, Tenn....O. K. Houck Piano Co.

Milwaukee, Wis...Badger Talking Machine Co.

Mobile, Ala......Wm. H. Reynalds

Newark, N. J......Collings & Company

New Orleans, La. Philip Werlein, Ltd.

New York City...Emanuel Blout
Cabinet & Accessories Co., Inc.
Knickerbocker Talking Machine Co.

Omaha, Nebr......Mickel Bros. Co.

Peoria, Ill......Putnam-Page Co.

Philadelphia, Pa...C. J. Heppe & Son
The Geo. D. Orustein Co.
Penn Phonograph Co.
H. A. Weymann & Son, Inc.

Pittsburgh, Pa....W. F. Frederick Piano Co.
Standard Talkiug Machiue Co.

Portland, Me......Cressey & Allen, Inc.

Richmond, Va.....The Corley Co., Inc.

St. Paul, Minn....W. J. Dyer & Bro.

San Francisco, Cal. Walter S. Gray Co.

Sioux Falls, S. D. Talking Machine Exchange

Syracuse, N. Y....W. D. Andrews Co.

Toledo, Ohio.....Toledo Talking Machine Co.

Washington, D. C. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

Art Studio a New Field of Exploitation for the Talking Machine :: :: By Frank B. Parsons

The talking machine has entered into so many phases of modern life that it is seldom that an unexploited field presents itself. Once in a while, however, there is presented a new opportunity for the dealer to enlarge the scope of his activities. In the field of photography there have been many improvements and new means are constantly sought by which the efficiency of the professional studio work may be increased.

One means which has been generally overlooked up to the present time is the talking machine and by its use a certain photographer has built up a big portrait business in a short time. Music has come into its own these days as a soother of tired nerves. Under its influence the mind seems to forget its troubles and the world looks brighter. This successful photographer realized this after reading an article in one of the trade papers and at once put the plan into effect.

In his studio he installed a talking machine behind a screen and arranged the instrument so that the music was subdued and soft and seemed to come from a distance. He believed that an atmosphere of music which would be ever present and impress itself upon the mind of the sitter would accomplish the desired result.

The machine was placed behind one of the many screens which are to be found in every photographer's studio. Near the instrument he had a special record rack containing a number of selections ranging from the classical to the popular and jazz. Both instrumental and vocal music were included in the selection, for he realized that in dealing with the individual he must meet many different conditions and tastes. When his subjects came into the studio he at once tried to put them at their ease by his conversation, and if he decided that music would be acceptable he would have his assistant place a record on the machine. In case his customers were fond of music he would turn the discussion to musical matters while the music played, or, as often happened in the case of older people when they heard the old familiar strains of the songs of long ago, he would remain quiet until the last notes had been played. He found after several months of experiment that by the time he had played one or two selections the feeling of unnaturalness began to pass away and all felt more at home. Then the sittings were begun and the results obtained more than repaid the extra time taken in preparation. With the strained feeling eliminated the pictures were true likenesses and often somewhat flattering, which is what most of us desire in a portrait. Consequently his pictures became very popular, his business grew rapidly and he soon was on the road to a substantial income.

This particular photographer would have made a wonderful salesman in the record department of any talking machine store, for in the course of his work in his studio he came to understand the power of music and the musical tastes of the day. He found that older people liked the songs of long ago best of all. He delighted the young people with the latest dance numbers and the song hits from the reigning musical shows. With little children especially he found the talking machine invaluable. Children are the hardest subjects for the photographer because they seldom can be induced to sit still and if they do sit quiet for very long at a time they either have a scared look or else look so solemn that when the proofs are shown to the parents the latter either fail to recognize their progeny or else rush to disclaim ownership. However, our friend the photographer-musician found that band selections appealed to children and made them laugh. The talking book and talking doll records for the little tots never failed to amuse and once in a good humor the work of taking the picture was thus made easy.

How the Photograph Studio Can Be Made Valuable to Dealers by Proper Co-operation Is Worth Noting

His unusual success with photographs of children brought in a steadily increasing patronage and he was obliged to enlarge his shop.

He employed and trained assistants carefully, teaching them his own method. He secured larger quarters, dividing the room into several sections so that a subject could be photographed in each section at the same time without any interference due to conflicting musical selections.

By arrangement with his local dealer he always received the new records on the first of the month or on whatever date they were released. Consequently his studio came to be known as the place where the latest thing in music was always to be heard. His establishment was really one of the best advertisements for the local dealer that the latter could possibly have. Realizing this, the dealer saw to it that the photographer was supplied with everything that could be had in the line of improvements. A satisfactory arrangement was made which was mutually advantageous.

Photographers can well profit from the example of this man who cashed in on one of the greatest business-building ideas ever tried out. The plan requires very little initial investment and could be put into operation with the aid of the local talking machine dealer. The possibilities are so attractive that it is strange more photographers have not put it into practice. The dealer himself would do well to suggest the plan to his local photographers for his record sales certainly would increase from the free advertising received in the studios. Another advantage would be that the plan would materially cut the number of demonstrations required at the talking machine store, for once the record was heard in the studio it would be unnecessary to have it played over again. All in all, the use of the talking machine in the photographer's studio should be pushed by both parties to the advantage of each.

The "price" of what you sell is what you ought to get. Price is what you're entitled to; price is always right. If you fail to get that much then it's you that's wrong—not price.

When looking for that flowery bed of ease remember that every rose has its thorns.

HERE IT IS
The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES $8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE FUTURE DEVELOPMENT OF THE TALKING MACHINE

Eldridge R. Johnson, President of the Victor Co., Tells of the Greater Field of Usefulness Yet to Be Developed for the Talking Machine—The Progress of the Victor Co.

Almost an entire page in the Philadelphia Public Ledger was devoted recently to setting forth the character and service of Eldridge R. Johnson, president of the Victor Talking Machine Co., as presented in a sketch and interview by William A. McGarry. The writer told in a brief way of the development of the tremendous talking machine business bearing the Victor gonfalon from its starting point in an obscure machine shop in Camden a quarter of a century ago, and of what Mr. Johnson has accomplished not only in the talking machine field, but in other fields where his work has not received so much prominence.

Of direct interest to the talking machine industry as a whole, however, are the comments offered by Mr. Johnson on the future development of the talking machine as he sees it, for he takes occasion to say:

"It will take twenty-five years more to perfect the talking machine," says Mr. Johnson. "What the future holds can only be imagined by those who are learned in this new art. It will play as important a part in future educational matters as the printing press in the past.

"Have you noticed the difference in reading one of Shakespeare's plays yourself and having it read by a world-renowned elocutionist? Perhaps because I am a slow reader myself I have always taken note of this. And it has occurred to me, as undoubtedly it has occurred to others, that the presentation of literary masterpieces on the talking machine, reproducing every tone and inflection of the artist, offers one of the widest fields for the development of the art. The value of such reproduction can hardly be overstated. We are working on the problem, and we think we have found the solution.

"The day is coming when you will be able to sit in an easychair at home and hear the greatest prose and poetry masterpieces of all time, just as you listen to-day to operatic selections. Improvements come hard nowadays. The field is no longer a virgin one. Great chunks of free gold are no longer lying around to be picked up by lucky hunters. Comparatively speaking, prospecting must be done with a diamond drill, and upon the location of a good vein great shafts must be sunk and an expensive plant built before pay dirt can be taken out. It is now also necessary to dig according to the latest scientific methods and keep on digging with the best equipment that money can buy. What the public is eager to purchase to-day cannot be given away to-morrow."

In telling of the early days of the talking machine, Mr. Johnson explained that a quarter of a century ago inventors were numerous and made their haunts in small machine shops. They were generally impractical and visionary and possessed of unbounded enthusiasm. He says of his experiences in the machine shop:

"It was interesting work, and there was profit in it if you could collect your bill; but in many cases the machine shop proprietor took a portion of his profit, at least, in experience. During the model-making days of the business one of the very early types of talking machines was brought to the shop for alterations. The little instrument was badly designed. It sounded much like a partially educated parrot with a sore throat and a cold in the head, but the little wheezy instrument caught my attention and held it fast and hard.

"I became interested in it as I had never been interested in anything before. It was exactly what I was looking for. It was a great opportunity, and it came to me as it can never come to any other man in the talking machine business again. The talking machine was a new art with a boundless future waiting only to be developed. Contact with so many inventors had inoculated me with their disease, and the talking machine fever broke out all over me.

E. R. Johnson

"Mr. Berliner had given the world the greatest basic improvement in talking machines since the day of Mr. Edison's original discovery, and I happened to be the man who happened to be there at the right time to give this great discovery the needed improvements and refinements, and to manufacture it in such forms and designs as to become most popular with the buying public. My years of hard experience in model working and repair work had well qualified me to cope with intricate designs and processes.

"I immediately undertook a course of experimenting with talking machines and made discovery after discovery until a talking machine of the disc gramophone type, capable not only of reproducing sound in its own mechanical fashion and in a tone of its own but of reproducing the tone true to the original sound, stood in my laboratory.

"The Victor Company was a very small affair when it was first formed in 1901," he says, "but it has grown and will continue to grow as long as its products continue to grow better and better. The Victor Company, with its organization of competent experts, is able to accomplish more in a day now than I was able to accomplish in twelve months twenty years ago. Its great object and ambition is to improve its product. Just as soon as a certain improvement is secured the experts in the organization are set to the task of making something new that is better than the last improvement. The Victor Company is now in possession of many patents and secret processes, but our greatest secret process is this: We seek to improve everything we do every day."

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

SEND INVITATION TO THE TRADE

Engraved invitations have been mailed to the trade by the Remington Phonograph Corp., cordially inviting the trade to visit its new warerooms and executive offices at 1662 Broadway. An invitation is also extended to dealers to make use of these offices as headquarters while in the city.

M. C. SIMONS BECOMES DISTRIBUTOR

M. C. Simons has been appointed sole distributor of the Lark Talking Machine Corp., of Camden, N. J., with offices at 1-3 Delancey street, New York City. Mr. Simons has already secured a number of representative agencies for this talking machine and finds the outlook bright.

We are largely the sum of our habits. If we go to our duties every morning, determined to put our best efforts into our work, we will surely accomplish much more as the days and months roll by than we would otherwise.

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.
The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 **Refiller Points 25 cents each**

JOBBERS AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors

The Don

FRANK J. HART
SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: –
—For Medium Tone extend point thus: -
—For Loud Tone extend point thus: -

The Smallest Thing You Sell Is the Most Important

THE most beautiful instrument in your shop — the most expensive records—are lifeless and useless without the needle that draws out their hidden tones.

Until you have pointed it out to them your customers have never realized how important that little bit of steel is. Without it the talking machine is dumb. With a poor needle its voice is strained and hoarse, but with a perfect needle—a needle that is always uniform in length, uniform in its finish and uniform in its tempered ball point—the talking machine gives out always a uniform fullness and richness of tone.

More than any other one thing poor needles have caused customers, who once were enthusiastic about their talking machines, to become indifferent, and on this matter as on many other technical points the customer must look to his dealer for guidance. You know the importance of an absolutely perfect uniform needle. You can impress your customer with your care for his interest by showing him that the needles that you recommend —made by the largest needle factory in the world—are selected by you because of their unvarying uniformity.

If you like you can prove it to him. You can open up a package of Uniform, ball-point needles and spread them out on the counter. Every one of them will be of the same length, the same thickness, with the same non-rust finish, and with the Uniformly rounded point. To your customer that means service. In these days of keen competition the customer is going to buy his supplies from the man that he trusts, and the man that gives him real service.

Tear out the attached coupon for samples of the only Ball-pointed Steel Needle in the world

Condon & Company, *Inc.*
SOLE AGENTS
200 FIFTH AVE., NEW YORK CITY

Condon
& Co.
Inc.
200 Fifth Ave.
New York City

Please send me by mail, without obligation, free samples of the Torrington Uniform Needles.

Name _____
Street _____
City or Town _____
State _____

Columbia Grafonola

Don't let your Grafonolas and record cabinets get cloudy or finger-marked. Shine 'em up—keep them shined. Look 'em over—"a stitch in time saved mine" said one dealer who uses our Dealer's Grafonola Re-Finishing Outfit. Bright, clean goods sell quicker.

Columbia Graphophone Co.
NEW YORK

TRADING ON ESTABLISHED NAME

Misleading Advertising in Indianapolis Suppressed Through Efforts of Stewart Talking Machine Co. and Better Business Bureau

INDIANAPOLIS, IND., July 3.—Through the efforts of George E. Stewart, of the Stewart Talking Machine Co., and G. F. Olwin, of the Indianapolis Better Business Bureau, forward steps have been taken towards eliminating misleading and fraudulent statements in the advertising of phonographs and talking machines in this city.

There appeared recently in the classified departments of two Indianapolis newspapers this advertisement: "Beautiful mahogany Victrola, $150 size; like new, and records, cheap; cash or bonds. 3137 Ruckle."

Investigation disclosed that a man lives at this address having the agency for the Avalon talking machine. His wife was asked to show the mahogany Victrola advertised for the sale as a "$250 size, used about three months, for $100, party leaving city," and was shown a machine of another make. When attention was called to the fact that the machine was not a "Victrola" the lady stated, "It is not a 'Victor Victrola,' but a much better make." She was then asked to show the $150 size Victrola advertised, and exhibited a machine of another make priced at $150.

The identity of the investigator and the purpose of the visit was then disclosed and the lady was very profuse in her apology, pleading that she thought all talking machines were "Victrolas" and that the "Victor Victrola" was identified by the name "Victor." She was told that this was a very poor excuse in light of the fact that her husband was agent for another make machine and that any repetition of this false advertising would be prosecuted. Promises were secured that future advertising by these people would be without offense.

The Indianapolis newspapers were all advised of the result of the investigation and have assured the Stewart Talking Machine Co. and the Better Business Bureau of their full co-operation.

The story of this investigation is just one story of the dozens of investigations conducted every month at the instance of the Stewart Talking Machine Co. It is gratifying to observe that the need for these investigations is decreasing, due to the wholehearted efforts of the newspapers and the Better Business Bureau.

TWO POPULAR PATHE RECORDS

Rosalie Miller one of America's favorite sopranos, who records for Pathé Frères, has just made a charming record of "My Love Is a Muleteer" (Francisco di Nogero). This song has been received with acclamation wherever she has sung. The same firm reports an increasing demand for the same composer's "A Sevilla Love Song," as recorded by Paul Althouse whose lovely tenor voice finds expression in a love song of unusual qualities. Those who know Paul Althouse best are aware that he avoids love songs. "This one is different," he says, and those who have had the privilege of listening to this record will agree with Mr. Althouse, for it is a record worth having.

TO OCCUPY NEW BUILDING

Bain Bros. & Friedberg, Inc., 235 Utica avenue, Brooklyn, N. Y., will soon occupy a handsomely equipped building right directly across from their present location, with Irving A. Fenison as manager. The Victor line will be specially featured by means of a large electric sign in front of the building. Other branches of this concern are at 1525 and 1658 Pitkin avenue, Brooklyn.

There is just a little difference between firmness and obstinacy. When it's you, it's firmness; when it's the other fellow, it's obstinacy.

ALYSWORTH-WILSON WEDDING

Daughter of General Manager of Thomas A. Edison, Inc., Marries Walter S. Alysworth

Miss Helen Julia Wilson, daughter of Mr. and Mrs. Carl H. Wilson, vice-president and general manager of Thomas A. Edison, Inc., was married in East Orange, N. J., last month to Walter Sanger Alysworth, who is also connected with the Edison laboratories. The groom's father, the late Jonas Walter Alysworth, was associated with Thomas A. Edison for many years in the capacity of chief chemist and was also an inventor of considerable note. The wedding was followed by a brilliant reception at the Essex County Country Club, at which were present a number of officials of the Edison laboratories.

COLUMBIA DEALER SERVICE

The Columbia Dealer Service system was fully outlined and discussed by Cortland B. Shaw in the June issue of Printers' Ink Monthly. In the article the basic principles of the service were explained, these being that the dealer is open to any proposition that will enable him to sell more goods, and he is willing to pay for any service which he is convinced will be an asset to his business.

AVOID THOSE VAIN REGRETS

Show me the business man who gives no thoughts to his business, who neglects his trade or technical journal, and remains in ignorance of the important things going on in his line, and I'll show you a man who trusts somebody to do these things for him, or who will have some vain regrets when he wakes up.

A real salesman is one part talk and nine parts judgment. He uses the nine parts of judgment to tell him when to use the one part of talk.

Emerson Records

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

CARPENTER PAPER COMPANY
OMAHA *Distributors* NEBRASKA

THE BRUNSWICK-BALKE-COLLENDER CO.
623-633 SO. WABASH AVENUE
CHICAGO

EXECUTIVE
OFFICES

June 29, 1920.

To Brunswick Dealers
and the trade:

Every keen analyst of business strategy knows that he can bank on the judgment of the public in any final appraisal of any product. Quality never is overlooked nor unrewarded.

Products may thrive and products may die, but the reason lies within the policies of the makers, not in the complaint that the public is unappreciative.

Witness the remarkable success of the Brunswick Phonograph. This, gentlemen, is proof sufficient for any business man. It reaffirms an ancient business principle, to wit: The people want what they want and won't have what they don't want.

One can force anything on the public for a little while, but not for long. This isn't Barnum's day. Times change. Minds change. People change. Phonographs change.

The Brunswick Phonograph has won its cherished place in the hearts of the people, first because it is a FINER phonograph, and secondarily, because of the integrity of Brunswick Dealers.

People are learning to refuse a lesser phonograph nowadays. They have learned to compare. They have become keener judges. They know the dealers who are giving them the utmost for their money.

In every community Brunswick Dealers have won the respect of people who judge phonographs the new way. And that has created a vast momentum of word-of-mouth advertising— the rarest and most priceless element in selling

In our great national advertising campaign we set people thinking, we induce them to come and visit a Brunswick Dealer. We appeal to their curiosity. We make them choose wisely.

They are therefore the best sort of prospects. Such a clientele means a stabilized business for a Brunswick Dealer, one that gives satisfaction daily, and one that grows healthfully through the years.

.....

For later appointment, in a few localities there will be openings for Brunswick Dealers -- maybe in your community. If you are interested in a Brunswick Franchise, the most fruitful business proposition imaginable, write to us at once for particulars.

We will tell you further of Brunswick success and what it can mean to you if you are a man with a vision.

Yours truly,

The Brunswick-Balke-Collender Co.
S. J. Hendrick.
GEN'L SALES MGR.
PHONO. DIV.

Brunswick
PHONOGRAPHS AND RECORDS

ANNOUN
EXTRAO

THE Brunswick-Balke-Collender Company, makers of The Brunswick Phonographs and Records, have the distinction to announce that through arrangement with Mr. James Slevin they have concluded negotiations for the return to America of the Vatican Choir and Soloists, so that they may perpetuate the highly artistic attributes of this unique and famous organization by a most interesting series of records typical of its liturgical renditions.

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

THE BRUNSWICK-BALK

General Offices: 623-63

Brunswick
PHONOGRAPHS AND RECORDS

CEMENT
RDINARY

THE Vatican Choir, which until its limited American tour last year, had not left the Eternal City, has never before recorded for any phonograph company. The Brunswick has secured the exclusive recording rights in the interests of countless thousands of music lovers who expressed a genuine regard and a keen appreciation of the superb artistic qualities of that aggregation of talent.

-COLLENDER COMPANY

. Wabash Avenue, Chicago

Canadian Distributors:
Musical Merchandise Sales Company,
819 Yonge Street, Toronto

Brunswick

PHONOGRAPHS AND RECORDS

Display them prominently and proudly—they will win respect and sales

IN every town in the land there are people to whom the Brunswick story has had a tremendous appeal.

Our constant advertising of Brunswick Phonographs and Brunswick Records is being read by people everywhere—in *your* town and for miles around.

But people want to know *where* to come. We urge them to visit a Brunswick Dealer—but the Brunswick Dealer must come forward and identify himself with the entire community.

You cannot attain the full value of Brunswick Advertising until you stand out prominently in the community as The Brunswick Dealer.

Once the public locates you definitely, you will find a constantly increasing trade.

So we point out again the value of local advertising and a "tie-up" with our national campaign. Our extensive Dealers Service makes this easy. We co-operate to the limit.

Thus the value of a Brunswick Franchise becomes accumulative. It builds you a permanent business.

Public demand on the one hand and intelligent salesmanship on the other, are irresistible factors in success.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

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

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

Canadian Distributors: Musical Merchandise Sales Company, 819 Yonge Street, Toronto

REFINISHING DAMAGED CABINETS

Some Excellent Advice to Dealer and Repairman on the Handling of Cabinets That Have Become Damaged While in Transit

It is a rare occurrence for the average talking machine dealer to receive any large shipment of machines without finding one or more of the instruments in need of some slight touching up. Sometimes it is only a light scratch or bruise. Then again there may be more serious damage to look after before the machine can be put on the floor for sale.

In the "Voice of the Victor" there were recently offered some excellent suggestions on the subject of refinishing cabinets, suggestions that may be adapted in the refinishing of any style cabinet. The article reads:

"When a Victrola leaves the factory it is in perfect condition, and knowing the rough handling it is liable to receive our shippers take the greatest care in packing it, but still it is impossible to guarantee that every instrument will reach its destination in the same perfect condition. By following the instructions given here you will be able to put damaged cabinets in perfect condition again.

"After carefully unpacking the Victrola, wipe it off with a piece of fine cheesecloth to remove all dirt and marks of packing. Then with a clean piece of cheesecloth rub the cabinet with a small portion of cleaner. Never use ready-made liquid polishes which are so extensively advertised as wonder workers. They will make the surface sticky, spotted and clouded, and destroy the finish.

"By mixing three parts benzine to one part paraffin rubbing oil you will have the best possible cleaner and polisher for a Victrola cabinet. Rub briskly, always lengthwise of the grain, cleaning off all surplus polish. Brush out all the corners with a brush, preferably a soft, round 3° bristle varnish brush.

"If paper has become stuck to the cabinet it can easily be removed with a cloth and water. The cabinet should then be carefully dried and the surface rubbed with a 3° pumice stone, a soft felt and paraffin oil. Care should always be taken to rub lengthwise of the grain.

"Never sponge a cabinet and then expose it to the sun in the show window. The glass intensifies the heat, which may blister the varnish, or fade the color and ruin the whole finish. When this happens the whole finish must be removed by an expert mechanic, carefully refinished and carefully French polished.

"Bruises or scratches should be rubbed out with a piece of soft felt, a 3-F pumice stone and paraffin rubbing oil. Go only so far as the body varnish will permit and rub only lengthwise.

"If the bruise or scratch is too deep to rub out, it will have to be burned in with shellac cement, the spot leveled up with fine sandpaper and touched up to the required color. It will then be necessary to French polish it with a solution of shellac, alcohol and raw linseed oil, using a piece of cotton covered with a piece of fine linen cloth. This requires skill and experience and should never under any circumstances, be attempted on a large flat surface by a novice.

"Rubbed spots and white corners on a red mahogany cabinet can be touched up with spirit stain made from Bismarck brown dissolved in alcohol, to which a little shellac is added. For English brown-finished cabinets add a little nigrosine to the above-mentioned solution. Special finishes and oak require the color adapted to the finish.

"If after treating the cabinet in any or all of these ways scratches and marks still show it will be necessary to employ a skilled polisher to French polish the whole cabinet to the desired finish, which must then be dulled off with a soft brush dipped in 3-F pumice stone and cleaned as before mentioned.

"If the finish has turned gray or become spotted by being exposed to dampness or some other unusual condition, the whole finish will have to be removed by an experienced wood finisher and refinished as above mentioned."

H. H. DOEHLER'S SPLENDID WORK

Headed Salvation Army Home Service Drive in Brooklyn—First Anniversary of Topics

The deep interest shown by H. H. Doehler, president of the Doehler Die Casting Co., of Brooklyn, N. Y., in civic and altruistic campaigns is once more manifested in the recent announcement that Mr. Doehler accepted the chairmanship of the Salvation Army Home Service Appeal in Brooklyn. Mr. Doehler's unselfish work in the somewhat recent Liberty Loan drives is well remembered and he has put the same enthusiasm into the Salvation Army Fund drive, of which he was the head in Brooklyn. Mr. Doehler outlined the situation and made a specific appeal to Doehler employes in the June issue of Doehler Topics.

The June issue of Doehler Topics marks the first anniversary of the appearance of this newspaper for Doehler employes. Doehler Topics has been published throughout the year without missing an issue and during that period has not only grown remarkably in size, but has become firmly established among thousands of employes at the Doehler plant. In the June issue an item in the phonograph department reports that a recent record was established in that department, when 7,974 tone arms, each one perfect, were turned out in one day.

ESTEY STORES HAVE CRAFTS LINE

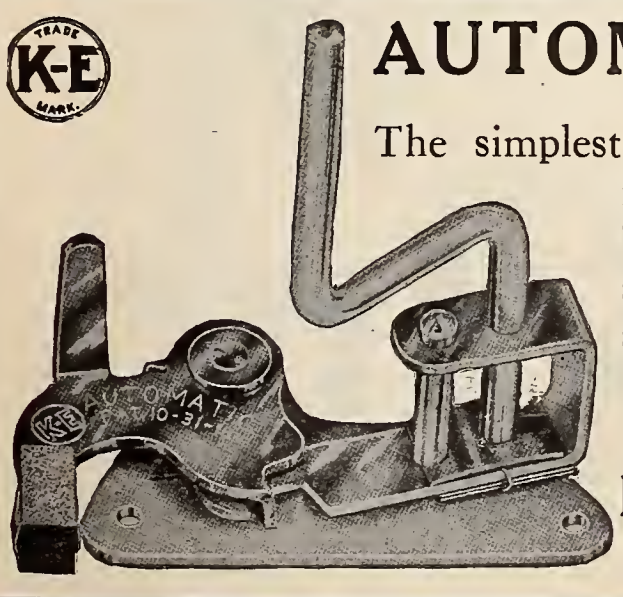
Richmond, Va., July 8.—A. J. Crafts, president of the A. J. Crafts Piano Co., recently returned from his trip to New York, and has made the important announcement that the Estey Piano Co. will hereafter carry the Crafts phonographs in all their various warerooms. Mr. Crafts also closed very satisfactory arrangements for his export business while in New York recently.

The general offices of the A. J. Crafts Piano Co. have been moved to the factory building at Twentieth and Franklin streets, and the retail store of the company, at 218-220 North Second street, will be placed under the direction of a branch manager.

K-E TRADE MARK

AUTOMATIC STOPS

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



Send 50 cents for Sample Stop

Kirkman Engineering Corporation

484-490 Broome St., New York

Your Customers Want to Know About

"GLISS"

The other day I had the opportunity of visiting one of the largest piano factories in the country.

In passing from one department to another I was most impressed by the painstaking care in the polishing department. More time is spent in giving a lasting finish than in any other one operation.

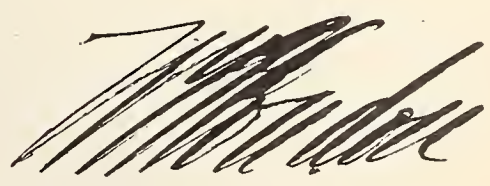
Out of long experience manufacturers of pianos and talking machines realize that the appearance and very often the sale of an instrument depends upon the highly finished case.

Your customers are just as anxious to *keep* their talking machine or piano looking as spick and span as the day it came from your store, and it is equally to your interest to have the instrument you sold them always looking its very best.

"GLISS" is a polish whose "lustre lasts." It is the only polish on the market scientifically blended to bring out the maximum lustre in a piano or talking machine case. It is used by many of the foremost manufacturers. It is sold to you on the right terms, with an unqualified guarantee of money back if not satisfactory.

You can recommend "GLISS" without reservation to your customers, but first I would suggest that you try it out in your own store. You will be surprised at the ease with which it is applied, and the lasting character of the brilliant finish that it adds to your instruments.

Simply sign and mail the attached coupon, and I will be glad to send you, without obligation, a free sample.



President

COUPON

CONDON & CO., INC.,
200 Fifth Ave.,
New York City.

Please send me a free sample of "Gliss," the polish whose "lustre lasts."

Name .....

Street .....

City ..... *State* .....

THE
VICTOR!
America's Favorite
THE Supremacy of Victor, "America's Favorite," has already been established.
WE believe the dealer handling Victor Exclusively will have no regrets, as specialization brings the best results.
ORMES, Inc.
Wholesale Exclusively
Victor
Briggs
Ormes Inc.
26 East 125th St., New York

EXPORTING OF TALKING MACHINES

Some Facts Regarding Foreign Demand for American Talking Machines and the Problems It Presents to the Domestic Manufacturer

The demand for American phonographs abroad is so persistent, according to J. B. Wilmeth, assistant manager, export department, Victor Talking Machine Co., Camden, N. J., in an interview published in the New York Evening Post, that more and more production is the industry's chief concern.

"It is not to be assumed from this, however," went on Mr. Wilmeth, "that all is plain sailing and easy going. We have our troubles, our obstacles to overcome just as other industries do. Some foreign governments, even of non-manufacturing countries, have been inclined to look upon the talking machine and records from a luxury standpoint, at the expense of a proper regard for the educational and spiritual worth of good music, thus seriously handicapping the business through excessive import duties and other taxation. These difficulties are, however, in the main, gradually becoming less pronounced as a broader appreciation is being accorded.

"Complicated customs regulations are the common lot of all American exporters in dealing with many countries. But improvements in this direction are also gradually being made, and an intimate understanding of their minutiæ and strict conformity reveals them as more an imaginary than a real obstacle.

"So far as shipping and burdensome handling charges are concerned, reform, like charity, may well begin at home. In some instances it costs more to clear goods from an American port than ocean freight to a distant country amounts to.

"The world at large has never before been so eager for standard American products. It is not so much a selling proposition as one of satisfying the conscious wants of the various peoples with the genuine article, which, after all, is the essence of good salesmanship."

NEW BEACON DISTRIBUTORS

J. N. England, of Atlanta, and Chas. B. Branner, of Richmond, Appointed Distributors for Important Territory in Southern States

The Beacon Phonograph Co., of Boston, Mass., announced recently that distributing arrangements have been made with J. N. England, who for a number of years has been Southern representative of the Kroeger and Straube pianos, with headquarters in Atlanta, Ga. He will distribute the Beacon line in the States of Georgia, Alabama, Florida, Tennessee and Louisiana.

Similar arrangements have been made with Charles B. Branner, who for twenty years has represented the Chase-Hackley Piano Co. throughout the South. His quarters are in Richmond, Va., and the territory he will cover comprises Virginia, North and South Carolina.

MACK HOWE APPOINTED MANAGER

Mack Howe, one of the popular young business men of Nashville, Tenn., has taken charge of the Pathé department of the Sharp-Howse Furniture Co. in that city. He has had considerable experience in the piano and talking machine field and is well fitted to take charge of the department in the Sharp-Howse store.

SAM SCHAER A BENEDICT

Sam Schaer, of the sales staff of the Amalgamated Phonograph Accessories Corp., and the Independent Talking Machine Co., New York, was married on June 15 to Miss Solomon, of Buffalo, N. Y. His honeymoon was spent on visits to several trade centers where he combined both business and pleasure.

The Delaware Talking Machine Co., Wilmington, Del., has been incorporated with a capital of $100,000 by Franklin Mettler, M. E. and L. F. Mettler.

IOWA VICTOR DEALERS TO MEET

Annual Convention of State Association to Be Held in Des Moines on August 2—Victor Golf Tournament Under Way—New Exclusive Columbia Store to Open in Des Moines

DES MOINES, IA., July 5.—The date of the fourth annual convention of the Iowa Victor Dealers' Association has been changed from Tuesday, August 3, to Monday, August 2. This has been necessary in order to make satisfactory arrangements with different features of the program. An attendance of over 200 is already assured.

John Gregg Paine of the legal department of the Victor Co., will address the members of the Iowa Victor Dealers' Association at their convention.

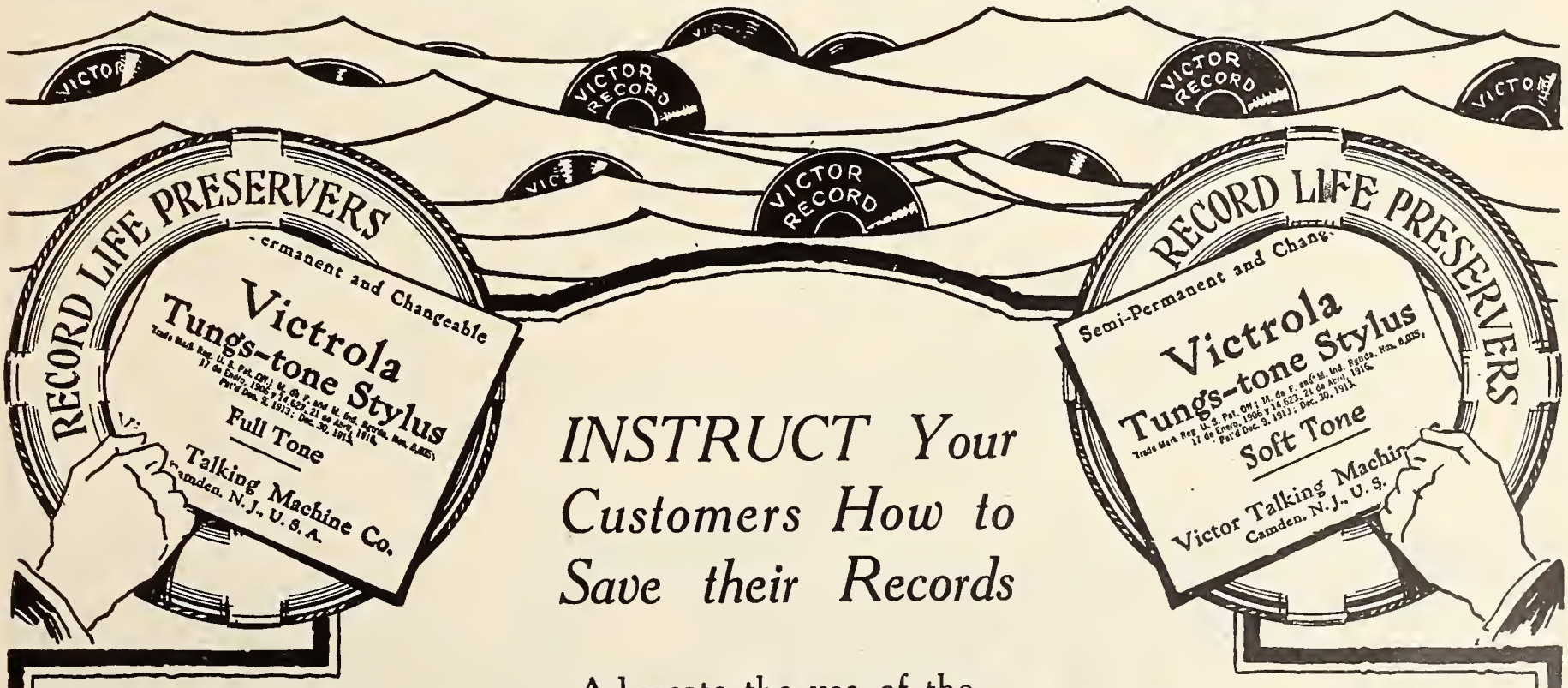
The annual Victor golf tournament was held in Des Moines last month. A number of matches have already been played with the leading players, H. B. Sixsmith and E. H. Haglind of Mickel Bros., Oliver Pearson of the Victor traveling department and Dave Walsh of the Victor Educational department.

Oliver Pearson, Iowa representative of the Victor Co., has just finished his work in Des Moines and will call on the Victor trade in the eastern section of the State during June and July. Mr. Pearson's previous work has been in the eastern part of the State, where he has made a host of friends.

David Walsh, the educational representative of the Victor Co., is conducting a series of "Musical Appreciation" talks at the Summer school at Carroll, Ia.

H. Wilson will shortly open an exclusive Columbia store at Sixth and Locust streets, this city. The installation will consist of two booths on the first floor and two in the basement, a large record rack and a service counter. The offices will be on a balcony in the rear.

The impressions created through good window displays are of a lasting quality.



Advocate the use of the

Victrola Tungs-tone Stylus

It gives the best possible reproduction with the least wear on the record.

It is an *exclusive* Victor product, and in its sale VICTOR DEALERS have the opportunity of supplying the public exclusively with this wonderful needle.

COLLINGS & COMPANY

Plum Building, Clinton and Beaver Streets, Newark, N. J.

VICTOR DISTRIBUTORS for Northern New Jersey and North Eastern Pennsylvania

Stewart PHONOGRAPH

To be without this sensational phonograph is like saying "We don't want to make money"

Plays All Makes of Records

Any size, any style, any price.

Improved and refined at many points. Now finished in rich mahogany enamel with fine nickel trimmings. Universal reproducer. The finest motor of its type yet achieved—tested to play two 10-inch records with one winding. Its wonderful volume and quality of tone will amaze you.

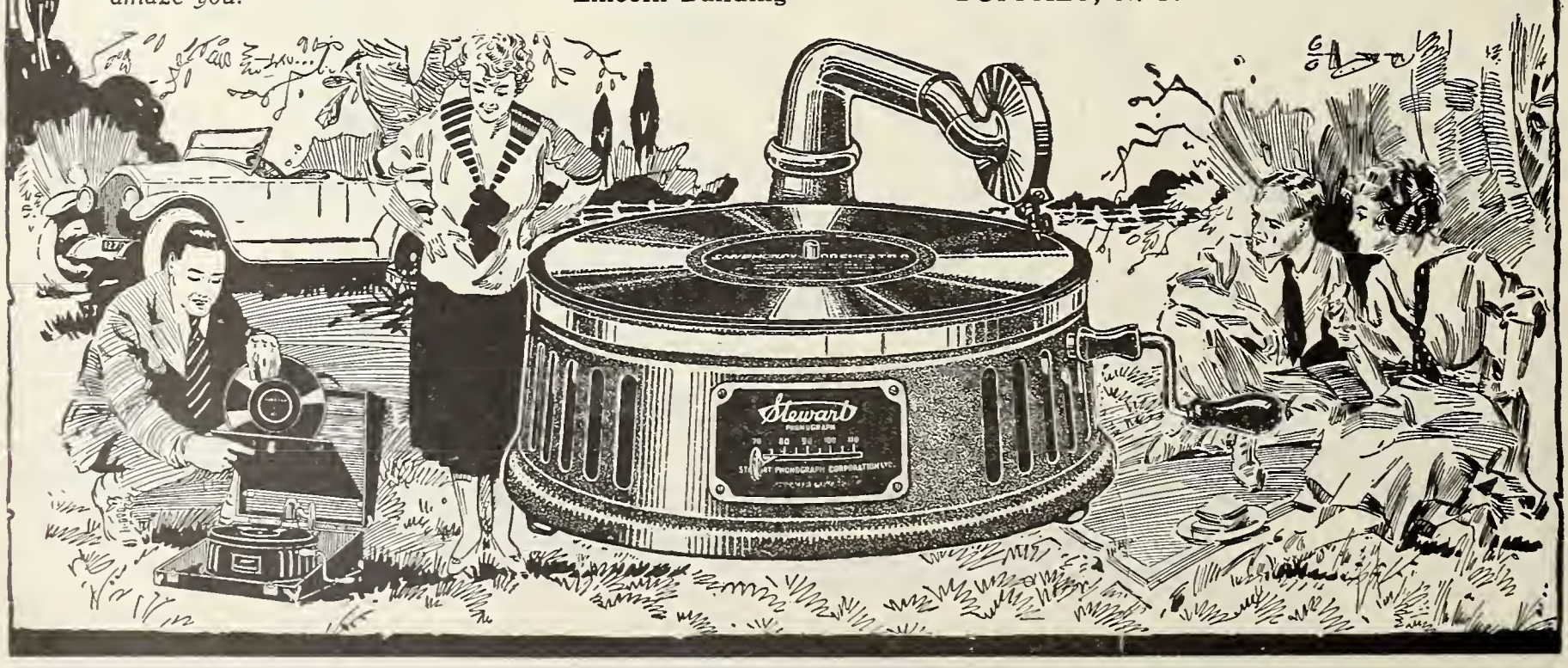
IT'S the biggest selling proposition in the phonograph world—one of the fastest and most profitable specialties ever devised! Its amazingly low price—its wonderful tone quality—its rich appearance—its portability—all combine to make it an unparalleled sensation!

The whole world has welcomed the return of the famous Stewart Phonograph. From almost every civilized country orders are pouring in. Jobbers and merchants all realize that the Stewart is a phonograph for everyone—a universal entertainer—that brings the good cheer of music whenever and wherever desired.

STEWART PHONOGRAPH CORPORATION, Inc.

Lincoln Building BUFFALO, N. Y.

MERCHANTS in every line of business are making big money selling the popular-priced Stewart phonograph. Demand will soon overtax our vast production. Now is the season when sales hit a high peak. Wire for our proposition. Distributors are now being allotted territory. Get in touch with us at once!



Creating Summer or "Outing" Atmosphere in Talking Machine Advertising :: By W. B. Stoddard

A lover of music—not a professional, but one reared in the atmosphere of the best musicians, and accustomed to hearing each season the finest artists, both vocal and instrumental—who spent a year in Alaska, teaching the Indians in a small town far distant from the mainland, where sometimes for several weeks she saw no white face, wrote to her friends back home:

"More than anything else I miss the thrill of the violin and the magic of the spell woven by Gluck. When the longing becomes irresistible I get out the little old music box—Heavens only knows how it found its way up here—and start it going. As it screeches and rasps its way to the bitter end I try to imagine I hear the wonderful voices that used to delight me—but it is terribly hard on the imagination. O, for my beautiful Victrola, or a compact, high-grade little machine that I could tuck under my arm—one that would really give me some real music, even if it is canned!"

Doesn't a letter like that open up vistas of sales to the modern, up-to-date dealer in talking machines? There are hundreds, perhaps thousands of such people scattered all over the country—on the lonely prairies, in the deep forests, on the high mountains—people to whom music of the right sort would be a greater blessing even than books.

This was the idea of the Chapin Music Store, Medicine Hat, Canada, whose display set forth eloquently the value of music in the wilderness. The interior of a rude cabin was depicted, with a rag rug on the floor, and the log walls hung with skins. There was a cot in one corner, a rude table holding a lamp and several magazines, a great fireplace filled with logs (back of the logs were several bulbs, and red paper stuffed between them gave the simulation of fire), and above the mantel, on a pair of antlers, rested a rifle. Seated in a big chair, in rough outing clothes, a pipe between his teeth, was a young man listening to a talking machine which stood on a box near the cot. A large card attached was lettered:

> THERE IS NOTHING SO VALUED AS GOOD COMPANY
>
> It comforts a person; it makes him forget life's little worries, and keeps him cheerful. The ——— talking machine is the most perfect of instruments. Buy one now for that camping trip, or sojourn in the wilderness, far from the sound of human voice.
>
> YOU WILL NEVER FEEL LONESOME WITH A TALKING MACHINE FOR A PAL

This display was backed up with some snappy advertising. The major part of one of the ads consisted of a cut made from a photograph of the window trim. The picture was captioned: "Scenes like this are common wherever one of our portable talking machines are included in the luggage. Note the look of aboslute content upon the face of the young man in the chair. Truly 'You will never feel lonesome with a talking machine for a pal.'"

The Eastern Outfitting Co., Seattle, Wash., was another concern that made a play for the outing trade. In the early Fall it sent to its regular trade and to a selected list of business and professional people whom it was desired to gain for customers a neat little letter adorned with a cut of a portable phonograph. The announcement was captioned:

> TAKE A PHONOGRAPH TO THE PICNIC
>
> and double the enjoyment of the whole party. You can dance to the latest music or listen to the newest song hits and old favorites as well.
>
> Your picnic can't he anything BUT a success if you take along a
>
> BLANK
>
> A Portable Model Like This
>
> (Cut)
>
> will cost you only $20.00, and paid on the Eastern Plan of "as little as you like," you'll never know you're paying for it. Come in and hear some of the new music on this very instrument.
>
> THE EASTERN OUTFITTING CO.

The Hopper-Kelly Co., Seattle, Wash., went a step further in pushing its line of talking machines, for in addition to window signs and newspaper ads suggesting the purchase of a portable machine for the Summer vacation, and offering same on the weekly payment plan, it clinched many a deal with this additional offer: "We allow full value on exchange. Should you buy any of the portable models for Summer, and want a larger one in the Fall we will allow full price on the exchange."

Meier & Frank, Portland, Ore., recently advertised talking machines for outings very effectively. A canvas drop in the background showed a blue sky and sparkling waters, while set in front of it were a number of young fir trees. It was floored with moss and twigs and at one end was a tent. In front of the tent was a camp stool on which reposed a portable machine. There was a simulated fire of logs at the other end and scattered through the display were many of the accessories of camp life. What attracted the widest attention, however, were the living models used to demonstrate the machine. There were two of them, a young man and young woman, both clad in hiking or camping togs. Two demonstrations of an hour each were given—one in the afternoon and the other in the evening. The couple came out of the tent, with guitar and mandolin and played several selections. Then the young man placed a record on the machine, and they grouped themselves in picturesque attitudes to listen. After this both sang, with the "talker" as an accompanist; and the performance was concluded with several dances, both solo and duet, with the talking machine to furnish the music. At night gay Japanese lanterns were strung across the window, and it was lighted by blue bulbs, giving an excellent simulation of moonlight. A tall dead tree at one side was hung with records, each with a card giving the name and price, while a bulletin board down front gave the name of the selection—solo, march, or dancestep—that was being played at the time. At the other side was a long, narrow panel with the caption: "Easy Terms on Our Portable Talking Machines," followed by: "Come in and listen to the clear tones, and find out how easily you may become the possessor of a standard portable machine. Just the thing to take along in your canoe on a camping trip, or to beguile the evening on a hunting or fishing expedition."

TO INSTALL 43 UNICO ROOMS

Gimbel Bros. Talking Machine Department Will Have One of the Largest Record Equipments in Country—Installation Now Under Way

An indication of the big business expected in the talking machine trade in New York City is to be found in the extensive equipment to be installed in the talking machine department of Gimbel Bros. department store during the Summer months by the Unit Construction Co., of Philadelphia, Pa. Forty-three Unico demonstrating rooms have been ordered, finished in mahogany. In the record department there will be installed one of the largest record filing equipments in the country. It is planned to carry the entire stock of records on the floor, entirely surrounded with record counters, in this way making all records accessible.

VICTOR SUPREMACY

"HIS MASTER'S VOICE"
REG.U.S.PAT.OFF.
M. DE F. MARCA INDUSTRIAL REGISTRADA

VICTROLAS
VICTOR RECORDS
VICTOR TUNGS-TONE NEEDLES

Co-ordinated to produce the most perfect sound reproduction. By educating your customers regarding this fact you will have an everlasting flow of customers into your store.

Knickerbocker Talking Machine Co.
VICTOR WHOLESALERS
138-142 West 124th Street New York City

THE QUESTION OF TAX RETURNS ON INSTALMENT SALES

Music Industries Chamber of Commerce Sends Out Bulletin of Information to Members of the Trade Following Complaints of Demands for Double Payment of Taxes

The Music Industries Chamber of Commerce has received complaints from members of the trade that the Internal Revenue Department has apparently endeavored to impose payment of a tax twice on dealers who have previously made tax returns on a cash basis and have now changed to an income basis, under which latter form of return the sale of an instrument on instalment is not included except in so far as instalments are actually paid.

In case a change is made from cash basis to income basis care should be taken that all sale payments previously reported are excluded in the following year's return. In case representatives of the Internal Revenue Department advise to the contrary, or taxes are imposed on the amount of sales previously reported, members of the trade are advised to communicate immediately with the Chamber and the matter will receive the prompt attention of Mr. Pound, its general counsel.

The complete statement of the Chamber on this important matter follows:

"The War Revenue Tax Act of 1918 has now been in force long enough to develop its technical income and accounting features. Many of our members are experiencing perplexity in reporting and accounting on their instalment plan sales. Two general methods are in the purview of the Internal Revenue Department. One, and, of course, the simplest, is to treat the entire deferred payment transaction as cash. The obvious objection to this is that the vendor is advancing the tax upon the unpaid instalments.

"Then when it is necessary to repossess property due to the failure of the purchaser to make payments or otherwise, the corporation may deduct as a loss so much of the profit reported on the original transaction as was represented in the unpaid instalments and the repossessed property should be taken into stock at its then value. The first transaction was closed with the charging off of the loss so that the repossession of the property is in effect a purchase of the property at its then value and gain or loss on the next sale will be determined as in the first sale; that is, on the basis of the difference between the repossessed value at which it was taken back into stock and the new selling price of the article.

"The other method, more economical in cash payment of taxes, but necessitating more bookkeeping and therefore objectionable to some merchants, is quite fully set forth in Article 42 of Regulations 45 of the Internal Revenue Department. The rule there is that in the instalment plan the income to be returned by the vendor will be that proportion of each instalment payment which the gross profit to be bears to the gross contract price. In this case, if the vendee defaults and the vendor repossesses, the entire amount received on instalments less the profit already reported will be income of the vendor in the year of repossession and the property repossessed must be included in the inventory at its original cost to himself less proper allowance for use and damage.

"It has come to our attention that many of our merchants are changing their system of bookkeeping and changing over from the first to the second method in handling this tax. Any change in bookkeeping at this time is scrutinized by the Internal Revenue Department and care should be exercised. In the second method as ordinarily used the annual report includes payments received in the taxable year on account of sales effected in earlier years as well as those effected in the taxable year. Where returns had previously been made on the cash basis this would result in a duplication of tax payment if care is not exercised. Regulations apparently to the contrary notwithstanding, the Department should not impose payment of a tax twice. Therefore sales payments previously returned should be excluded in the following year's return."

THE "ARIETTA" MAKES ITS DEBUT

The Rountree Corp., of Richmond, Places New Talking Machine on Market—Being Made in Four Styles—Many Agents Being Appointed

Richmond, Va., July 9.—The Rountree Corporation, well known throughout the talking machine trade as distributor of Emerson records, has placed on the market a new talking machine named the "Arietta." Although only recently generally announced to the trade, this instrument has been in existence for some time past and has achieved much popularity in the warerooms of the various dealers who are carrying the line. The production at the factory in this city has now reached the point where prompt shipments on all models are possible and agencies are being established in Virginia, West Virginia, North and South Carolina, where the Rountree Corp. has a well-established selling force, covering the record end of its business.

The Arietta line will consist of four models, one table model and three floor models. In an attractive six-page folder which the company has issued the models are illustrated and a full description is given. Many high claims are made for this new talking machine and much care has been given to the selection of its equipment. The Arietta is the newest addition to the talking machines which are being manufactured in the South, and the location of the plant in this city provides excellent facilities in the prompt shipment of orders.

Every knock is a boost—let the other fellow do the knocking, and, if he can use it, hand him a big hammer. The bigger the hammer, the sooner he'll tire, and the more business he'll knock in your direction.

Back on the Job

Just returned from A. C. where I thoroughly enjoyed myself—lots of fun but lots of "good stuff" at the Victor meetings.

Feel fine, with plenty of Victor pep, energy, and optimism. Every Victor dealer should feel the same way, for we are getting ready for the biggest Victor year in history.

SILAS E. PEARSALL COMPANY

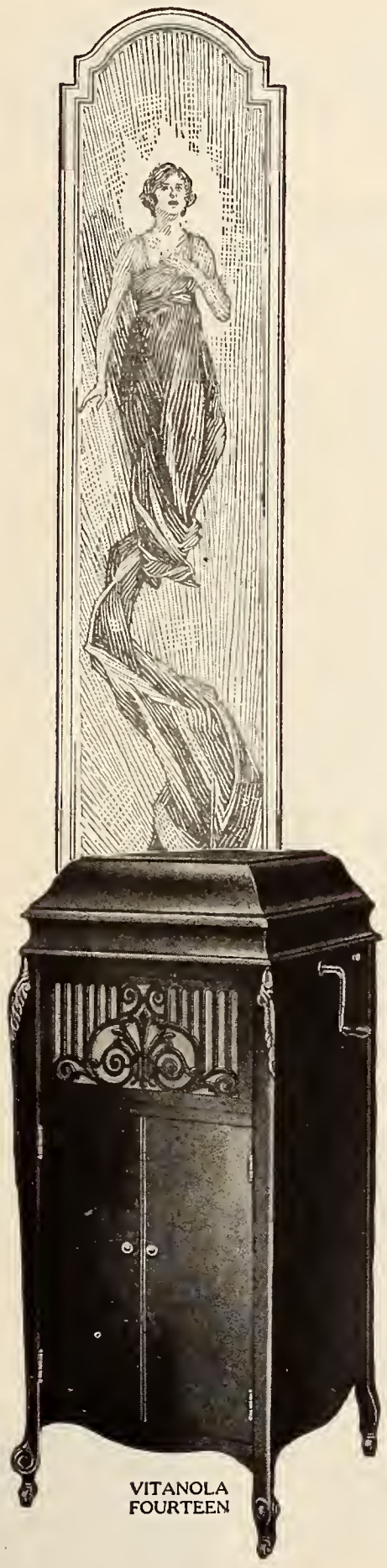
DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records *10 East 39th Street, New York*

VITANOLA

The Phonograph of Marvelous Tone



Quality—

Vitanola quality is unquestioned.

It is born of ample facilities—"know how" and wide experience—for instance, the first practical, all-disc record machine was produced by Vitanola.

Stand the Vitanola side by side with any machine on the market—it sells itself either from the standpoint of appearance or performance.

And Vitanola buyers are satisfied customers.

Publicity—

Look in the big newspapers—the **Saturday Evening Post.**

You'll find Vitanola advertised—regularly—with large size copy.

And the big campaign back of this instrument is worth the money it costs because it helps our dealers cash in on what they say is the finest instrument ever produced.

Write for the book, "How to Make a Phonograph Department Pay." It's Free.

VITANOLA EXHIBIT SECTION 20—SIXTH FLOOR 1319 BUILDING CHICAGO, TO JULY 30TH.

VITANOLA TALKING MACHINE COMPANY, *508 West 35th Street,* CHICAGO, U. S. A.

Metropolitan Sales Representatives: M. M. ROEMER SALES CORP., 1123 Broadway, New York, N. Y.

The Advantages of Operating a Store With Novel Display Features

By Warfield Webb

One way to increase sales for talking machine records, player rolls, players and even pianos is to have the interior of the store attractive and home-like. The latter term is coming to have a greater meaning to the retailer, and if he can demonstrate this in a way that will help to make his store attractive he has done something at least to encourage trade to seek his place of business. The main plan in mind to-day is that of appealing to the prospective customer to come to your store because of the atmosphere that can be found there.

Novel effects are being tried out that help this sales plan and in Cincinnati there is a new one now in operation. George P. Gross, the well-known piano and talking machine dealer, who handles a very extensive line of Victor, Edison, and Columbia machines, has very recently opened his fourth store in that city. It is located on Vine street, in a section that is populus and where many people daily pass the door. There are attractive show windows that act as an invitation to the passerby and inside the store other features make this a reality.

There is a long counter where are placed, easy to select from, a large assortment of late records. These can be looked over by the customer and a selection made without delay. It is a self-service plan, and after a selection has been made one can enter the Swiss Cottage, a few feet farther back, where the demonstration rooms are found. The exterior of these rooms resembles a Swiss cottage. There are two windows on either side of a doorway, where bracket electric lights are seen. The exterior is of stucco, and the red tile roof makes the effect most homelike as the customer approaches the same.

The doorway leads to a hall, on either side of which are the booths for machine or record demonstration. The interior of these booths is most delightful and the walls and general effect make them like rooms in a private home. There is a tall standing electric lamp, chairs, talking machine and table. The light is soft and the effect soothing. One can enter here and seat

The Swiss Cottage Feature

himself and at once feel at home. The music always sounds sweeter where the surroundings are so satisfying. Can one wonder that sales could be made with this environment?

Back of the record booths there is a demonstration room for players and still further back a room for player roll demonstration. The plan of arrangement here is ideal. The big feature is the Swiss Cottage, and then the idea of the record self-service is also a help, inasmuch as the customer has an opportunity to make her own selection of the records without much aid from the salesperson.

If the dealer can give quick and effective service, can offer by way of inducement a reason for the customer seeking him, there is a combination of sales helps that are sure to be found most effective in making his store a popular one and in making his sales show an increase at all times. This is being given a practical test here that is sure to be found most helpful and adds to the arguments why sales will increase where the foundation elements are not overlooked.

PACIFIC PHONOGRAPH CO. BUYS

Acquires Additional Warehouse Which Will Be Used for Storage Purposes

Portland, Ore., July 6.—The Pacific Phonograph Co. has purchased the "Old Crow" warehouse, which is situated at 1036 East Broadway and adjoining the present plant of the company, together with a piece of ground 60x100 feet, from Frank Masson. The consideration was $12,000. The warehouse will be used for storage purposes by the company. The Pacific Phonograph Co.'s business is increasing very rapidly and according to E. M. Barlow, vice-president and manager, the new storage space will allow space for added equipment to the plant. It is the purpose of the company to eventually use the additional ground purchased for building purposes when the increase in business demands an additional unit.

Sunshine is the reward of those who don't kick about the clouds.

STODART

PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects
Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table.
Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

STYLE AA

The Stodart Phonograph is distinguished for the identica quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out *how* and *why* this Leader can *make money* for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, *General Manager*

119 West 42nd Street NEW YORK

STYLE D

Okeh Records

4 STARTLING SPECIALS 4

ON SALE AS SOON AS RECEIVED

4118 10-in. $1.00
IN SWEET SEPTEMBER—Fox-trot,
Ray Miller's Black and White Melody Boys
MY SAHARA ROSE—Fox-trot,
Harry Raderman's Jazz Orchestra

4119 10-in. $1.00
ROSE OF SPAIN—Fox-trot,
Ray Miller's Black and White Melody Boys
KISMET—Fox-trot...Green Brothers' Novelty Band

4120 10-in. $1.00
TELL ME PRETTY MAIDEN (From Musical Comedy, "Florodora")—Fox-trot,
Rega Dance Orchestra
POLLY—One-step,
Jos. Knecht's Waldorf Astoria Dance Orchestra

4121 10-in. $1.00
LE WANNA—Fox-trot,
Green Brothers' Novelty Band
JEAN—Fox-trot,
Harry Raderman's Jazz Orchestra

RAY MILLER'S

BLACK *and* WHITE MELODY BOYS

RAY MILLER has developed the Black and White Melody Boys to a perfection of superiority.

They are nationally elected the Kings of Syncopated Harmony. When they play a dance tune the rhythm and pure melody are not sacrificed by their spirited verve.

They are producers of superior jazz marvels.

Ray Miller comes from San Francisco; between the East and West he has blazed a trail of glowing popularity.

His incomparable reputation will win YOU instantaneous sales of OKEH'S SENSATIONAL SPECIALS.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

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

THE RECORD OF QUALITY

THE RECORD OF QUALITY

Don't hide your light under a bushel. You don't have to if you put up the Columbia Awning. True, it's an awning plus—it has an attractive color—it carries the Columbia Trade Mark and it protects the goods in your display window. Nobody can miss it.

Columbia Graphophone Co.
NEW YORK

MARION HARRIS WITH COLUMBIA

Popular Comedienne to Make Columbia Records —Will Be Introduced During Special Week From August 28 to September 3

The Columbia Graphophone Co. announced this week that arrangements have been completed whereby Miss Marion Harris becomes an exclusive Columbia artist. To properly celebrate

Marion Harris

this important announcement, there will be a special Marion Harris week from August 28 to September 3, featuring her first Columbia records, which will be ready for the trade August 10.

Miss Marion Harris is well-known to talking machine dealers and to the general pubilc from Coast to Coast. Since the advent of the "Blues" type of song she has risen to pre-eminent height as a singer of this character song. In fact, she is known as "The girl with the voice which chases the 'blues' away by singing them."

Miss Harris is a Kentucky girl and a descendant of Benjamin Harrison. For over six months she has charmed thousands of music-loving vaudeville fans and the announcement of the Columbia Graphophone Co. that she is now an exclusive Columbia artist will be welcome news to Columbia dealers everywhere.

In order to co-operate with Columbia representatives in adequately announcing Miss Harris' engagement as an exclusive Columbia artist the Columbia Graphophone Co. has prepared an intensive advertising campaign. This will include window streamers for the dealers' windows, units in the September window display, hearing-room hangers, advertising for the dealers' local newspapers and a full page in the August 28 issue of the Saturday Evening Post.

VALUABLE WORK ON CREDITS

"The Technics of Credit" is the title of an interesting twenty-four-page booklet written by E. O. Rockwood, credit manager of the Columbia Graphophone Co., New York. Mr. Rockwood is one of the recognized authorities on credits in the talking machine industry and the booklet that he has prepared for the use of the Columbia organization has won the enthusiastic approval of every member of the sales and executive staffs.

In this publication Mr. Rockwood gives interesting facts and figures as to the most logical methods of determining the credit possibilities of the talking machine dealers. From his many years' experience in the industry Mr. Rockwood has developed an intimate knowledge of every phase of the credit situation and his booklet is therefore practical and valuable.

If you can't figure out why you should do more work than you get paid for, do it anyhow just to prove to yourself that you can do work which will warrant more pay.

MACHINE PLAYS HOUR AT A TIME

Boston Inventor Has New Device Embodying Radical Departure in Playing Methods

By making records as interchangeable sections fitting on a common mandrel, George W. Bowers, a mechanical and consulting engineer of Boston, has introduced a new phase in record music, according to the Scientific American. Whereas the average talking machine does not handle records larger than twelve inches in diameter, with a playing time of four minutes, Mr. Bowers has a machine which plays for an hour without a break.

The new invention makes use of an exceptionally large mandrel on which records, in the form of large cylinders of narrow width, are placed side by side. The needle or stylus passes over one record and right on to the next without a break, according to the inventor. In this manner the machine can be made to play for one hour, if desired; or, again, it can be adjusted to stop automatically at any pre-determined time or spot.

The tone-arm arrangement of this machine is as ingenious as it is interesting. It permits the reproducer to cover the entire length of the mandrel without a hitch. The reproducer is arranged to play the hill-and-dale-cut records, which system, in this case, is far simpler to accommodate than would be the lateral-cut system, which predominates in the usual disc records.

FRED BURBICK NOW IN CANTON

Fred H. Burbick, for several years connected with the talking machine department of the Lewis Bros. Co., East Liverpool, O., has joined the sales force of the talking machine department of the D. W. Learch Co., in Canton.

It is not enough to be industrious; so are the ants. What are you industrious about?

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF. *Distributors*

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our ***Superior Service,*** co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.
59 and 61 North Main Street **Memphis, Tenn.**

STEGER

The finest reproducing phonograph in the world

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

It is an exquisite adornment of the home—and more. It is the soul of music.

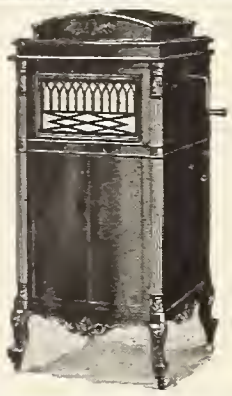
The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*—no parts to change.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone arm and tone chamber, triumphs of human ingenuity and skill.

Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

You can make it a big asset of your business because of the quick turn-over—and because we can ship at once upon receipt of order.

Write for Steger phonograph style brochure today



Model 506 - $280.00

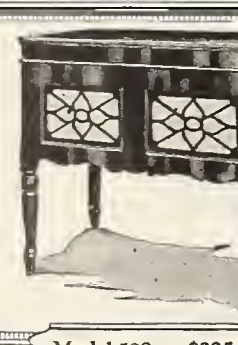
Model 505 - $210.00

Model 502 - $140.00

Model 504 - $190.00

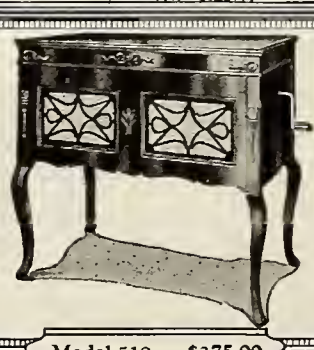
Model 503 - $155.00

Model 501 - $110.00



Model 509 - $225.00

Model 500
$90.00



Model 510 - $275.00

STEGER Phonograph Wholesalers

Iver Johnson Sporting Goods Co., 155 Washington Street, Boston, Mass.

Steger & Sons Piano Mfg. Co., 867 Broad St., Newark, N. J.

Jones Brothers Co., 317 Main St., Jacksonville, Fla.

Jones Brothers Co., 137 Whitehall Street, Atlanta, Georgia.

Smith & Nixon Co., 306 West Walnut St., Louisville, Ky.

Hall Music Company, 246 Pine Street, Abilene, Texas.

Warfield-Pratt-Howell Co., 1st and Court Sts., Des Moines, Iowa.

Campbell Phonograph Sales Co., 60 East South Temple Street, Salt Lake City, Utah.

STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill.

THE PERSONAL TOUCH BETWEEN CLERK AND CUSTOMER

How One Western Department Cultivates the Personal Element to Its Great Business Advantage —Listing the Peculiarities of the Customer for Future Reference

The average talking machine dealer realizes fully the value of the personal element in promoting business, and takes due cognizance of the fact that regular customers like to be waited on by sales people with whom they are acquainted and who have some idea of their likes and dislikes in the matter of records. It is the usual thing, of course, for the regular customer to ask for a certain sales person when entering the store, with the feeling that that person best understands what is wanted.

A Western talking machine department manager feeling that certain customers should be credited to certain members of the sales staff, enlarged upon the personal touch idea by providing a separate card index for each member of the sales staff in which index was listed the name and address of the customer, information regarding their likes and dislikes, peculiarities, etc., numbers of records asked for but not in stock, together with the numbers of records that had already been bought. This is all information that every sales person should have at hand, and it was felt by the department manager that it was better to have such information on a permanent card record than simply to trust to memory.

With a separate file each member of the sales staff naturally takes a personal interest in keeping the information on the card accurate and up-to-date, and is inclined to list items that would never appear on cards in a general customers' file. The sales people are instructed to receive the customer in the usual manner and ascertain what particular record is desired. As soon as the record has been secured, and while it is being demonstrated for the customer in one of the hearing rooms, the clerk goes immediately to his, or her, private file and at a glance refreshes the memory regarding the sort of records favored by the customer and what records he was unable to obtain on his last visit. With this information at hand the clerk is able to make suggestions of a sort that are acceptable to the customer, and indicate a distinctly personal interest on the part of the sales person as representative of the store.

Each sales person is provided with a business card, and a card is always slipped in the corner of the package or handed to the customer, with the suggestion that the same sales person be asked for on the next visit. Customers appear to appreciate this personal attention, and hardly one comes back the second time without making definite inquiries for some member of the staff. The employes, too, seem to appreciate the opportunity of asserting their individuality to a certain extent. Where the sales person called for by name is not present, a substitute by quick reference to the absentee's personal file can gather the necessary information regarding the customer's characteristics to smooth the way in handling the sale.

It is human nature to appreciate doing business with people whom one knows, whether it be the waiter in the restaurant where one eats, or the clerk in the store where one shops. The acquaintanceship is believed to insure a certain amount of special attention that would not be forthcoming to a stranger, and the theory has an excellent foundation in fact. In promoting the personal touch between the sales person and the customer, the Western department has simply been working along well established lines.

TRADE ACTIVITY IN RALEIGH

RALEIGH, N. C., July 9.—The branch wareroom of the A. J. Crafts Piano Co., of Richmond, Va., in this city, has increased its sales force and added several new delivery trucks to take care of its phenomenally increasing business in both pianos and Crafts phonographs. The distributing business throughout North Carolina has grown to such an extent that it has been found necessary to secure a large warehouse in this city for storage purposes. Crafts phonographs will be shipped in carload lots from Richmond, Va., to Raleigh, where they will be promptly reshipped to the Crafts dealers. It is expected that this change will eliminate delay in filling orders and will offer the individual dealer not only more prompt deliveries, but a considerable saving in freight charges.

PHONOGRAPH CO. ENTERTAINS

Edison dealers located in the vicinity of Cincinnati met informally in that city last month at the invitation of The Phonograph Co., Edison jobbers, to discuss existing conditions in the phonograph industry. P. H. Oelman, manager of The Phonograph Co., acted as chairman, and William Maxwell, vice-president of Thomas A. Edison, Inc., who stopped at Cincinnati on his return from Atlanta, Ga., represented the Edison laboratories.

A discourteous clerk should remain in your employ only long enough to write his pay check.

WELBURN RESIGNS FROM HOUCK CO.

Severs Connection as Director and Branch Manager of the O. K. Houck Piano Co.—Has Not Announced Definite Plans for the Future

NASHVILLE, TENN., July 1.—Allan Welburn, member of the board of directors of the O. K. Houck Piano Co. and manager of the Houck Nashville store, has tendered his resignation, which took effect to-day, both as manager and director of the concern.

Mr. Welburn has been connected with the Houck interests for fifteen years, with the exception of three years, during which time he was associated with the Musical Instrument Sales Co. of New York. While with the M. I. S. Co. he was active and instrumental in opening a number of piano and Victor departments in New York and other cities. In June, 1916, he returned to the O. K. Houck Piano Co. as manager of the Nashville store and was made a member of the board of directors of the company, in which capacity he has served since that time.

Allan Welburn

In tendering his resignation to the Houck Co. he has expressed his best wishes for the future of the company and his regrets at leaving his associates of many years. Mr. Welburn's future plans have not been completed, but we understand they will be announced to the trade at an early date.

Will Play 100 to 200 Records Without Changing

Is What We Claim and Expect of

The De Luxe Stylus

THE BEST SEMI-PERMANENT NEEDLE MADE

3 for 30 cents

Let the "De Luxe" Speak for itself and Send for Free Samples, Discounts, etc.

Medium Tone

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Full Tone

Columbia Records Grafonola

1921 isn't so far away. That's why we stress the 1921 Columbia Calendar. It's an elaboration on the 1920 issue and an attractive proposition to the dealer. Ask us about it now—the edition is limited.

Columbia Graphophone Co.
NEW YORK

FAMOUS ARTISTS IN WOONSOCKET

Record Makers Delight Large Audiences With Elaborate and Interesting Program

Woonsocket, R. I., July 5.—The appearance here last month of the Eight Famous Record Artists under the auspices of La Roe's Music Store, Victor dealers, was a notable event in musical circles. These well known artists, Albert Campbell, Henry Burr, John Meyers, Frank Croxton, Monroe Silver, Fred Van Eps, Billy Murray and Frank Banta, rendered an extensive program at the Park Theatre. La Roe's Music Store received many compliments for the way the affair was handled and the record sales of the numbers recorded by these artists was very large. A special program was printed and distributed to the guests. This program contained on the back cover a list of records by each of the artists and stated that these could be obtained at La Roe's, which is an exclusive Victor store.

FACTORY OUTPUT INCREASES

Beacon Phonograph Co. Making Large Shipments to Trade Throughout Country

Boston, Mass., July 6.—During the past two months the production at the factory of the Beacon Phonograph Co. has increased rapidly. A. R. MacDonald, president of the company, who was formerly connected with one of the largest production engineering organizations in the country, has spent most of his time at the factory, where changes have been made which have resulted in a tremendous increase of production. Additional new machinery has been installed, and other factory space has practically been obtained which will enable the company to fulfill its promises to Beacon dealers and make prompt shipments on all orders received.

At the present time large shipments are being made to the dealers throughout the East and Middle West. All the territory East of the Mississippi is now closed for distributing representation, and all goods are shipped from the ten distributing points located in this territory. It is planned by Fall to open up the Far West and also develop the export trade which the Beacon Co. has heretofore been unable to handle because of the requirements of domestic dealers.

PATHE DEALER HOLDS CONCERT

Mt. Morris, N. Y., July 5.—A. H. Jenks & Son, progressive Pathé phonograph dealers of this locality, arranged a very attractive concert recently which was well attended and proved a decided success. Alonzo Jenks, manager of the phonograph department, was formerly a professional musician, and his "Jenks Ensemble" is now giving a series of concerts in the western part of the State. He is director of the Genesee Valley Band of thirty-five players and also of the Livingston county orchestra. The program recently rendered at Mt. Morris consisted of nine numbers, including gems from eminent composers of Pathé records.

Sell what the people want to hear

THE writer of this ad recently asked a saleswoman in a New York phonograph shop what class of music sold better than anything else.

The girl's eyes got big and round as she replied in a stage whisper, "HITS!"

It was the same all along the line. "People want lively stuff — HITS," said one salesman. Another replied, "We sell mostly popular music—it's what everybody wants."

Just then a woman came in and asked for "Jingo" and "Washington Square."

It is easy to see why Emerson Records are so popular with dealers in the Metropolitan territory.

Eight out of every ten customers ask for song hits and dance hits. No wonder Emerson dealers are wearing the smile that won't come off. Here are two Emersons that are going big right now:

10192
So Long, Oolong, How Long You Gonna Be Gone?
Fox Trot . . . . . Green Brothers Novelty Band

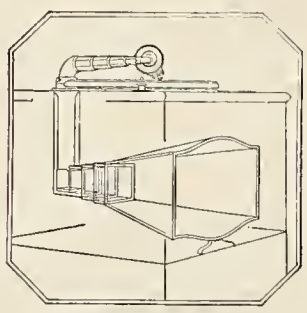
Yokohama
Japanese Fox Trot . Knickerbocker Specialty Orchestra

10194
Jean
Fox Trot . . . . . All Star Trio

Wild Flower
Waltz . . . . . All Star Trio

Emerson Record Sales Company, Inc.
EXCLUSIVE METROPOLITAN DISTRIBUTORS
6 West 48th Street, New York City

Emerson Records and Phonographs



The playing of The Cheney reveals an unsuspected wealth of harmony because of new principles of design. All music finds full and true expression in its mellow tones.

Visitors to the Furniture Market at Grand Rapids will find more than usual interest in the showing at The Cheney display rooms, 423 Monroe Avenue, N. W.

In addition to our regular upright and console models, especially designed art cabinets will be displayed. These creations offer a combined beauty of tone and cabinet work which will win the admiration and approval of dealers and public throughout the display, from June 28th to July 24th.

A cordial invitation is extended all who attend the Market to call upon us for a demonstration.

CHENEY TALKING MACHINE COMPANY CHICAGO

The CHENEY

Columbia Records Grafonola

You can't take it easy if you carry "Take it Easy" fox-trot by Art Hickman's Orchestra. And if you hear their "Come Back to Georgia" you'll want to buy your ticket for Dixie. This record will be heard this summer wherever there is dancing. A-2938.

Columbia Graphophone Co.
NEW YORK

MAURICE EDITS EMERSON RECORDS

World-famous Ballroom Dancer to Put Stamp of Approval on Emerson Records for Dancing

The Emerson Phonograph Co. announced recently that arrangements have been completed, whereby Maurice, the world's most famous ballroom dancer, will place his personal stamp of approval on the rhythm of all Emerson dance

Maurice and Hughes

records, thereby insuring Emerson dealers and their clientele perfect rhythm for Emerson fox-trots, one-steps and waltzes.

This announcement is particularly interesting in view of the fact that Maurice is internationally famous, having attained phenomenal success in Paris, London and New York. His fame has steadily increased and to-day he is acknowledged everywhere as the foremost exponent of modern ballroom dancing.

At the present time Maurice is appearing in London with Miss Leonora Hughes. They have scored a triumph with their act and in all probability will appear shortly in New York. Emerson dealers who have been advised of the contract closed with Maurice are planning to feature it extensively in their respective territories, realizing the fact that Maurice is very popular among all devotees of modern dancing.

WHAT IS A PEPTIMIST?

A peptimist is a man who sticks more than he straggles, tackles more than he talks, compiles more than he complains, works more than he worries, deserves more than he desires, and is rewarded in ways never guessed by a mere dollar counter.—The Peptimist.

ARE YOU PLANNING AHEAD?

Customers you now have will not always be with you. Some will move out of the community—some will die, while others will go to your competitors in spite of all you can do to hold them. What are you doing to recruit others to fill their places?

IMMORTALIZING THE ARTIST

Why Maud Powell, the Great Violiniste, Will Live Forever Through Her Victor Records

One of the pleasing signs of the times is the new conception among musicians of the value of the talking machine. It has demonstrated its worth as one of the greatest factors in developing musical taste and appreciation in history. In this connection, the following, which we clip from The Voice of the Victor, is as significant as it is interesting:

"Hardly yet do people realize the value of the Victrola in giving permanence to the interpretative artist. The composer at least has a written record of his musical dreams from which they can be rebuilt after his death; but when the singer dies, then also dies the song upon his lips unless the Victrola has managed 'to recapture the first fine careless rapture.' The fact that she made so many Victor records is one of the few consolations that help to lighten the loss to the world of music of Maud Powell. As an artist she was intensely personal; all her moods, all the varied moods of the human heart, found expression through her violin. Every performance an artist gives is something of a creative act; something illumined by the vital spark of life itself. That is certainly true of Maud Powell's Victor records. In having them we not only retain something of her, but we have her in her most exalted moods."

HEIFETZ SCORES IN LONDON

Famous Victor Artist Not Only Duplicates but Enhances New York Success in London

Jascha Heifetz, the celebrated violinist, who has scored such a tremendous success in the United States, and who is made more familiar to the general public through his very excellent Victor records, has made a remarkable hit in London, England—in fact he has become quite a fad there and his various records are having sales of unparalleled magnitude among all classes.

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

Genuinely Interested in the Dealer Who is Genuinely Interested in Victor

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor *Strictly Wholesale*

Many of our dealers have profited the past twelve months by timing their purchases according to our advice. We now suggest that it will be to your material interest to book your Fall requirements for

BRILLIANTONE STEEL NEEDLES

now, and thereby not only get the benefit of present low prices, but also to assure yourself

Deliveries IMMEDIATE

Write for samples and prices to your nearest distributor.
If he cannot supply you, write direct to us.

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

AT 34th STREET

347 FIFTH AVENUE, NEW YORK

SUITE 1003

CLOSE NEW PORTOPHONE ACCOUNTS

M. I. Mayer, President of the Tri-Sales Co., Returns From Canadian Trip—Business Active—To Introduce Line of Turn-table Toys

M. I. Mayer, president of the Tri-Sales Co., St. Louis, Mo., was a visitor to New York last week, after making an extensive trip through Canada. This company is a distributor for the Portophone machine and has developed a phenomenal demand for this instrument in its territory.

In a chat with The World Mr. Mayer stated that the Portophone was very well received in Canada and that important agency connections were established. The distinctive merits of the machine, together with its musical quality, won the approval of the Canadian dealers and an aggressive campaign in behalf of the instrument is now being launched in the leading trade centers in Canada.

Upon his arrival in New York Mr. Mayer received enthusiastic letters from G. H. Phelps, treasurer and general manager of the Tri-Sales Co., who stated that the sale of the Portophone in the Middle West is steadily increasing. The company has an efficient sales staff visiting the trade throughout the West and agency connections have been established everywhere.

While in New York Mr. Mayer stated that the Tri-Sales Co. was practically ready to announce an addition to its line of products, constituting a set of turn-table toys, embodying many features. Plans have been made whereby the company will absorb the entire output of a large manufacturer in St. Louis, and judging from the comments of the New York trade, these toys will be accorded a hearty welcome by the dealers.

The Liberty Phono Motors Corp., Brooklyn, N. Y., has been incorporated under the laws of New York State to do a business in foundry and factory supplies. The new corporation starts business with a capital of $12,000. The incorporators are C. F. Hahn, J. J. Braun and J. J. Braun, Jr, 1321 Gates avenue, Brooklyn.

The New Model "E"

Garford Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

High in Quality Low in Price

High in Quality Low in Price

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph

1 Plays all makes of records without an attachment.
2 Superior Tone Quality.
3 Standard Motor of Recognized Merit.
4 Artistic Appearance.
5 Guaranteed to Give Excellent Service.

Order Now for Immediate Delivery

SELLS LIKE "WILD-FIRE" THE YEAR ROUND

We have an Attractive Dealer Proposition

The General Phonograph Mfg. Co.

(FORMERLY NAMED THE GARFORD MFG. CO.)

ELYRIA, OHIO

YEAGER TAKES UP NEW DUTIES

Former Victor Man Joins Hunt's Leading Music House in White Plains as Director

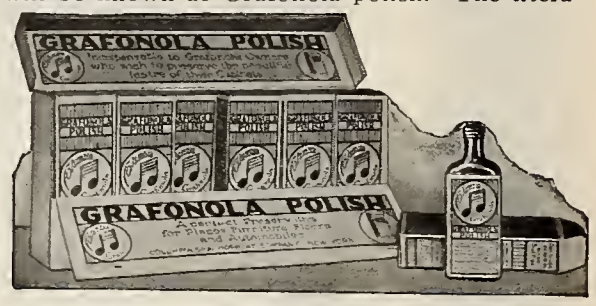
WHITE PLAINS, N. Y., July 3.—Lawrence R. Yeager, who recently purchased the stock holdings of Deputy County Treasurer Leonard E. Teed in Hunt's Leading Music House, Inc., has been elected to the board of directors of the company and made secretary and treasurer. He has officially taken up his active duties as a member of the corporation. He will bring his family here some time this month.

Mr. Yeager was for several years on the traveling staff of the Victor Talking Machine Co., of Camden, N. J. In making his rounds of Victor dealers he became favorably impressed with the possibility of entering the music and Victrola business in White Plains.

GRAFONOLA POLISH INTRODUCED

Announcement Contained in Circular Sent Out by Dealer Service Department

The Dealer Service department of the Columbia Graphophone Co. has just issued a circular announcing a new Grafonola accessory, which will be known as Grafonola polish. The literature emphasizes the fact that a satisfactory polish is extremely important, as it furnishes a distinct service of real benefit to the dealers' customers.



Grafonola Polish Counter Display

The new Grafonola polish, which was tested and approved by the Columbia Co. before being offered to the dealers, is scientifically prepared to maintain the genuine lustre of finely finished surfaces. Each bottle bears the famous Columbia trade-mark, and Columbia dealers can undoubtedly feature this accessory to advantage.

Be a man with ideas—an information bureau—and keep your information always on tap.

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

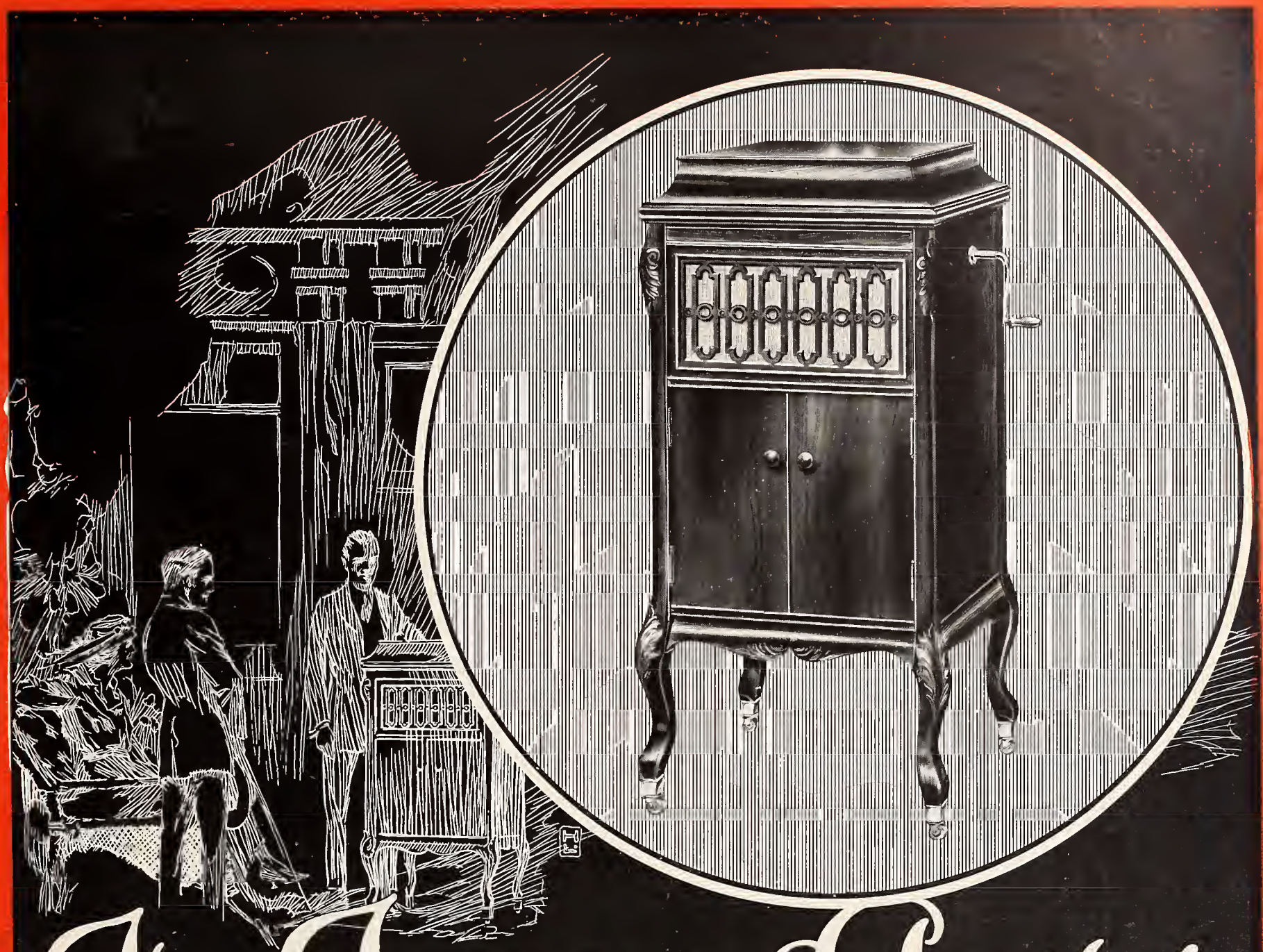
This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



The Tone of Pathé

IS ITS BEST SALESMAN

IN TONE as in every other essential to the phonograph—*Pathe is supreme.* Pathe Phonographs and records give an absolute duplication of the artist's original interpretation.

Pathe TONE is the difference between metal and life.

Pathe TONE is the difference between the strident harshness of steel needles and the gliding smoothness of a rounded, jewel-polished sapphire!

To the experienced or inexperienced prospective customer but little dealer demonstration is necessary to prove the superior qualities of the Pathe over other phonographs or talking machines.

The Pathe is almost a self selling proposition for the dealer!

Pathe Records played on the Pathe Phonograph compose a combination unsurpassed.

Pathé

REG. U.S. PAT. OFF.

Costs no more than the ordinary PHONOGRAPH

PATHE RECORDS SPIN PROFITS

THEY are the weavers who are "making a turn" for the benefit of the Phonograph Dealer. Every turn table on every Phonograph is the place for you to put Pathe Records at a profit—we say Pathe Records, we mean Pathe Records—

BECAUSE:

Every day the demand for Pathe Records increases. Every day more people recognize the exquisite tone quality of Pathe Records.

Every day more people discover that Pathe is first with the hits that make Broadway famous.

Every day people find out that they get the widest possible choice in Pathe Records — everything in music—operatic, orchestral, band and vocal—from the classical favorites and the "songs that never grow old" to the raggy, jazzy popular melodies of the day.

Because of Pathe National Advertising which is effectively telling the public about Pathe Records day by day, week by week, month by month. And every time 24 hours go by, ten times that many people right in your neighborhood have discovered that Pathe Records give them the music they want—and surpassing tone.

Pathé
REG. U.S. PAT. OFF.

THE IMMIGRANT AND HIS MUSIC

Pathé Foreign Records

EVERY population center in this country has its foreign language colony. The American catalogue means nothing to those people—yet. They want their own music from their own country—and they can afford to pay for it.

They can get it—and get more of it—from the Pathe catalogue than from any other source, because the Pathe repertoire is the largest in the world. It puts the Pathe dealer here in a class by himself—beyond any possible serious competition in the foreign language and music field.

The Pathe message reaches these people regularly and all the time in their own newspapers. We are using every foreign language paper of standing in the country. We have blazed the trail for you to this business—it is up to you to make sure of it.

It's doubly worth while: first because of the immediate dollars and cents that are in it: and also because it will lay the foundation for the American record business that will follow as these people become Americanized.

Pathé
REG. U.S. PAT. OFF.

PATHÉ DISTRIBUTORS

ARMSTRONG FURNITURE CO.
59 N. Main St., MEMPHIS, TENN.

BRISTOL & BARBER
3 East 14th St., NEW YORK

BUFFALO WHOLESALE HARDWARE CO.
317 Washington St., BUFFALO, N. Y.

BURNHAM, STOEPEL & CO.
19 E. Larned Street, DETROIT, MICH.

CHURCHILL DRUG CO., BURLINGTON, IA.

CHURCHILL DRUG CO., CEDAR RAPIDS, IA.

CHURCHILL DRUG CO., PEORIA, ILL.

COMMONWEALTH PHONOGRAPH CO.
19 and 21 Lyman St., SPRINGFIELD, MASS.

THE FISCHER COMPANY
943 Chestnut Ave., CLEVELAND, O.

THE FISCHER COMPANY
44-46 Vine Street, CINCINNATI, O.

FULLER-MORRISSON CO.
540 W. Randolph St., CHICAGO, ILL.

JOHN A. FUTCH CO.
35 Auburn Ave., ATLANTA, GA.

JOHN A. FUTCH CO.
1500 S. Boulevard, CHARLOTTE, N. C.

JOHN A. FUTCH CO.
630 Washington St., JACKSONVILLE, FLA.

GRAY & DUDLEY CO., NASHVILLE, TENN.

HALLET & DAVIS PIANO CO.
146 Boylston St., BOSTON, MASS.

HARBOUR-LONGMIRE PHONOGRAPH CO.
1001 Elm St., DALLAS, TEXAS

HARBOUR-LONGMIRE PHONOGRAPH CO.
311 W. Main St., OKLAHOMA CITY, OKLA.

INTERSTATE PHONOGRAPH CO.
1026 Chestnut St., PHILADELPHIA, PA.

W. W. KIMBALL CO.
Jackson and Wabash Aves., CHICAGO, ILL.

F. P. MAY HARDWARE CO.
469 C Street, WASHINGTON, D. C.

MOONEY, MUELLER & WARD COMPANY
101 S. Meridian St., INDIANAPOLIS, IND.

MORLEY MURPHY HARDWARE COMPANY
GREEN BAY, WIS.

PATHE CITY SALES
18 East 42nd Street, NEW YORK CITY, N. Y.

PITTSBURGH TALKING MACHINE CO.
963 Liberty Ave., PITTSBURGH, PA.

RICE-STIX DRY GOODS CO., ST. LOUIS, MO.

RICE-STIX DRY GOODS CO.
NEW ORLEANS, LA.

ROCHESTER PHONOGRAPH CO., Inc.
41 Clinton Ave., North, ROCHESTER, N. Y.

SALT LAKE HARDWARE CO.
SALT LAKE CITY, UTAH

M. SELLER & CO.
Fifth and Pine Streets, PORTLAND, OREGON

M. SELLER & CO., SPOKANE, WASHINGTON

G. SOMMERS & CO.
Park Square, ST. PAUL, MINN.

WM. VOLKER & CO., DENVER, COLORADO

WM. VOLKER & CO., HOUSTON, TEXAS

WM. VOLKER & CO.
Main, 2d and 3d Sts., KANSAS CITY, MO.

WEAVER PIANO COMPANY, YORK, PA.

WESTERN PHONOGRAPH CO.
820 S. Broadway, LOS ANGELES, CAL.

WESTERN PHONOGRAPH CO.
985 Market St., SAN FRANCISCO, CAL.

WRIGHT & WILHELMY CO.
Tenth and Jackson Sts., OMAHA, NEB.

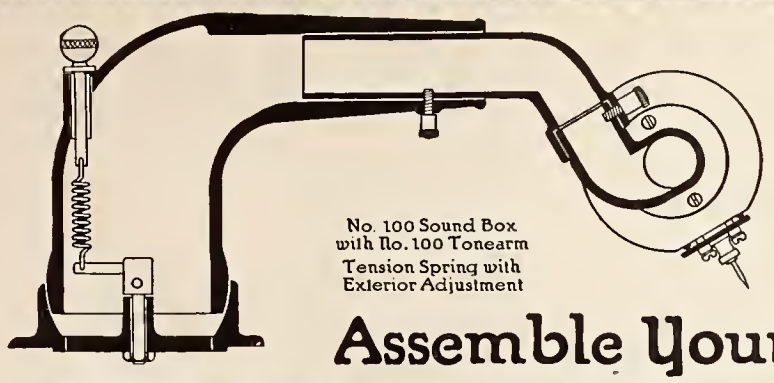
PATHÉ FRÈRES PHONOGRAPH CO.

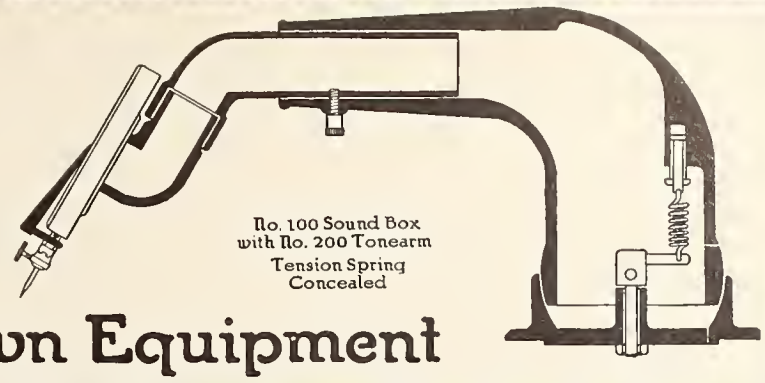
EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, N. Y., U. S. A.

London, England The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

Pathé
REG. U.S. PAT. OFF.





Assemble Your Own Equipment

WE OWN the Dies for producing the Die Cast parts of the above Sound Box and Tonearm designs, and furnish Die Castings to large users at no expense for Dies

SPECIAL Connections can be produced for adapting any make of Sound Box to these Tonearms. Prices on application. Samples sent prepaid upon deposit of $1.50

Die Casting Department **Barnhart Brothers & Spindler** Monroe & Throop Streets CHICAGO

TIMELY SUGGESTIONS FOR SELLING CUT-OUT RECORDS

Selling Discussion at Recent Meeting of the Pittsburgh Talking Machine Dealers' Association Prolific of Some Interesting Schemes for Disposing of Cut-out Records

During a record selling discussion at a meeting of the Pittsburgh Talking Machine Dealers' Association last month, a number of very excellent schemes were suggested for selling cut-out records which dealers in that city and vicinity had tried out and found successful. These schemes have been collated and sent out by the Standard Talking Machine Co. of Pittsburgh to dealers for their use. They are not visionary suggestions, but rather practices of different members of the Association who have found them available and which should be equally successful in developing sales in talking machine stores generally. These suggestions follow:

* * *

By placing white or colored tape on the outside edge of the green stock record envelope of all cut-out records in stock, a salesman can pick out such records at a glance when in search of records to push.

* * *

Nearly all dealers find that self-service racks create record sales. When cut-outs are mixed with quicker selling numbers on the self-service displays, customers will often select cut-out records they would not listen to if recommended by a salesman.

* * *

If albums are filled with records you wish to push, with a brief typewritten description pasted on each pocket and placed in booths and on counters, customers will browse through them while waiting and make purchases from them.

* * *

Classify your cut-outs in every way possible. In making up lists for booths, window, for a circular, or for salesmen, divide your selections under such heads as dances, violin numbers, band selections, male quartets, humorons, and the like. Display the records themselves in groups of similar classifications. A dance fan cannot resist thumbing through a record display labeled "Delightful Dances."

* * *

When a customer hurries in and turns to hurry out when you say "No we haven't that," stop him and say, "Let me have your address and I'll notify you when we get that record." Within a few days he will be pleased by a polite note stating that the record has not arrived but that you have the following similar numbers, which you will be very glad, etc., etc. You are thus adding to your live mailing list and demonstrating your good service. The S. Hamilton Co. sent out 106 such cards and received returns.

* * *

Many customers bring in lists of selections they wish to hear. Intersperse such of these as you have in stock with similar selections from your cut-outs. Boggs & Buhl find these will often prove more acceptable than those on the list.

* * *

A postal card, announcing to patrons that you have just received a limited supply of Werrenrath's "Neapolitan Love Song," which will never again be available when these few records are gone, has produced surprising returns for some dealers.

* * *

It will pay you well to make an arrangement with a good card writer and have frequent lists, well lettered, for your window, booths and store. Change them often. Classify your selections. Keep them new and fresh. The sales will amply justify the small expense.

* * *

The Standard Talking Machine Co. also enclosed in its letter a list of its cut-out stock, urging that the recipient check his cut-out stock against this list at once and return copy as an order. In this way it was believed that mutual benefit would accrue.

OGDEN SALES SYSTEM GUIDE

Featured in Spanish Edition of "The Voice of the Victor"—J. B. Ogden Visits New York

LYNCHBURG, VA., July 2.—Much space was accorded a description of the Ogden Sectional Cabinet Co., of this city, in a recent number of the Spanish edition of "The Voice of the Victor," which is published for and circulates throughout the Latin American countries. The various models of record files for the dealer were illustrated as well as the Ogden Sales System Guide, which is a combination numbered index made to fit these cabinets which serves as a sales record and locates immediately all record files, and eliminates the use of stock envelopes. The entire system with its many advantages is printed in Spanish.

J. B. Ogden, president of the company, was a visitor in New York recently on his return from a trip which he made to Connecticut. Mr. Ogden reports that his factory is very busy and increasing numbers of dealers are adding his record filing equipment in anticipation of the big business ahead.

COOK BROS. CLOSE MUSIC STORE

The music business formerly conducted in Holland, Mich., by Cook Bros. was discontinued on July 1. This house has been in business in Michigan for more than twenty years and has a large clientele.

THE PHONOSTOP—*No Machine Is Complete Without It*

¶ This stop is now tested and adjusted in actual use at our factory before shipping, and is ***guaranteed to do the work. It stops on the line.***

¶ More PHONOSTOPS in use than all other makes put together.

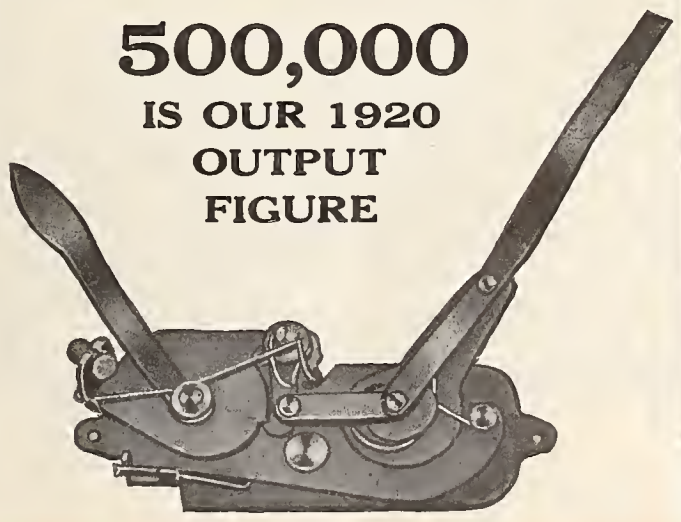
¶ Adjustability is one of our features, and it is an exclusive one.

Made Right Stays Right Acts Right

Order early—we will ship

Immediate Delivery up to 10,000.

500,000
IS OUR 1920 OUTPUT FIGURE



THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.

CHICAGO REPRESENTATIVE: Henry Engel, McClurg Building

VATICAN CHOIRS TO RECORD FOR BRUNSWICK RECORDS

Contract Put Through by Brunswick Officials and James Slevin Sails for Europe to Bring Famous Organization Back—First Time in History that Such Music Is to Be Recorded

One of the most important additions to the realm of record music will soon be released from the Brunswick recording laboratories, when the remarkable music of the Vatican Choirs of Rome recorded for the music lovers of the world will be announced. This famous organization which visited this country last year and won instant and enthusiastic approval among music critics throughout the land, will record exclusively for Brunswick records. The contract was closed by Percy L. Deutsch, one of the directors of the Brunswick-Balke-Collender Co., and William A. Brophy, general manager of the recording laboratories at a conference with James Slevin, the well-known impresario, who sailed on July 19 for Europe to bring back the famous Vatican Choirs with him.

Mr. Slevin takes with him to Rome the official requests of the leading Roman Catholic prelates in the United States, urging the Vatican Choirs to return to this country and record their music and make a tour of the entire country. Last year, at the close of their tour, Monsignor Casimir Casimiri, leader of the choir, expressed a willingness to return to the United States at some future time. Pope Benedict XV gave his permission and the arrangements were concluded by Mr. Slevin through the International Concert Bureau, directed by Milton Diamond.

The acquisition of the Vatican Choirs contract by the Brunswick Co. marks an important step in the extensive program laid out by Mr. Brophy and his department for their high-class record catalog. In discussing the move with The World, Mr. Brophy said that he was highly gratified that the negotiations had been successfully carried through and he expected to have some remarkable recordings ready soon after the choirs arrive. The new recording rooms of the laboratories are now nearly finished and within a few weeks will be ready for the strenuous demands which will be put upon them.

Just before he sailed on the "Patricia" Mr. Slevin was asked for his opinion on the possibilities of the talking machine in spreading abroad the gospel of music, especially of such music as is furnished by the choirs from the Vatican and the Roman Basilicas. He replied: "To afford the greatest possible opportunity to stimulate that interest universally it is felt that the talking machine offers opportunities unequaled in any other direction and it was particularly gratifying to Rome that this great enterprise is to be undertaken by an American concern. It is conceded that to undertake to record the voices of so large a personnel is an innovation without precedent. At the same time confidence in Yankee ingenuity prevailed.

"As relates to the concert tour incidental to this undertaking it will be remembered that last year's tour was cut short by the recall of the singers to Rome to conduct the ritual of important holidays, with the result that many communities that were eager to hear the Vatican singers and which had made elaborate arrangements to that end were deprived of the privilege. There is a disposition in Rome to consider the disappointment of those centers and to go to great lengths to permit of the fulfillment of deferred engagements in order that the Papal choirs may be heard in person. My visit will be largely in the interests of that aim to—crystallize the generous sentiment that prompts the Roman Basilicas to contemplate the absence of their most cherished ritualistic feature in order that these neglected American communities may not be longer slighted. I have reason to hope that arrangements can be reached to embrace every city so situated."

OPEN NEW YORK HEADQUARTERS

Remington Phonograph Corp. Establishes Warerooms and Offices on Broadway

The Remington Phonograph Corp. has opened new warerooms and executive offices at 1662-1666 Broadway, New York, where adequate quarters have been provided for a display of the company's products and the reception of the visiting trade, who are invited to make the new offices their headquarters while in the city. James S. Holmes, vice-president and general manager of the company, is in charge of these very attractive quarters.

NYOIL FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

DOEHLER CO. SECURES INJUNCTION

An injunction has been granted the Doehler Die Casting Co., of Brooklyn, N. Y., against August G. Gutmueller, a former employe, and the Accurate Brass Casting Co., which he organized after leaving the Doehler Co. In the complaint made by the Doehler Die Casting Co. it is alleged that Gutmueller, after working his way from chauffeur to head of the brass casting department, left the company's employ, taking with him certain secret processes of manufacturing. Since then, it is stated, the Doehler Die Casting Co. has found castings marketed and bearing the very earmarks of Doehler castings. A motion for the continuation of the injunction is to be made.

REED DISPLAY FIXTURES

Make every inch of your store, booth or window space produce more business. There is a Reed Displayor for your every need.

Illustrated herein are but a few of the large variety of Displayors we carry in stock at all times. Write for circular showing our complete line.

Discount for 30 days for styles now in stock 40% F. O. B. Pittsburgh.

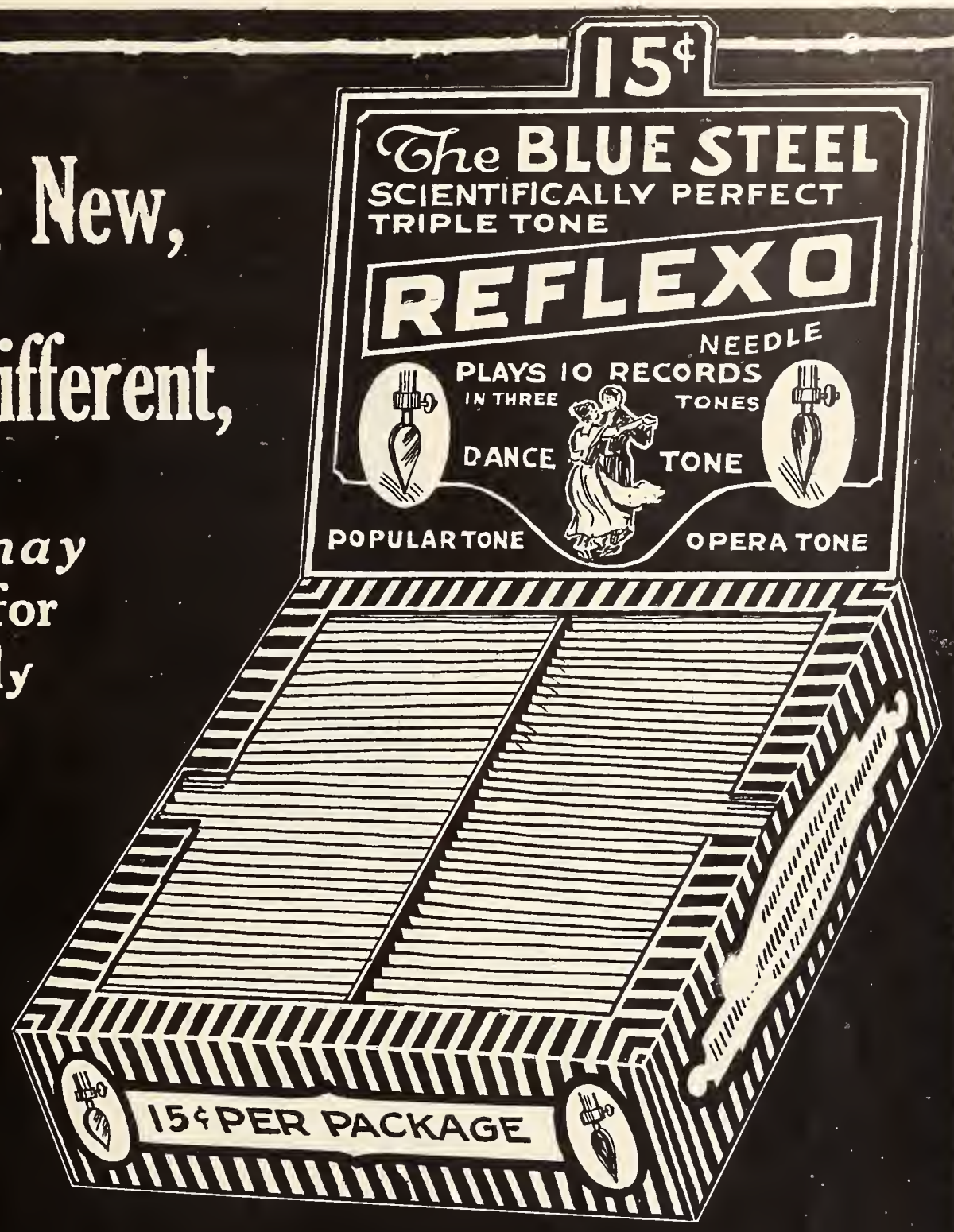
"UNIVERSAL FIXTURES"

No. in Stock	Style	No. in Stock	Style	No. in Stock	Style	No. in Stock	Style
37	550	16	513	3	563	34	514
12	528	4	513-L	51	556	28	500-A
16	557	17	503	38	558	3	527-S
15	518	14	502	6	519	35	504
36	507	29	506	38	508	3	559
18	500	19	505	31	501	11	551
						27	552

5748-50 Ellsworth Avenue — **THE REED COMPANY** *INC.* — Pittsburgh, Penna.

Something New, Something Different,

which *may* account for its already very big success



Only Four Months Old-yet the fastest selling polish on the market

Send Coupon for Samples and Prices of Reflexo Needles and Polish

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue

Suite 1003 At 34th Street

New York City

Canadian Distributors:
The Musical Mdse. Sales Co., Toronto

Foreign Export:

Chipman, Ltd., 8-10 Bridge St.
New York City

Clip This Coupon and Mail To-day

REFLEXO PRODUCTS CO., Inc.
347 Fifth Avenue
New York City

Send us samples and prices of Reflexo Needles and Reflexo Polish

Dealer's Name.....

Address.....

Your Local Distributor's { Name.....

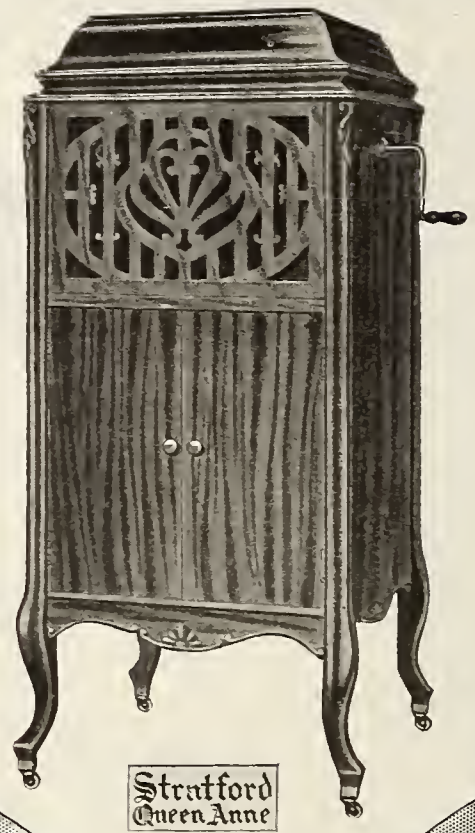
Address.....

Stratford

The Shakespeare of Phonographs

NOTED FOR:

Tone
Quality
Distinction
Service



MODELS:

Adam
Louis XVI
Sheraton
Queen Anne

Stratford
The Shakespeare of Phonographs

World's Finest Reproducing Instrument

AS Shakespeare, born at Stratford-on-Avon, Warwickshire, England, was the world's greatest poet, so is the Stratford the world's greatest phonograph, says one of America's great Bachelors of Music.

Tone of the Stratford has richness, depth, purity and beauty that has brought the musical world to a new appreciation of the phonograph.

Stratford Phonographs give a perfect reproduction of either Lateral or Hilland-dale cut records without any change of parts.

In design, motor, method of amplification, workmanship, choice of woods, finish and tonal quality the Stratford is announced by critics, musicians and dealers as the world's finest reproducing instrument.

Quality representation solicited. Artistic catalogues, window display cards and newspaper mats furnished to Stratford dealers

The Stratford Phonograph Co., Inc.

Factories **Ashland, Ohio** General Offices

THE MISTAKE MADE IN PLAYING UP THE "TRIAL ORDER"

Ray Giles Offers Some Interesting Information Regarding the Working Out of the "Trial Order" Plan in a Recent Issue of Printers' Ink—A Trade Illustration That Is Worth Noting

Many manufacturers in various lines of industry have become convinced that the building up of new business on the "trial order" basis is a game that is seldom worth the candle, and have taken a strong step to discourage the practice on the part of their salesmen, while at the same time making an energetic drive for exclusive representation.

The main objection to the practice is that it enables the buyer to get rid of the salesman by giving him a trial order and then declaring that the goods are not up to standard, or do not meet his requirements. Being placed in the store on a trial basis, the buyer, or manager, is not inclined to devote any great attention to featuring the product in competition with other goods of the same sort for which he has paid, and which he must sell to make the proper showing for his department.

In an article in a recent issue of Printers' Ink, Ray Giles offers some interesting information regarding the working out of the trial order plan and cites an instance of particular interest to the talking machine man, an instance that should make a distinct impression. He says, in part:

"Out of experiences with salesmen and selling methods there stand some striking examples of mistakes made in playing up the 'trial order,' and perhaps, as the branch manager declared, the average trial order is about as respectable as a 'trial marriage.'

"Over and over the attitude of the dealer or buyer has proved wrong toward the trial order. The word 'trial' fastens itself in his mind more strongly than any single virtue which the salesman has claimed for the goods. The dealer is not really sold on the merits of the merchandise—it is made plain to him that he is simply 'trying them out.' Didn't the salesman admit as much? The result is that the user is looking for defects quite as expectantly as he looks for virtues, and he finds that it is quite as easy to discover the former as the latter. In other words, he gets what he looks for.

"A dealer in musical instruments placed side by side on his floors three makes of phonographs. One day the salesman for one of the phonograph houses dropped in, and had brought home to him for the first time the evils that sometimes attend the trial order. As he recalls it, the confession made by the dealer was something like this:

"'From now on I am going to sell only your machine. I have come to the conclusion that there is too much matching up of models and tone and features all through this shop, and that it doesn't do either me or my sales force any good. I think the trouble all started with you fellows, who sold me your machines just hard enough to get me to put in a partial stock of them. When I got the three on the floor I was naturally fairly warm on all of them, but not completely sold on any one. I can't put my attitude in a chart or analyze it down to a fine point, but I know that it hurt my business, and this same attitude I passed on to the boys on the floor by my even praise for all three instruments. Then they passed it on to the customer, and the result has often been that the customer got warmed up on all three makes and then left without buying, saying that he wanted to think it over before deciding which he preferred.

"'I am still of the opinion that each of the three has its good features, but lately I have thought it out to a point where I believe that yours has something of a bulge on the others, and from now on we are going to sell your phonographs instead of comparing them with a couple of other makes. Sales forces and floor space come too high these days for me to be able to afford to use my store and sales people for exhibition purposes.'"

OPTIMISTIC REGARDING BUSINESS

A. L. Crane, of the Western Jobbing & Trading Co., Los Angeles, Tells of General Conditions and Prospects in Visit to New York

A recent visitor to the executive offices of the Emerson Phonograph Co., New York, was A. L. Crane, of the Western Jobbing & Trading Co., Los Angeles, Cal., distributors of Emerson records, who spent some time with Joseph I. Carroll, manager of sales of the company, and Harvey Morrison, his assistant.

Discussing general conditions, Mr. Crane was optimistic regarding present business and the outlook for the future. He was particularly anxious to see the new Emerson phonograph, admitting frankly that he expected to see something very fine. After a thorough investigation of the new instrument, he expressed his keen enthusiasm regarding every musical and sales feature. Mr. Crane stated that when he returned to California he would start an energetic campaign in behalf of the Emerson Phonograph Co., for he was "sold" to the last degree on the line, and would convey this enthusiasm to J. W. Booth, manager of his company.

In the course of his conversation, Mr. Crane commented on the loyalty of his organization towards the Emerson product, referring to the splendid sales totals already achieved in his territory, and the extensive plans in preparation.

A considerable part of his time in New York was spent by Mr. Crane in a detailed examination of Emerson cabinet work and the "Music Master" horn. Mr. Crane is a specialist on furniture and cabinet construction, and is just completing an eight months' investigation which carried him to practically every furniture and cabinet plant in the United States. His hearty approval, therefore, of the Emerson phonograph, particularly its cabinet work, constituted a tribute of unusual importance.

CHANGES IN COLUMBIA SALES STAFF

Important Announcement Regarding Changes in Sales Staff of the Organization

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, sent out to the Columbia sales organization this week an important announcement in connection with changes in the sales staff.

Effective July 1, N. F. Milnor, manager of the San Francisco branch, resigns on account of ill health.

N. J. Wilcox, formerly manager of the Philadelphia branch, has been appointed manager of the San Francisco branch, effective July 1.

Pearson C. Cummin has been appointed manager of the Philadelphia branch. Mr. Cummin has had extensive experience in the sales field, having been connected with the National Cash Register Co., and more recently with the Smith, Kline & French Co., Philadelphia.

Robert E. Rae, of the Columbia executive offices, has been appointed manager of the new Columbia branch at Omaha, Neb. This new branch will be one of the most up-to-date wholesale establishments in the West, and under Mr. Rae's direction, will undoubtedly achieve pleasing success.

H. L. Pratt succeeds Mr. Rae in the executive offices. Mr. Pratt is well qualified for his new post, having been associated recently with the Roger W. Babson Co.

NEW DETROIT PATHE DISTRIBUTORS

Burnham, Stoepel & Co., with headquarters at 19 East Larned street, Detroit, Mich., have succeeded Williams, Davis, Brooks & Hinchman's Sons as Pathé distributors in that city. The change took place on June 22. C. H. Chambers will have charge of the Pathé work of the new distributors.

ECLIPSE

BOOST!

Victor

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
Mar. F. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

Victor Wholesaler Cleveland, Ohio

Edison Message No. 73

In our opinion it will be many years before the general price level is as low as the present prices of Edison Phonographs.

The increase since 1914 has been less than 15 per cent—and this includes the War Tax.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

Enthusiasm One of the Greatest Factors in Successful Salesmanship :: :: :: By Charles L. Smith

There is perhaps no single factor of greater value in closing talking machine sales these days than enthusiasm. This refers to the usual sale where a machine is chosen for the home where it will be a permanent part of the furnishings and is chosen on its merits as a musical instrument. In the selling of the small portable type of machine which is used in most cases just for the Summer at camp or seashore the finer points of salesmanship are not observed quite so closely because the customer does not demand it.

It is, of course, assumed that the salesman knows the fine points of the particular instrument he is selling, for his enthusiasm must in large measure be based on his belief in the superiority of his instrument over all others. He must also know all the good points of his competitors' machines and he must be able to prove that his machine is superior on these very points, not by knocking the rival machine but by showing through his knowledge just where his own product has the advantage.

Knocking the other fellow's goods has long been condemned in every line of selling but it still persists in some circles because there are salesmen who, not looking into the future, think that the present moment is all that counts and that anything they can say against the other talking machine will redound to their own advantage. These salesmen fail to remember that all the time they are knocking the other fellow they are keeping the customer's mind fixed on the other fellow's product while the one which is to be sold is kept in the background.

Forget the other machine for a moment. Act as if your talking machine was the only one in existence. Then turn on your enthusiasm. Any talking machine is a wonderful thing when you stop to consider just what it is and does. It is a musical marvel, especially at the present time when the union of science and art has brought about so many refinements and improvements. Look back a few years and compare the machine of that day with the present instrument. Surely the picture is enough to arouse enthusiasm in any music lover.

This thought alone will create enthusiasm in the prospect if dwelt upon in the proper way. The salesman should be full of this, his subject. He should be fairly bubbling over with enthusiasm. Enthusiasm is contagious. There is nothing which will spread more quickly from one person to another. Battles have been won by enthusiasm. And in the prospect the enthusiasm can be aroused by picturing the joys that a real talking machine will bring into the home. Once you have convinced him of these facts he will always associate these advantages with your own instrument. You have made a permanent convert and a permanent advertisement and booster for your line.

There is a certain salesman in a large New York talking machine store who has won great success and whose biggest asset is enthusiasm. He is, first of all, a real talking machine man, for he has served his apprenticeship and knows the intimate details of construction from every angle. He has studied selling in many cities and has learned from the experiences of many. While many salesmen would be content with having reached that stage of the game, believing that anyone with such accurate technical knowledge would be the most successful salesman in the world, this New York salesman looks further. He does not rely entirely upon his knowledge of construction. His one best bet is enthusiasm. When he unlimbers his heavy artillery he fairly sweeps his customers off their feet by his enthusiasm. He convinces them of his sincerity, of his belief in the talking machine he is selling. He does it in such a way that he cannot possibly offend the customer and his argument is all the stronger because he arouses the enthusiasm which makes the prospect convince himself. His sincerity is so evident that the customer cannot fail to believe in it. This sincerity is, after all, the basis of enthusiasm.

Any talking machine salesman can acquire this enthusiasm in selling if he studies the game hard enough. He will not learn by warming a chair in the warerooms, but he must study the talking machine problem. He must profit by the experience of others who have gone before him. Once he has started he should find it such an interesting study that he will want to follow it to the end. If the salesman fails to find any absorbing interest in his work he should get out of the game and try his hand at some other line of effort. He can never succeed at anything in which he has not whole-hearted interest. He must work to arouse enthusiasm in his own self. After that the task of communicating it to others will be easy.

Duncanson Bros., of Lynchburg, O., have opened a branch store in Hillsboro in the Bell Opera House block. A general line of musical goods, including talking machines, will be carried by this establishment.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

B&L

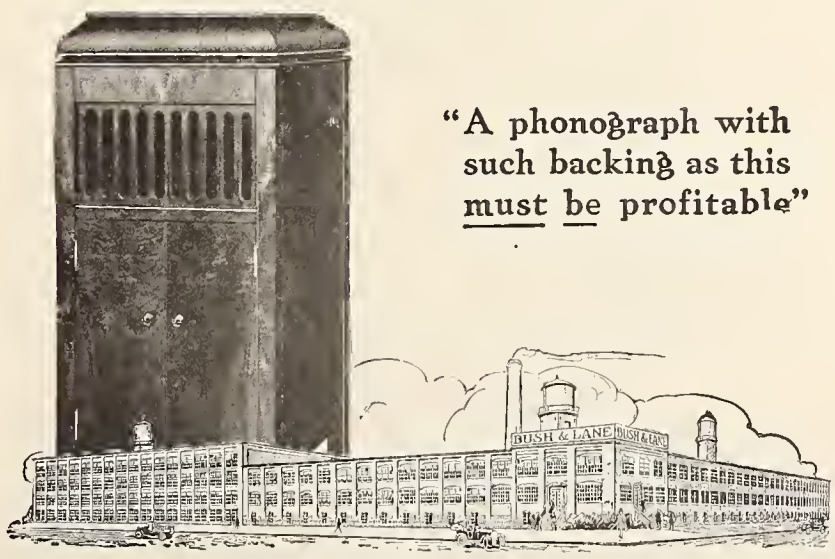
The same organization that builds Bush & Lane Pianos and Cecilian Player-Pianos makes Bush & Lane Phonographs.

The same men and the same resources that have made the name of Bush & Lane dominant in the field of pianos and players, are back of Bush & Lane Phonographs.

Phonograph dealers can find no better guarantee than this, either on the phonograph itself, or on the organization back of it. Decades of success have proved that buyers may safely trust any instrument that bears the name of Bush & Lane.

Dealers who associate themselves with this famous name, gain not only in prestige, but in the support they secure from a great manufacturing organization that works sincerely for the best interests of its distributors.

Bush & Lane Piano Co., Holland, Mich.



"A phonograph with such backing as this must be profitable"

BUFFALO DEALERS HOLD OUTING

Automobile Club Grounds Thrown Open to 100 Dealers and Their Families—Skirmishes With Town Constable and Victor Pups Liven Up Day—Ball Game Brings Call for Safety Pins

Buffalo, N. Y., July 2.—The Talking Machine Dealers' Association of Buffalo held its annual outing on Wednesday, June 16, at the Automobile Club grounds, which is about eighteen miles from this city. About 100 people, consisting of dealers and jobbers and their families, attended.

The arrangements committee, consisting of T. A. Goold, of Goold Bros.; C. Bellanca, of A. Bellanca & Son, and B. E. Neal, of Neal, Clark & Neal, planned an admirable program. The weather, however, was not favorable as it rained all the forenoon but having a wet committee, naturally a wet day was expected.

The trip out to the club was made in automobiles shortly after the noon hour. On the way out V. W. Moody, of the Buffalo Talking Machine Co., endeavored to see how fast he could drive through one of the small villages. The town constable told him, but it cost him $15 for the information. This little incident, however, did not seem to impair Mr. Moody's high spirits. A small Victor dog mounted on the radiator of C. E. Siegesmund's car also caused considerable trouble as several dogs challenged him on the way out. Victor supremacy, however, reigned.

The afternoon was given over to games and sports of all kinds, which were in charge of E. Burley and A. Biesinger, of Burley & Biesinger. The feature of the day was a ball game made up of two teams picked at random and captained by Ed. Van Dyne, of Goold Bros., and William Melzer, of the I. Melzer Co., both heavyweights of the 300-pound class. After twelve innings, "Bill" Melzer's team won by a score of 12 to 9. The captain of the opposing team laid his defeat to an accident to his trousers which required him to carry around large safety pins. During the game, C. N. Andrews, who was official score keeper, received many presents in the form of baseballs and clubs from his many admirers.

Other games, consisting of running races for both men and women, tug-o'-war, putting the shot, were also played, and suitable prizes were awarded for the first and second places. V. W. Moody continued his automobile speed in most of the races and succeeded in winning more prizes than the other contestants who participated in the meet.

Toward evening the party adjourned to the dining room of the club, where a lobster and beefsteak dinner was served. During the dinner Miss Dorothy Aylward, of Neal, Clark & Neal, favored the party with an appropriate ballad song rendered in a most beautiful manner.

After dinner dancing was greatly enjoyed until a late hour. All pronounced the outing one of the most successful ever held and expressed their appreciation to the committee for their splendid work.

WEEKLY RECORD RECITALS POPULAR

Weekly record recitals given in the talking machine department of the Crescent Department Store in Spokane, Wash., have increased the record and talking machine sales to a marked degree, according to the report of Mrs. L. H. O'Dea, manager. These concerts are held at the same hour on Thursday of each week and it is noticed that many people form the habit of dropping into the comfortable talking machine section to hear a few selections and later purchase them.

Miller & Levy, Petersburg, Va., have taken the agency for the New Comfort talking machine. Several instruments are on display and an active drive will be made during the Summer months.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

Line Up with a Leader—Link Up to LAUZON!

A product of one of the oldest and finest furniture factories in Grand Rapids.

Backed by a plant that for many years has made the art furniture requirement of great home furnishing houses and large department stores from coast to coast.

Containing the highest standards of motive power, tone reproduction and accessory equipment.

LAUZON cabinet construction, plus the STANDARD motor, plus the FLETCHER tonearm, plus ample resources, plus square dealing, equals success.

Line up with a leader — link up to LAUZON!

SEVEN UPRIGHT AND TWO CONSOLE MODELS

IMMEDIATE SHIPMENTS

Attractive Proposition for Jobbers and Dealers

FOR AVAILABLE TERRITORIES

ADDRESS

MICHIGAN PHONOGRAPH COMPANY

Office Address: National City Bank Building

Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN.

ACME-DIE

·CASTINGS·

ALUMINUM·ZINC·TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

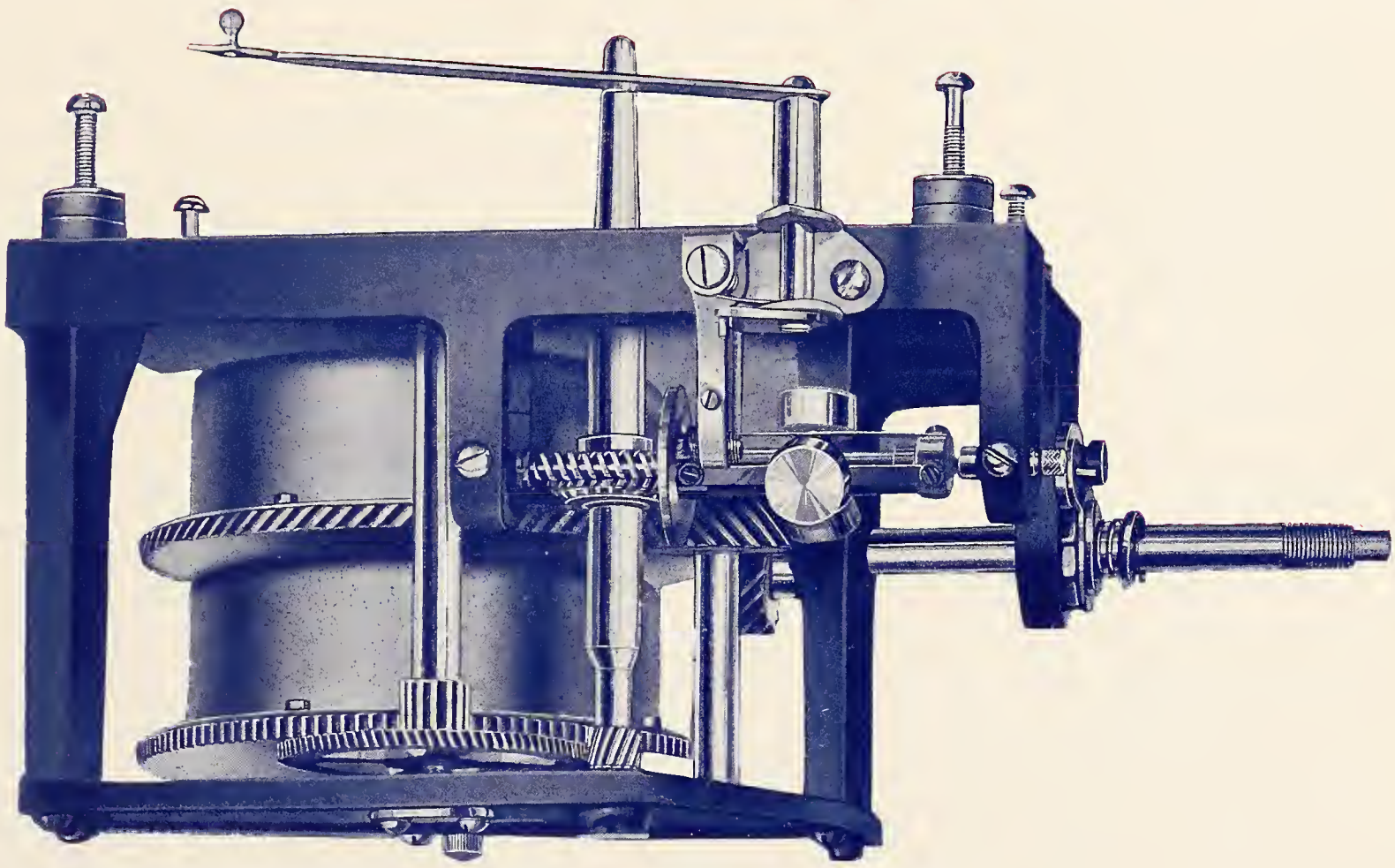
25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

The Sensation of the Trade!

OKEH MOTOR with the OKEH PLUSH TURNTABLE



OKEH MOTOR No. 44

THE PERFECT PHONOGRAPH MOTOR

Silent Winding ∴ Silent Running

Ready for Delivery *Order Now*

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

"Lassie" and "Alabama Moon," both medley waltzes by Prince's Orchestra, get everybody on their toes. It may be the swing, the rhythm or just the way the orchestra plays them. Your sales will tell. A-6153.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

BEAUTIFUL SONORA CALENDAR

The accompanying illustration showing the 1921 calendar hardly does justice to this beautiful calendar, which is made up exclusively for Sonora dealers in de luxe style, embossed white front sheet and baby blue back sheet, tied with a blue tassel.

The calendars are imprinted with dealers' ad-

New Sonora Calendar

vertisements and furnished with envelopes. During recent years, Sonora dealers have used calendar advertising to excellent advantage, and there is every reason to believe that the 1921 calendar will meet with an enthusiastic reception.

The early bird catches the worm; but what good that does the worm has never been clearly explained.

REPAIRING
AND
REPAIR PARTS
for all makes of
Talking Machines
BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

JOBBER COMMENDS EDISON POLICY

Phonographs, Ltd., Pacific Coast Edison Jobber, Sends Letter to Coast Dealers

Following the announcement made by the Edison Laboratories that the Edison Co. has been doing business in phonographs and records under a narrower margin of profit than some other concerns, themselves absorbing about half of the increased cost of production, Edison Phonographs, Ltd., the Pacific Coast jobbing agency handling the New Edison in the Pacific region and the so-called inland empire States, sent out a letter to their dealers, informing them of the Edison price policy. This letter outlined the reasons why Thomas A. Edison, Inc., have decided not to increase their prices and prepare for "the long pull" in the future when their line will not be affected by radical price reductions.

Lose no time—be always employed in something useful; avoid all unnecessary actions.

MAKING DELIVERY BY "FLIVVER"

MEMPHIS, TENN., July 6.—The customers of Zumsteg Bros. are so anxious to get Sonora machines that the dealers have to work fast. As

How Zumsteg Bros. Deliver

the illustration shows, they simply hoist a Sonora on a "flivver" and rush it off to the buyer's home in a couple of minutes. This not only saves delay, but makes packing unnecessary.

"LIBROLA"

A Library Table PHONOGRAPH

Two thirds of top is stationary, no need to move anything when playing phonograph.
Fully equipped to play all disc records.
Your satisfaction guaranteed.
Large percentage of re-orders indicates satisfied dealers.
Write for prices and exclusive territory.

No. 250T. Patent applied for
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

THE INDEPENDENT "SOUL OF HARMONY"

MR. JOBBER

We want you to investigate the Independent line as a ***leading jobbing proposition***

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street, New York City

COLUMBIA CO. PREPARES ROAD SIGN FOR DEALERS' USE

Farm Paper Advertising Campaign Given Added Support by Preparation of Novel Sign to Be Posted by Rural Dealers in Their Communities—Prepared by Dealer Service Department

The Dealer Service department of the Columbia Graphophone Co. announces a "Tack-around" Road Sign for dealers, in support of the Columbia Co.'s farm paper advertising campaign. The signs have been prepared in a quantity sufficient to allow each of their many dealers a widespread publicity on the highways and byways leading from the outlying districts to their shops. Signs being available at this particular period of the year allow the dealer ample time in which to get them around and to benefit by the direct advertising to the heavy traffic on the country roads during the Summer season.

The Columbia "Tackaround" Road Sign Featuring the Grafonola and the Local Dealer

In a chat with The World regarding this new sign, a member of the Dealer Service department said:

"The road sign is a type of advertising, distinct and apart from other outdoor forms such as the billboard. Its value from the standpoint of circulation is unlimited; in comparison with other media it is one of the least expensive. There are seldom any costs for distribution or space rates. While the average newspaper would never consider a contract for an equal amount of space in even one issue, the road sign is practically permanent and occupies valuable advertising space that is free to the dealer.

"Tacked up on old barns, sheds and fences, the road sign becomes, by familiarity, a landmark and an indicator of distances to all who pass; it catches the eye and registers an impression on the transients of the road, whether they ride in automobile, buggy or are traveling afoot. The landscape holds but little interest for the average farmer, for its details are customary and therefore monotonous, but the road sign offers diversion for the eye and food for thought.

"The farmer who may read the Columbia advertisement in his trade paper one evening and on his way to town the next day has his attention attracted to the Columbia road sign is definitely directed to the Grafonola Shop. The Columbia road sign, in every case, is the dealer's sign; its letters are designed flat instead of the usual embossed type, in such a way as to make the dealer's name and address an actual part of the design. There are no suggestions that the placing of the dealer's name on the sign is an after-thought or a later addition, and so that the dealer is assured of receiving full value for the sign, all text is eliminated, with the exception of the wording 'Columbia Grafonolas and Records' and a mention of the non-set automatic stop. Only the dealer's name appears in a four or five line imprint in the body of the sign."

The Columbia road sign is of particular value to the city dealer inasmuch as suburbanites, traveling the road daily to their work in the city, become acquainted with the shop where they may purchase Columbia records and Grafonolas. The aggressive far-seeing city dealer therefore has equal opportunities to capitalize on the widespread use of the road sign as well as the country dealer. Again, there are those suburban districts from which people are daily attracted to the city for shopping and while in town have the time and leisure to step into the Grafonola Shop and listen to the latest records.

The Columbia road sign measures 14"x20", is made of 29 gauge metal and lithographed in four brilliant colors which are baked on and varnished for preservation. The back of the sign, in order to give a maximum service by preventing rusting, is given a heavy coat of paint. Properly punched holes make tacking a simple matter which likewise eliminates the danger of injury by hammering. Important suggestions for use accompany data.

AMERICAN TRADE BREAKS RECORD

Huge Balance of $17,000,000,000 Rolled Up Against the World Since Beginning of War—Largely With Countries of Europe

Since the beginning of the world war in 1914 the United States has rolled up a trade balance of approximately $17,000,000,000 against the world. This exceeds by several billions the total balance in favor of the United States from 1875 to 1914.

Department of Commerce figures just issued show that the trade balance made in favor of the United States in the fiscal year ending in 1914, one month before the war began, was only $470,000,000. During the first year of the war it was $1,094,419,600, and in the next year, ending June 30, 1916, it was $2,135,599,375. During the succeeding year the total was $3,530,693,209.

Meantime the United States had entered the struggle and in the year ending June 30, 1918—the first full fiscal year of America's participation—the balance was only $2,974,055,973. In the next year ending last June 30, however, it was $4,136,562,618.

During the first eleven months of this fiscal year the balance was only $2,788,451,602, but exports were larger in those eleven months than in any other full fiscal year in the nation's history, totaling $7,474,193,349, as against the previous twelve months' record of $7,232,282,686.

At the same time that America's export trade began to advance by leaps and bounds the import trade also showed an enormous increase, totaling $2,917,883,510 in the year ending June 30, 1916, and advancing steadily each year to a new high record of $4,685,741,747 during the eleven months of the present fiscal year. The previous high record was $3,095,720,068 last year.

Most of the favorable trade balance of the United States has been against the allied and neutral countries of Europe. Many of the South American and North American countries and some of those in the Far East have a balance against the United States.

Victor Dealers Everywhere

Regardless of your location or prestige, the most valuable asset you have in your business is the Victor Trade Mark, "His Master's Voice," on the goods you sell identifying them as genuine and thus assuring your customers that you offer nothing but the best obtainable.

Victor
His Master's Voice

TALKING MACHINE CO.
BIRMINGHAM

RAPIDLY INCREASING COST OF PHONOGRAPH PRODUCTION

Some Interesting Figures Presented by "Sonora Bell" Which Give a Very Excellent Idea of the Increased Cost of Making Talking Machines To-day in Contrast to Years Ago

In an interesting article published in a recent issue of the "Sonora Bell" pertinent facts and figures are presented showing that the present prices of talking machines are not high considering the tremendous increase in the cost of labor and material. One section of this most timely and illuminating contribution reads as follows:

"A buyer of one of the finer Sonora models owns something which is of real and lasting value. The prices quoted on Sonoras are fair and reasonable. In distinction from such articles as clothing, foodstuffs, etc., which are precisely the same as they were seven years ago, the phonograph of 1920 is an immense improvement over the phonograph offered before the war.

"It is evident that the price of the 1920 phonograph cannot be fairly compared with the price of the pre-war phonograph because the buyer to-day is securing an infinitely higher grade instrument.

"However, neglecting this important consideration, an investigation shows that the increase in prices in Sonoras has been extremely modest in comparison with the increase in prices of such other articles as diamonds, clothing, shoes, sugar, linens, cottons, furniture, and a long list of other commodities which are not singled out, particularly to be pointed at as examples by the Federal Reserve Bank.

"An investigation of the prices paid for materials in 1915 and those paid in 1920 is illuminating as showing why phonograph prices have advanced. Study this table:

Lumber—	1915	1920
Sound Wormy Chestnut.....	$22.50 M	$85.00 M ft.
Birch, No. 1 common.....	28.00 M	125.00 M ft.
Mahogany, 1st and 2nd.....	150.00 M	360.00 M ft.
Gum, No. 1 common.....	29.00 M	150.00 M ft.
Oak, No. 1 common.....	35.00 M	125.00 M ft.

Veneer—	1915	1920
Poplar	3.50	14.00 M ft. up
Mahogany	¾ to ½c ft.	.055 ft. up
Qrt. Oak	16.00 M	60.00 M ft. up
Cir. Walnut	.06 ft.	.18 ft. up
Shellac	.95 gal.	cannot get
Stains, dry	.60 lb.	1.75 lh.
Varnishes	1.35 gal	2.15 gal.

"It will be seen that lumber has advanced from over 250 per cent. to 500 per cent.; shellac is simply out of the market; stains are triple and varnishes have almost doubled.

Cabinet Makers' Rates During 1915 and 1920:

	Hours Per Week	Minimum	Maximum
March 1, 1915	60	.19 hour	.22 hour
March 1, 1920	50	.55 hour	.68 hour

"Wages, it is apparent, have increased over 300 per cent and the working week has shortened from sixty hours per week to fifty hours per week, a decrease of one-sixth in working time.

"With all these remarkable increases in the cost of labor and materials, the prices of Sonoras have been held down to extremely reasonable levels.

"Only through production on an extremely large scale has it been possible for Sonora to keep the price of the completed phonograph from mounting as did the individual items of materials which entered into the production of the instrument and as did the labor costs.

"In conclusion, there is given a comparison of the average prices received March 1, 1914, and March 1, 1920, by producers in the United States of eight important agricultural products. These are figures given out by the bureau of crop estimates of the Department of Agriculture and show the following increases: Cotton, 200 per cent; wheat, 173 per cent; corn, 116 per cent; potatoes, 244 per cent; hay, 91 per cent; eggs, 96 per cent; butter, 115 per cent; wool, 231 per cent."

EDISON ELECTED TO ROTARY CLUB

Organization in Orange, N. J., Makes Inventor Honorary Member at Monthly Dinner

Honorary membership in the Rotary Club of the Oranges was accepted by William H. Meadowcroft on behalf of Thomas A. Edison at the monthly dinner of that organization held in West Orange, N. J. Mr. Edison commended the work of the club in the following letter, which was read by the secretary:

"Your invitation to me to accept honorary membership in the Rotary Club of the Oranges is greatly appreciated and it gives me much pleasure to express my acceptance.

"I must ask you, however, to excuse me from attending your next meeting. My hearing has grown so poor and my time is so taken up with a vast array of work that I have given up the idea of attending any social functions.

"I appreciate the good features of the Rotarian idea and the club has my most cordial good wishes."

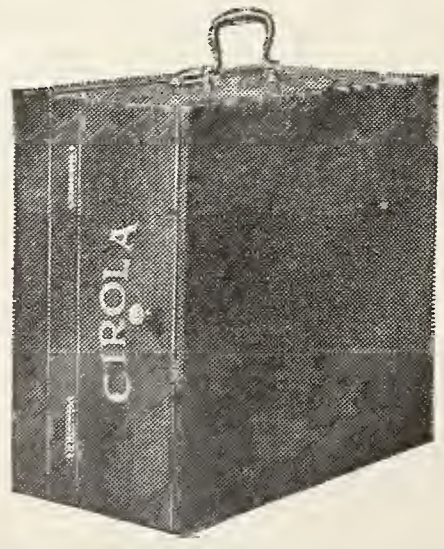
Mr. Edison continues to devote as much of his time at work as anyone at his vast laboratories in Orange and still sets the pace for his associates.

NEW SHOP OPENS IN NEW HAVEN

Wittstein's Music House has opened in New Haven, Conn., as a Columbia shop. The opening was held some time ago and the store was thronged with visitors during the day. A very attractive window display showing several Columbia Grafonolas in a setting of palms and flowers was a feature of the day.

Yours may be just one in a hundred advertisements in to-morrow's paper—then make it stand out.

The New Portable CIROLA



Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

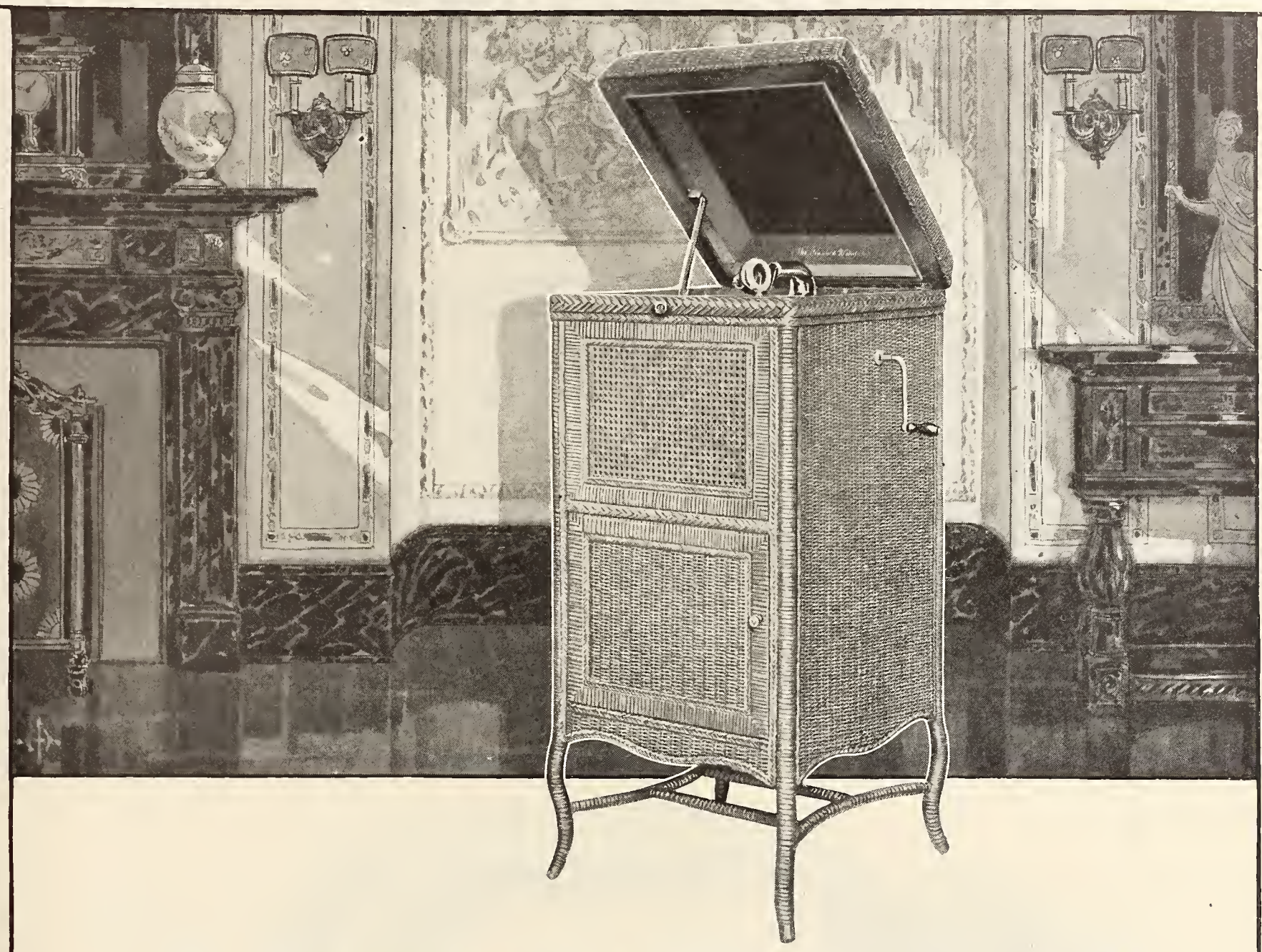
Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors.
Write today.

Cirola Phonograph Corporation

Factory 1227 Germantown Avenue
General Offices Colonial Trust Co. Bl'd'g
Philadelphia Pa.

The Heywood-Wakefield



A phonograph with a variety of sale appeals

THE unusual appearance and purity of tone of the Heywood-Wakefield have attracted the favorable attention of thousands. People everywhere want to see and hear it, and learn all about it.

The dealer who stocks and displays this instrument is capitalizing a sound selling proposition. Its advantages are clear-cut facts.

A reed cabinet which eliminates vibratory noises; a cushioned reproducer constructed on the principles of the human organs of sound—faultless in reproduction, and unmarred by metallic taint. And for those who prefer it, the dealer will find the electric motor a good point. It never heats, is always uniform in speed and absolutely silent in operation.

Of special interest are the artistically designed cabinets of reed, which may be finished in any one of three hundred different color schemes. Their rare decorative qualities are a strong selling factor, for they harmonize with all styles of furniture.

This phonograph is a new creation—an instrument that fills every requirement. Its variety of appeals make it an exceptionally profitable phonograph for the dealer to handle. The Heywood-Wakefield is made under the Perfek'tone patents. Write today for details of models, prices and specifications. Address the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

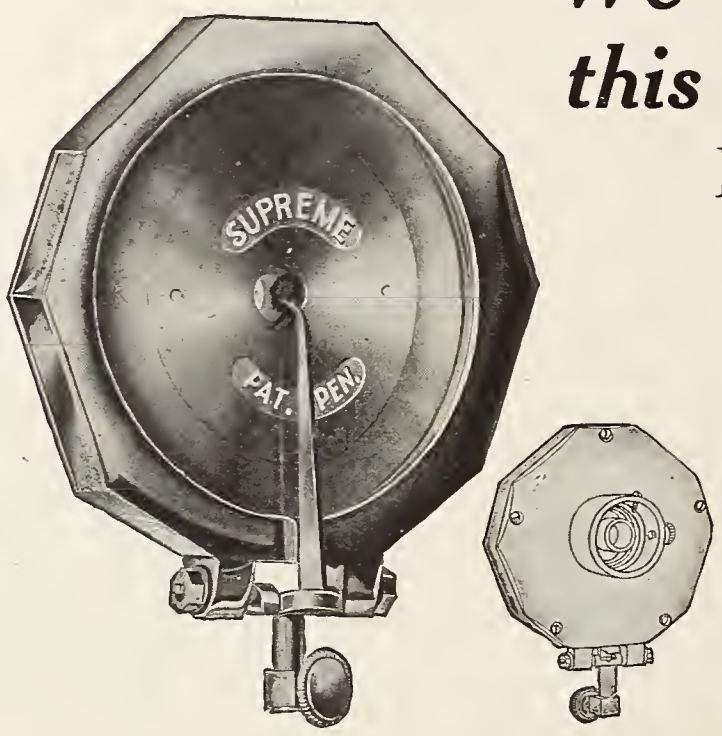
New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles

Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

SUPREME

TONE ARMS & SOUND BOXES

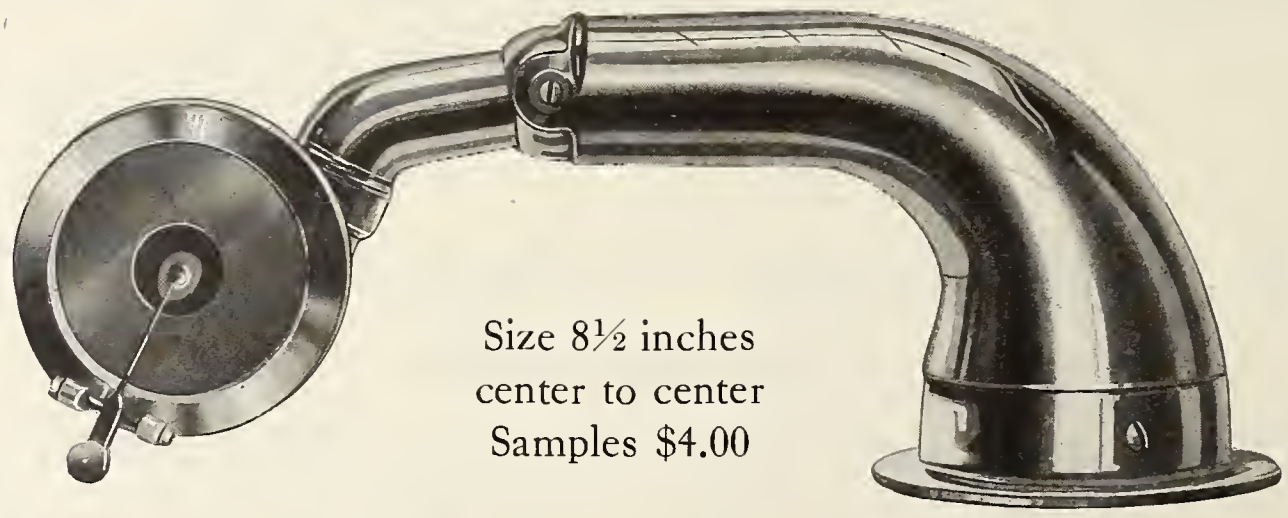


We take Pride in this Achievement!

IN experimenting on this new type of sound box, we realized from the very start that the tone produced was unusually clear and resonant. Perfected after considerable research, the new Hub Sound Box is a revelation for volume and purity of tone.

Sample in nickel $3.00

Send today for a New Hub Sound Box and put it to a test.



Size 8½ inches
center to center
Samples $4.00

Just a word about the Supreme Tone Arm

We know of no better recommendation of quality than the fact that we have sold more Supreme Tone Arms without a come-back than any other tone arm manufacturer in America.

WILLIAM PHILLIPS SERVICE

Manufacturers of Supreme Tone Arms and Sound Boxes

145 West 45th Street : New York

Chicago Representative : **H. ENGEL, McClurg Bldg., 218 S. Wabash Ave.**

PLAYS MUSIC WITHOUT RECORDS

Visitors at Advertising Convention in Indianapolis Entertained by Orchestra Concealed Within Huge Model of Talking Machine

INDIANAPOLIS, IND., July 6.—Can music come from an imitation talking machine which has no motor and no records? Ask any of the young women who are employed in the offices at the Statehouse.

An interesting exhibit among the displays of the Associated Advertising Clubs of the World held in the spacious rotunda of the Statehouse last month was a big reproduction of a popular type of talking machine, about twelve feet high.

A crowd of visiting advertisers stood about the "phony" machine, when suddenly music burst from the hollow instrument. An air of mystery was created as snappy one-steps and "blues" were reeled off. The puzzle was solved only when one of the members of a three-piece orchestra, concealed in the interior of the framework, could hold out no longer and lighted a cigarette.

Then followed a musical program that made a big hit with the girls of the Statehouse offices, for with most of their bosses absent from the city, due to a certain gathering in Chicago, there was little work to do. The tile floor of the Statehouse corridors is pretty fair and some of the delegates to the advertising convention knew all the wild steps.

FERGUSON CO. LEASES ANNEX

C. W. Ferguson, of the Ferguson Co., Kewanee, Ill., has leased the Albrecht Building in that city and will occupy that location as an annex to the main store at 217 Third street. The present quarters of the company are not large enough for the adequate handling of the growing music business and the change was deemed imperative. The new building is being remodeled, and it is hoped that it will be ready for occupancy by the end of the month.

NEW PATHE JOBBERS IN DETROIT

Burnham, Stoepel & Co. Appointed Distributors for This Important Territory—C. H. Chambers in Charge of Phonograph Department

Announcement has been made from the headquarters of the Pathé Frères Phonograph Co. in Brooklyn, N. Y., that Burnham, Stoepel & Co., of 19 East Larned street, Detroit, Mich., have been appointed Pathé distributors. This concern succeeds Williams, Davis, Brooks & Hinchman's Sons, who no longer handle the Pathé line. C. H. Chambers, thoroughly acquainted both with Pathé distributing and the Michigan trade, is in charge of the phonograph department of Burnham, Stoepel & Co.

SURE CURE FOR SUMMER DULLNESS

Victor Co. Urges Dealers to Make Special Drive for Business During Summer

"There is one sure cure for hot weather dullness," says the Victor Co. in its letter to the trade enclosing its advance August order list, "and that is to make a special drive for business, and center the drive on the August Victor records. The new records provide the right kind of ammunition, and Saturday, July 31, opens up the way to a flying start. The merchant who keeps constantly plugging throughout the hot months need entertain no useless regrets when he closes out his books at the end of the year. Study your requirements carefully before ordering, and then read in the advance list the interesting word pictures of the musical content of each new record."

TEXAN DEALER RETIRES

T. E. Davis has purchased the interests of his partner, J. F. Freeman, in the music business of Freeman & Davis, Brady, Tex. Mr. Freeman decided to retire from business on account of ill health and has left for his home in Waco.

PRICE MAINTENANCE ON TRIAL

Beech-Nut Packing Co. Case to Go Before U. S. Supreme Court—Powers of Federal Trade Commission to Regulate Prices to Be Tried

In the well-known price maintenance case of the Federal Trade Commission vs. the Beech-Nut Packing Co. a writ of certiorari has been issued by the United States Supreme Court.

It will be recalled that this case attained prominence some time ago, not only because it involved the legality of a certain method of resale price maintenance, but also because the Federal Trade Commission, which regarded the Beech-Nut price maintenance plan as unfair competition and therefore illegal, suffered a reversal of its restraining order by the United States Circuit Court of Appeals.

In trade circles generally this decision of the Circuit Court, taken in connection with the prior Supreme Court ruling in the Colgate case, was regarded as a distinctive victory on the part of those interested in maintaining the power of resale price control over trade-marked specialties in the hands of the manufacturer. At the same time, it was recognized that the decision was in sharp conflict with certain avowed policies of the Trade Commission and would necessitate changes in its practice and principles so far-reaching as to occasion probably no little embarrassment to that body.

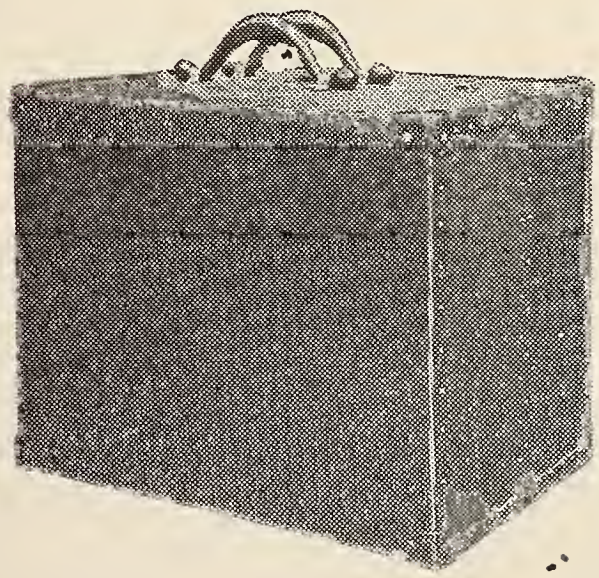
PORTSMOUTH MUSIC SHOP OPENS

PORTSMOUTH, VA., July 6.—The Portsmouth Music Shop, Inc., opened for business last week at 715 High street, with a complete line of Columbia Grafonolas and records. J. Henry Resch is president of the shop. Every effort has been made, in the arrangement of the shop, to provide accommodations for those desiring to hear the latest Columbia records, and to display the stock of the shop to the best advantage. Careful thought has been given to the furnishings which are harmonious and attractive throughout.

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's



This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

Price, $8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., *Inc.* - - Albany, N. Y.

Columbia Records Grafonola

"All The Boys Love Mary," and if you don't believe it, let Van & Schenck sing this dry-time song for you. For a real Blues-Killer follow Harry Fox's "Way Down Barcelona Way." Both of these songs ring the cash register bell. Get ready! A-2942.

Columbia Graphophone Co.
NEW YORK

SALESMEN WHO ADHERE TO HONESTY IN STATEMENT WIN

Some Reflections on Selling Methods That Should Be Universally Adopted—Written for The World by J. H. Winner, Who Knows His Field of Operations

To most people the phonograph is a most mysterious and complicated piece of merchandise, so there is only one policy for a salesman to pursue, and that is one of absolute honesty in the statement of facts. A small lie may later bring you trouble. Far better to have lost the sale. The customer will soon become familiar with the workings of the phonograph, and the small lie, having made an impression, comes back to the salesman and the house later. Honesty, and a plain, sincere statement of facts will pay bigger dividends in the long run.

The salesman must take it for granted that the prospective customer is familiar with the good points of the machines of your competitors, so build your suggestions around the points in which the customer seems the most interested. Drive your point home by an expression of enthusiastic suggestion, ringing true with honesty of purpose, and you cannot help but make a lasting impression for your merchandise. A salesman cannot afford to jump at conclusions. Size up the situation first. Feel that you are right and act accordingly. Even if a prospect does decide to "look around," you stand 99 per cent more of a chance of having them come back if you stated the truthful facts about your merchandise.

The dealer in the smaller city comes in personal contact with many of his customers, and his reputation enters largely into selling. The small city dealer has an opportunity to know the customer's financial standing, the size of the family, and the home surroundings, but the dealer in the large city must act on his judgment by quick thinking and build his plan of action from the few words he may get from the prospective customer.

Conditions brought about during the war have created many different makes of phonographs. I have found as many as eight dealers, representing ten different makes of phonographs in towns of one thousand population. The manufacturers of the cheap machines have established agencies at any place where one or two phonographs could be sold. I have found barbers, butchers, milliners and garages selling phonographs. This has brought into the phonograph field a large number of people who try to sell by knocking their competitors' merchandise and personality. Now, no good salesman will try to fight a competitor at his own game, when it comes to knocking his merchandise and personality, so the salesman who sticks to the policy of honesty in statement of facts, and hangs on to the sound ethical fundamentals of salesmanship is the one who will win.

THREE INDICTED IN THEFT CASE

Grand Jury Moves Against Brooklyn Dealers Charged With Stealing Machines in Camden

Aaron Frelich, a talking machine dealer of 59 Graham avenue, Brooklyn, N. Y., was indicted recently by the Grand Jury in that city for criminally receiving stolen property in connection with the theft of $15,000 worth of talking machines from a firm in Camden about a month ago. Frelich is charged with having seven of the forty-three stolen machines in his store. With him were indicted Louis Abrams of 1175 Broadway, from whom Frelich is alleged to have purchased the talking machines, and Benjamin Ginsberg of 543 Myrtle avenue.

District Attorney Lewis asked that each be held in $5,000 bail for trial. This amount was fixed for Abrams and Ginsberg, while Frelich was held in $3,500 bail.

THE VALUE OF TEAM WORK

A little relaxation not only refreshes a man but it relieves him from what might be termed a fixed viewpoint and when he again takes up his problems he may see them in a different light and find their solution easier. Another thing the ball game should remind us of is the importance of team work, and the fact that individual starring without team work support will not get a man very far. Rest and recreation are just as essential to good health and progress as earnest application to the business itself. Get the proper mixture and you will get good results.

Factory rules and bulletins should have applied in their making the theory that the simpler they are the better.

Ward's Khaki Moving Covers

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London. Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

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

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave. Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

The BEACON

An intensive newspaper advertising campaign this Fall will back every Beacon Dealer

The BEACON

The future of any phonograph concern lies in the appreciation of its product by the ultimate purchaser.

The dealer who is now buying a mediocre product for a quick sale with excessive profits for himself is not looking ahead.

The Beacon is created for the progressive merchant who has foresight enough to realize that he must handle a product which advertises itself through its owner. In this way only can he be assured of permanent profits and a growing future business.

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

The tone is musical, pure and *scratchless.*

The motor is silent and durable.

Write to us at once.

If you qualify for an agency, you will be granted a franchise and may have shipment of goods deferred until Fall if desired.

Distributors everywhere East of the Mississippi River.

Beacon Phonograph Co., Inc.
19 Milk Street Boston, Mass.

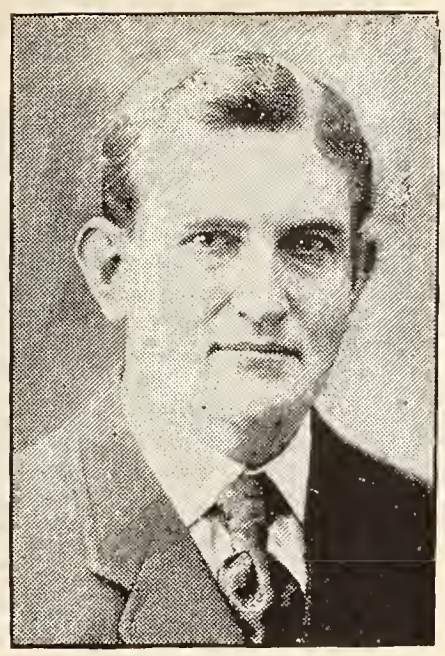
Beacon service and co-operation make Beacon dealers Beacon enthusiasts

MAKE THE STRATFORD PHONOGRAPH

The Stratford Phonograph Co. Organized With Capital of $1,000,000, With a Strong Directorate—Large New Factory Arranged For

ASHLAND, O., July 7.—There has been recently incorporated in this city the Stratford Phonograph Co., which has already begun the manufacture of a line of talking machines to be known as the "Stratford—The Shakespeare of Phonographs." It is expected that a complete line of Stratford phonographs will be available for the trade at the end of the month. This new enterprise is capitalized for $1,000,000, consisting of $400,000 of eight per cent preferred stock, and $600,000 common stock, par value $10 each.

Frank K. Amreihn, President



Charles H. Yahrling, Vice-president

Frank K. Amreihn, who has spent a number of years in the piano and talking machine industries, and who was recently manager of the F. A. Starck Piano Co. in Detroit, is president and general manager of the Stratford Phonograph Co. Charles H. Yahrling, president of the Yahrling-Raynor Piano Co., of Youngstown, O., and also president of the Ohio Music Men's Association, is vice-president. A. B. Cornell, president of the A. B. Cornell Co., New York, and a well-known consulting engineer, is secretary. S. E. Gongwer, county treasurer of Ashland county, O., is treasurer.

A large new factory located on the main line of the Erie R. R., is now being erected, and E. C. Curtis, formerly production manager for several well-known talking machine manufacturing companies, is in charge of the production.

Dealers in various parts of the country are now receiving their first shipments of Stratford talking machines, and the company expects to institute a nation-wide advertising campaign in conjunction with extensive dealer helps.

PRAISES WORK OF DETROIT BUREAU

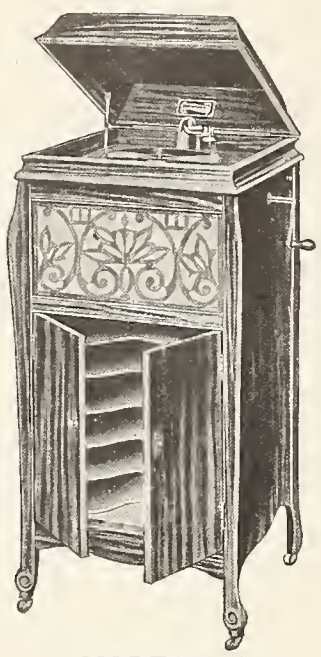
Manager of J. L. Hudson Co. Lays Improvement in Advertising to Local Bureau

Oscar Webber, general manager of the J. L. Hudson Co. of Detroit, is authority for the statement that the tone of advertising in that city is much improved when compared to that of two or three years ago. He ascribes this to the work of the Detroit Bureau.

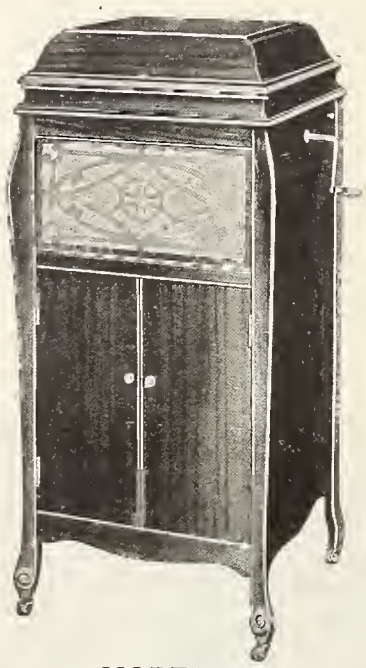
Similar results are reported from other cities. In Baltimore the total cases investigated during the last year were 15 per cent less than the year preceding, while the percentage of decrease in complaints found to be justified was 34 per cent. The conclusion may well be drawn that when advertisers know that the Bureau is there to check their copy, they are so careful in preparing it that there is one-third less chance that any reasonable objection may be found to it. Another interesting phase of the Baltimore report is that the decrease is spread through all lines of business, instead of being limited to a few.

STRIKING USES OF VENEERS

In studying all late offerings in furniture and talking machines the domineering note in the use of veneer is one of neatness rather than striking effect. There is evidence of more thoughtful matching of veneer, more careful laying and a general refinement in the use of figured wood. It indicates that the artistic sense is strengthening, as it should, and that the furniture of the day will come nearer being worth the price than in bygone days, when both the material and furniture were much lower in price.



MODEL 115



MODEL 135

Quality Instruments Assure Permanent Success

That's why the dealers' choice is

THE PERFECT TONE
OPEROLLO
FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs

Prominent features which made "Operollo" famous and popular:

EXCLUSIVE DESIGNED CABINETS—SUPERB FINISH
CONSTRUCTION EQUIPMENT BASED ON LATEST SCIENTIFIC PRINCIPLES
QUALITY AND DISTINCTION THROUGHOUT

No "Paper Guarantee," but 100% Perfection and Service which Satisfies

These are no shallow words, we mean exactly what we say and are ready to back our statement. We invite dealers to make a test case of the merits of our instruments and compare our quotations. We shall continue to lead as before in the American Market with *"Quality Instruments for Less Money,"* as we concentrate only on popular-priced Machines which *sell on the strength of incomparable Values.*

Demand for Operollos increasing tremendously

In order to give the trade better service, we are now turning the business in numerous states over to Operollo Distributors. In a later number of the World we shall announce the appointed State Distributors.

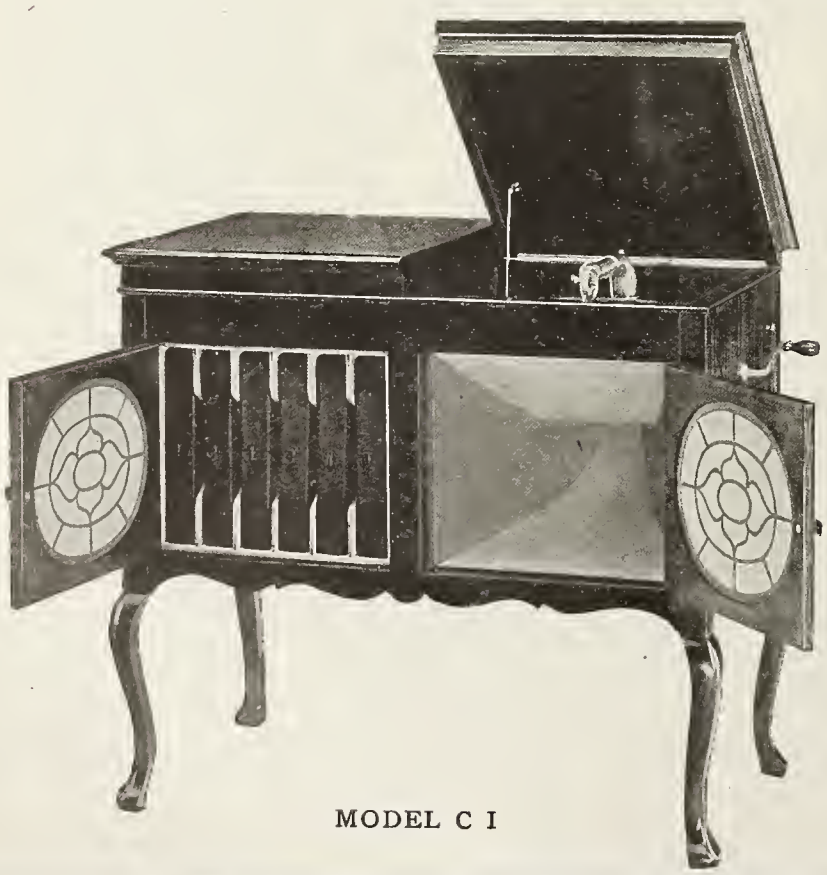
New Models added during 1920

EIGHT CABINET MODELS, RETAIL PRICES, $110 to $275
Attractive Discounts—Prompt Service assured

Write for 1920 Catalogue and Dealers' Discounts

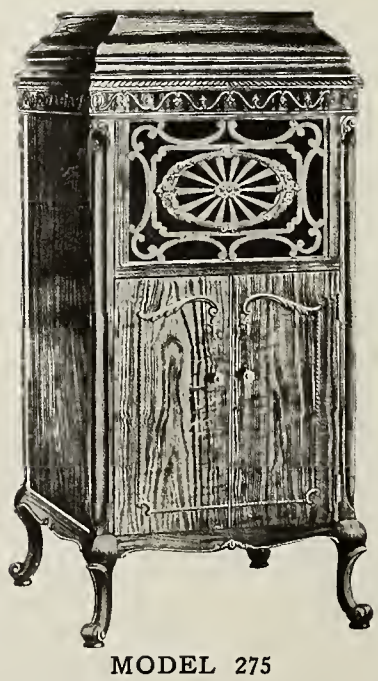
Operollo Phonograph Company

54 West Lafayette Blvd.
Detroit, Mich.



MODEL C I

MODEL 175



MODEL 275

Display a carton of Grafonola Polish in your store. Watch it sell. Make a bottle of this polish part of the Grafonola outfit at the time of sale. It will be a real service to your customer and a profit to you. Then there are the repeats.

Columbia Graphophone Co.
NEW YORK

SOME NEW HAVEN HAPPENINGS

Columbia Branch in This City a Live Trade Center—News of Interest

NEW HAVEN, CONN., July 6.—H. E. Gardiner, manager of the Columbia Graphophone Co.'s branch in this city, spent a few days recently visiting dealers in the Western part of his territory, and his reports on general conditions are very optimistic.

Frederick C. Collins, manager of the Dealer Service department of this branch, visited the Columbia executive offices a few days ago, getting some ideas on dealer service and advertising. Mr. Collins met the heads of all of the departments at the executive offices, and was supplied with some very interesting data on Summer advertising, together with details regarding campaigns introduced by dealers who are canvassing the farm trade with motor trucks.

The New Haven Columbia baseball team has just been formed and consists of employes of the local branch. It is under the guidance of Mr. Collins, who is well known in local athletic circles, and T. McKiernan, who is captain.

O. F. Benz, of the Columbia executive offices, visited Hartford and New Haven recently, calling upon some of the dealers in each city, and also addressed a branch sales meeting in the evening. Mr. Benz outlined various sales plans, and told of the efforts being put forth by the factories to keep pace with the tremendous demand for Columbia products.

Visitors at the New Haven Columbia branch the past week were as follows: Nathan Belly, of the South Norwalk Music Shop; M. Quadretti, Shelton, Conn.; David Bedrick, Hartford, Conn.; F. Abbott, Derby, Conn.; S. Finkelstein, Bridgeport, Conn.; Homer Klock, Stamford, Conn.; Roy Ward, New Haven; E. Wittstein, New Haven, and Frank David, Bridgeport, Conn.

Miss Florence Collins, a member of the Columbia Graphophone Co.'s office staff, has tendered her resignation so that she may embark on the sea of matrimony.

TO OPEN BRANCH AT MASSILLON

Canton Music House to Feature Brunswick at New Branch Establishment

CANTON, O., July 6.—The George C. Wille Co., an old established Canton firm, will open a new branch store this week at 200 West Main street, Massillon, O., just eight miles west of Canton. The new store has all modern appointments and a complete line of talking machines, pianos and musical merchandise will be carried. The leader among phonographs will be the Brunswick. The Canton store is located at 410 Market avenue North. Mr. Wille is the first Canton music dealer to extend his business to Massillon.

THESE CRAZY JAZZ TIMES

Strike and the world strikes with you, work and you work alone; our souls are ablaze with a Bolshevik craze, the wildest that ever was known. Groan and there'll be a chorus, smile and you make no hit; for we've grown long hair and we preach despair and show you a daily fit. Spend and the gang will cheer you, save and you have no friend; for we throw our bucks to birds and ducks and borrow from all who'll lend. Knock and you'll be a winner, boost and you'll be a frost; for the old sane ways of the pre-war days are now from the program lost. Strike and the world strikes with you, work and you work alone; for we'd rather yell and raise blue hell than strive for an honest bone. Rant and you are a leader, toil and you are a nut; 'twas a bitter day when we pulled away from the old-time workday rut. Wait and there'll be a blow-up, watch and you'll see a slump, and the fads and crimes of these crazy times will go to the nation's dump.—New York Sun.

In the early days of opera no women's voices were employed. The part for women in the drama was taken by men with alto voices. Times have surely changed!

MARKET GROWS BY ADVERTISING

Every Misleading Advertisement Weakens the Power of Good Ads, Says Roger Babson

Roger W. Babson, the well-known statistical expert, analyzes the results of misleading and fraudulent advertising in an interesting way.

"Every time a man or woman is cheated by a bogus advertisement," he says, "the pulling power of advertising is weakened. Advertisers ask themselves: 'Why don't I get more replies, more customers, more orders?' One reason is because the fakers have taught the public to suspect the truth of advertising. That is why the honest advertiser has to put forth so much more effort to get business.

"Again, every time a community is robbed of its money in exchange for worthless goods the purchasing power of that community is partially destroyed. The faker has killed the market and soured the trade. It is a practical principle of economics that in any community there is a food fund, a clothing fund, an investment fund and so on. The amount spent on each line per family averages about so much comparatively in a year. Therefore, if the family fund is squandered on worthless merchandise in some lines, it is an economic impossibility for other merchants, manufacturers and bankers to get the patronage to which they are rightfully entitled.

"Honest advertising develops the market. Dishonest advertising exploits it and turns good customers into poor ones. The movement for honest advertising is to conserve the public purse for the benefit of legitimate business."

GEORGIA EDISON MEN MEET SEPT. 1

ATLANTA, GA., July 6.—The Edison Dealers' Association, composed of the dealers in the southeastern States, has accepted the invitation of Herbert R. Brown, of Brunswick, Ga., to hold the next meeting in that city on September 1. The invitation was extended to the association at its last meeting held in this city.

VITANOLA DISTRIBUTING AGENCY OF TEXAS

THE TEXAS DISTRIBUTORS OF

THE VITANOLA

"The Phonograph of Marvelous Tone"

If you are in Texas territory, write for information regarding an agency for this progressive line.

907 COMMERCE ST. 'Phone X-5511 DALLAS, TEXAS

And again Sonora leads!

KEEPING a close watch on the trend of the public's taste, the makers of Sonora discerned three important facts:

(1) The call for our high quality period styles is increasing.

(2) There are many requests for our attractive high-grade period styles at moderate prices.

(3) The buyers who want the finest period phonographs that can be made are ready to pay for value received.

To satisfy the demand we have ready wonderful new models of

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

THE new line of *Sonora period styles retails at $325.*

These are meeting with a most enthusiastic reception.

There are also available now the most wonderful phonographs produced by any manufacturer—the Sonora de luxe period models which are priced up to $2,500 and which, because of their superb tone, exquisite artistic cabinetry and flawless construction, are unequaled and are worth all that is asked for them.

Both in period and upright styles Sonora maintains its supremacy and is in tremendous demand because of its unrivaled value.

IF you are interested in handling Sonora, The Highest Class Talking Machine in the World, write today to the jobber covering your territory.

AMERICAN HARDWARE & EQUIPMENT CO.,
Charlotte, N. C.
North Carolina and South Carolina

GIBSON-SNOW CO.,
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

W. B. GLYNN DISTRIBUTING CO.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts

GRIFFITH PIANO CO.,
605 Broad St., Newark, N. J.
Northern New Jersey

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi

HILLMAN PHONOGRAPH CO.,
Wheeling, W. Va.
Virginia and West Virginia

KIEFER-STEWART CO.,
Indianapolis, Ind.
Entire State of Indiana

LEE-COIT-ANDREESEN HARDWARE CO.,
Omaha, Nebraska
State of Nebraska

THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts

SONORA DISTRIBUTING COMPANY OF TEXAS
Dallas, Texas
Western part of Texas

SONORA PHONOGRAPH COMPANY, INC.,
279 Broadway, New York
Distributors for Greater New York

SOUTHERN DRUG CO.,
Houston, Texas
Southeastern part of Texas

SOUTHERN SONORA CO.,
310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia and Florida

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

C. L. MARSHALL CO., INC.,
82 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, Ohio
Michigan and Ohio

MINNEAPOLIS DRUG CO.,
Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota

I. MONTAGNES & CO.,
Ryrie Bldg., Toronto, Canada
Canada

MOORE-BIRD & CO.,
1751 California St., Denver, Colorado
States of Colorado, New Mexico and Wyoming east of Rock Springs.

ROBINSON-PETTET CO., INC.,
522 West Main St., Louisville, Ky.
State of Kentucky

C. D. SMITH DRUG CO.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and 5 counties of N. E. Oklahoma

SMITH, KLINE & FRENCH CO.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia, and New Jersey south of and including Trenton

STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah
Utah, Western Wyoming and Southern Idaho

C. J. VAN HOUTEN & ZOON,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa

YAHR & LANGE DRUG CO.,
Milwaukee, Wis.
Wisconsin, Upper Michigan

END OF MUSIC MEMORY CONTEST IN NEW YORK SCHOOLS

Widespread Interest Shown in Second Annual Contest With Silver Loving Cup Donated by Chas. M. Schwab as Grand Prize—Several Hundred Thousand Children Participate

The silver loving cup donated by Charles M. Schwab as the grand prize for the winning team in the second annual Music Memory Contest of the Department of Education of New York City was won by Public School 127 of Brooklyn with a score of 199.9 points out of a possible 200. Public School 108 of Brooklyn was second with 199.8 points and Public School 93 of Manhattan third, with 197. The contest was held in the auditorium of the Washington Irving High School, in Irving Place, the middle of last month. Despite the excessive heat a large audience was present. George H. Gartlan, director of music of the New York schools, presided.

The cup presented to the winning team last year was donated by Otto H. Kahn. The fact that men of the calibre of Mr. Schwab and Mr. Kahn should show sufficient interest in music memory contests as to give valuable prizes is regarded as significant of the trend of the times.

The contest held last month was the culmination of a series of eliminating contests in the schools throughout the city. First a contest was held in each school to determine by elimination who should represent the various schools in the district contests. In the district contests the winning teams to appear in the final contest were determined.

In the final contest in the Washington Irving High School eleven of the numbers selected to test the memory of the pupils were played by Mr. Gartlan on a Stieff piano, six on the auditorium organ and three on a Victrola.

While the records turned in by the children were being examined instrumental and song music was furnished by Jerome Swinford, baritone, and Gabriel Engel, violinist; Miss Lois Ewell, soprano, of the Haywood Institute of Universal Song, accompanied by Miss May Fine, and Alexander Fichandler, pianist, principal of Public School 165 of Brooklyn. The contest was arranged and conducted by Frederic M. Davidson.

The winning team, as announced by James J. McCabe, district superintendent of Brooklyn schools, was composed of four girls and one boy. The boy was George Rocklein and the girls were Rosa Cohen, Marguerite Crane, Esther Ratner and Evelyn Davren. Of particular interest was the disclosure that Rosa Cohen is totally blind. Miss Josephine M. Burnett is principal of Public School 127 and Miss Florence Piretti, special music teacher.

In his introductory remarks Mr. Gartlan said that the number of pupils who participated in the contest this year had not yet been determined. Last year, he said, the number of participants reached the enormous total of 254,000. He paid tribute to all who had aided in the tremendous task of bringing the contest to a successful conclusion, and commended the National Bureau for the Advancement of Music for the work it is doing in instigating such contests in all parts of the country and furnishing information of assistance to the persons conducting them.

Mr. Gartlan referred specifically to the cup donated by Mr. Schwab and the banners given by the National Bureau for the winning teams in the district contests in the Boroughs of Manhattan, Brooklyn, Queens and Richmond.

C. M. Tremaine, director of the National Bureau for the Advancement of Music, who with other representatives from his office was an interested spectator of the contest, said that the Bureau has received a remarkable number of letters from schools throughout the United States in reference to music memory contests. One of the most interesting features to him, he said, is that these contests are becoming permanent institutions. For instance, the New Orleans public schools have just held their third annual contest with 100 perfect scores out of 300 participants.

So widespread has become the adoption of this form of musical development, Mr. Tremaine said, that the Bureau has in preparation a booklet designed as an aid to newspapers in arousing public interest in such contests and carrying them along from stage to stage to a successful end. This is in addition to two other pamphlets already issued on the subject, which are now in wide circulation.

C. L. WAINWRIGHT MADE MANAGER

Takes Charge of Edison Department of Memphis House—Knows Southern Territory Well

MEMPHIS, TENN., June 28.—The Bry-Block Mercantile Co., prominent music dealers of this city, has announced the appointment of C. L. Wainwright as manager of the phonograph department. Mr. Wainwright has had a wide experience in selling the New Edison and has gained a broad acquaintance with Edison patrons in this territory. He was for many years with the Armstrong Furniture Co. here and later was promoter and manager of the Edison Phonograph Shop.

HE SPENT A PLEASANT EVENING

Caruso was recently invited to a reception at the home of a wealthy society woman. Knowing that he would be called upon some time in the evening to sing, the great tenor decided to take steps to protect himself. He walked over to the grand piano and when no one was looking locked the lid and put the key in his pocket. Later, after a diligent search, in which the famous Victor star was an industrious helper, they gave up the hope of hearing him and he spent an enjoyable evening. When he was saying goodby to the hostess he handed her back the key with his compliments.

"Pull" takes all the "push" out of many a good man.

Three Big Factories—and "Knowing How"

Made of 5 ply Panel Stock

6 Models at Popular Prices

Prima-Donna

"The Phonograph Inspired"

BUILT in our three large, efficient plants from lumber to finished product by master craftsmen who know the high standard a successful phonograph must measure up to; and marketed by a sales organization of wide experience in the phonograph field, that aids the jobber and the retailer, thru our advertising and sales helps, to bring the Prima-Donna to the ultimate user.

Mr. Retailer we have a jobber in your territory who can supply you over night with these big value phonographs at a liberal discount.

Also manufacturing other well known brands.

Guaranteed One Year

6 Models at Popular Prices

Still Have Some Territory Open

GENERAL SALES CORPORATION

1520 BUFFUM STREET MILWAUKEE, WIS.

OWNING & OPERATING

GENERAL MFG. CORPORATION RECORDEON PHONOGRAPH CO.

HEANEY-SCHWAB BILLIARD MFG. CO.

Makers of Fine Billiard Tables Since 1882

Write For Our Liberal Proposition

TONOFONE—The Needle Triumphant—
The Needle that Everybody's Talking About

TONOFONE has won its long battle for better phonograph music. It has reached the pinnacle of its own renown and, by force of its own distinctive merit, it has raised the modern talking machine to the highest plane of musical excellence.

The Needle with the Flexible Point of Uniform Diameter that brings out every Tone like a Grand Piano

TONOFONE should be on sale in every shop in the world. The dealer who does not handle this "needle that's different" denies to his customers what is theirs by right and so turns from his door the ever-growing throng of those who demand the best.

Remember *TONOFONE*—the Needle that's different—
The Needle with the Flexible Point

PLAYS EVERY PHONOGRAPH VASTLY BETTER

If you are not already using and selling this needle that everybody's talking about, it is high time that you ask us for full particulars and the address of our nearest distributor.

R. C. WADE CO.

110 South Wabash Avenue

CHICAGO, ILL., U. S. A.

Inventors and Sole Makers

CALL FOR INTERNATIONAL RECORDS

R. F. Bolton, of the Columbia International Record Department, Tells of Conditions in Various Important Centers of Country

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., returned recently from an Eastern trip which included a visit to Columbia branches in Philadelphia, Baltimore, Boston, Portland, Me., Pittsburgh and Buffalo. On this trip, Mr. Bolton conferred with the branch managers and the sales organizations regarding the development and expansion of foreign language record business.

In a chat with The World, Mr. Bolton stated that the sale of international records is steadily increasing, and that the dealers are optimistic in their predictions for the future. Arrangements were made recently with the Columbia factories whereby the international record department will get a much larger output of "E" series records than heretofore, which will enable the branches to co-operate with the dealers more efficiently than they have done in the past.

Prospects for Summer business are very satisfactory, and one of the reasons for this general optimism is the fact that thousands of immigrants are arriving here each week, and the current statistics indicate that immigration is steadily outdistancing emigration. Moreover, as Mr. Bolton points out, these immigrants are 100 per cent buyers of foreign language records, whereas the great majority of emigrants were considerably less interested in this class of music.

EVAN WILLIAMS POINTS A MORAL

The late Evan Williams, entertained by a wealthy European shoe manufacturer, was asked to give some numbers. He sang several selections for the guests and was much applauded. The next day he visited the store of his host, put on a pair of the best shoes in the place and started to walk out. The shoe man wanted to know if Mr. Williams wished him to send a bill. "No," said Williams, "I am a professional singer and make my living that way. You make your living making shoes." They were quits.

LOYALTY

Victor Dealers:

Loyalty is a word ofttimes lightly used, and readily forgotten when its observance means personal discomfort or financial loss.

WHY

WHY push other goods at the expense of the line that has made it possible for you to be in the Talking Machine business?

ACT

Become Victor Exclusively, and know that your act of today will bring its reward to-morrow.

Think It Over.

The Toledo Talking Machine Company

Victor Wholesalers : Toledo, Ohio

SOME CLEVER MOVIE PUBLICITY

How Olive Thomas, the Famous Selznick Movie Star, Pays Tribute to the Sonora

Olive Thomas, the famous Selznick movie star, is an ardent admirer of the Sonora phonograph and one of her most treasured Christmas presents was a Louis XVI Sonora. That this talented young actress does not forget about the Sonora in her travels is shown in one of her recent films, "The Flapper." In this film a boarding school miss who passes through New York on her way to her home down South decides to see a little of New York's "high

Olive Thomas

life" and takes a bus down Fifth avenue. As the bus passes Forty-second street the big Sonora sign with the Sonora slogan, "The Highest Class Talking Machine in the World," is clearly seen. This Sonora advertising will be seen by hundreds of thousands of theatre patrons.

The number of well-known actresses who are owners of Sonoras is growing steadily from month to month. Among those who have Sonoras in their homes are Lillian Russell, Julia Sanderson, Blanche Ring and Norma Talmadge.

FORM AMERICAN MUSEUM OF MUSIC

Building Will Be Erected to Preserve Works of Art and Representative Instruments

Supreme Court Justice Tierney approved recently the incorporation of the American Museum and Temple of Music, Inc., which purposes to "erect and maintain a building suitable to contain and preserve objects of art, interest and instruction relating to the history, science, art, influence, utility and production of music." The organization expects to become affiliated with the National Federation of Music Clubs.

Mrs. Frank A. Sieberling has been elected president and the directors chosen are Charles Sumner Ward, Sarah Cleveland Clapp, Edna Marione, Mrs. David Allen Campbell, Supreme Court Justice Guy and Albert E. Ruff.

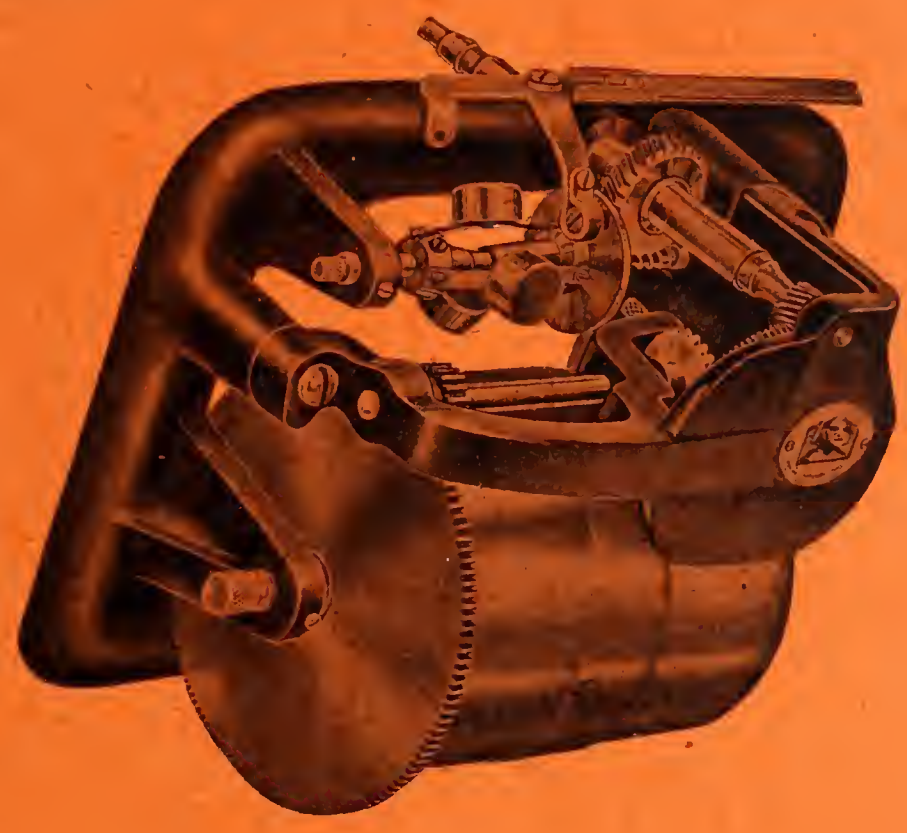
ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

REG. U. S. PAT. OFF.

The Standard by Which All
Phonograph Motors are Judged and Valued



A Scientific Reason for Every Detail

In every detail of the Sphinx—in the principles on which it is based; in the nature, quality and weight of the materials employed; in the design and construction of the three independent self-contained units of which it is composed; in the alignment, balance and inter-relation of the parts—the problem of permanent and dependable uniformity of service has been worked out by a corps of able and experienced motor engineers. The Sphinx was not offered to the trade until that problem had been finally and positively solved.

Hence, for every detail in the Sphinx there is a sound, scientific reason and a practical and essential reason. Send for catalog.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- New York

ELBEL BROS. BUY VICTOR STOCK

Acquire Entire Holdings of C. W. Copp Music Shop and Will Enlarge Victor Service

SOUTH BEND, IND., July 6.—The entire Victrola stock of machines and records formerly held by C. W. Copp, proprietor of the C. W. Copp Music Shop of this city, has been purchased by Elbel Brothers, an establishment which has been known here as a music center for thirty-five years. For the past twenty years this house has handled the Victor line on a large scale and this latest purchase was made in the interests of consolidating the Victor interests in order to afford the most complete Victor service possible.

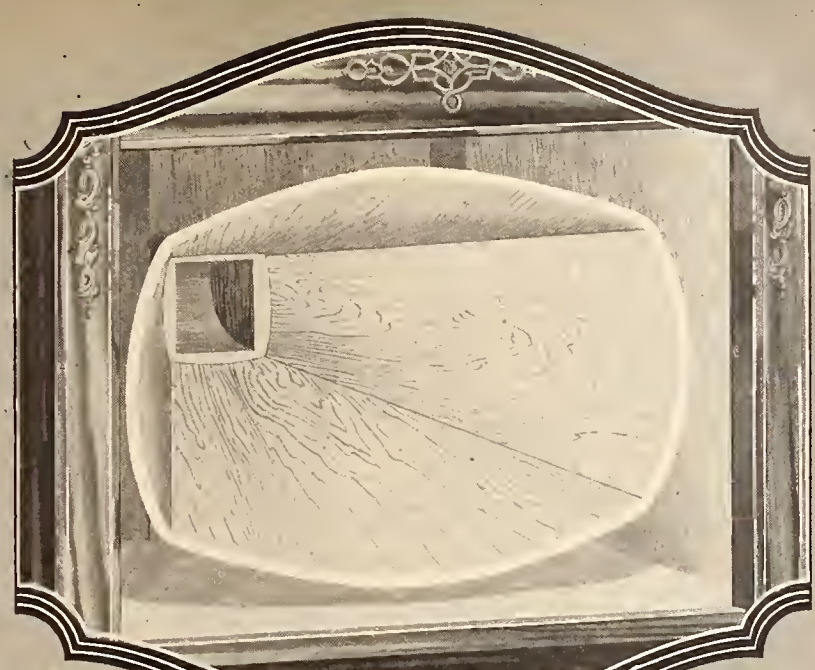
PAPER SCARCITY AND ALBUMS

Some Timely Topics Discussed by Max Willinger, President of the New York Album & Card Co.—New York and Chicago Plants Busy—The Advantages of Location

Max Willinger, president of the New York Album & Card Co., returned to New York recently after some weeks spent at the Chicago factory of the company. He reported great activity at the Chicago plant and remarked that this as well as the New York factory had materially increased their production. Mr. Willinger, in discussing the album situation, said in part: "The tremendous demand for albums continues from all quarters without abatement. Our business thus far this year has exceeded all former records by a wide margin. There is every indication that this good business will continue for an indefinite period ahead. The only cloud in an otherwise clear sky is the paper situation. I believe that the trade as a whole are aware that there is a great scarcity of paper, but the greatest realization of this condition comes in actually trying to secure this commodity in the market. We have always used a certain high quality of paper in Nyacco albums and we are expending our entire energies in securing the necessary paper stock in order to fill the large orders we have on hand. It is gratifying to be able to state that we have thus far been able to overcome the difficulty, and the same high quality paper stock is being continued in Nyacco albums. Of course, the price of any commodity is governed by the law of supply and demand and the paper scarcity has greatly increased its market price thus far, and there is every indication that prices will advance still further. The advantage of having two factories, one in the East and one in the West, has been demonstrated recently during the railroad crisis. With these two factories, widely separated geographically, our deliveries were not nearly so seriously handicapped as they might have been had we been dependent upon a single factory located in any one city."

Every man has two educations—that which is given him, and that which he gives himself. Of the two kinds, the latter is by far the most valuable. Indeed, all that is most worthy in a man, he must work out and conquer for himself. It is that that constitutes our real and best nourishment. What we are merely taught seldom nourishes the mind like that which we teach ourselves.—Richter.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

The PHONOGRAPH with the GOLDEN VOICE

Harponola's Hidden Beauty

Harponola dealers are in position to make an unusual appeal both to the ear and the eye of music lovers.

This "phonograph with the golden voice" produces the mellowest and richest of music.

It is as beautiful to hear as it is to see.

And there is even more beauty concealed within the cabinet than exposed to the casual gaze.

Music lovers thrill with approval when the grille is removed, and the rare beauty of the golden horn is brought to view.

This horn, scientifically built of mellow spruce—nature's most vibrant of woods—is the real heart of Harponola's beauty. It is the reason for the clear, pure music that differentiates Harponola from other makes. It is the reason for the easy sales being built up by Harponola dealers.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

A limited amount of jobbing territory now open. Get our combination proposition on Harponolas and OkeH Records.

A UDELL CABINET

is a legitimate part of every sale of a table machine—it doubles the value to the customer and the profit to the dealer—

And the

UDELL

TRADE-MARK

Guarantees Satisfaction

(Horizontal Shelves) No. 1405
For New Victrola IX-A

Height, 36½ in. Width, 19 in. Depth, 22½ in. Holds 10 Victor albums. Mahogany Front or Quartered Oak Front. Average weight, crated, 90 pounds.

[If vertical interior is desired, order No. 405.]

[If felt interior is wanted, ask for No. 405F.]

Catalog on Request

The Udell Works
1205 W. Twenty-eighth St.
Indianapolis :: :: Ind.

TO RECORD FOR PATHE FRERES

Helen Yorke, Coloratura Soprano, Latest Addition to Increasing List of Pathé Artists

Helen Yorke, coloratura soprano, is the latest acquisition to the large list of nationally known artists whose recordings appear exclusively on

Helen Yorke

Pathé records. Miss Yorke is favored in musical circles and her various appearances in recitals at Carnegie Hall have earned well-merited commendation from critics. Musical authorities have acclaimed the quality of her voice. It is expected that the first recordings by Miss Yorke will appear in an early Pathé supplement. Miss Yorke in private life is Mrs. Misha Appelbaum. The good works of her husband as founder and head of the Humanitarian Cult are well known throughout the country.

EDISON RECITAL DIRECTOR WEDS

Arthur L. Walsh Marries Miss Agnes E. Mulvey, a Resident of Newark

Arthur L. Walsh, director of the tone-test recital department at the Edison laboratories, was married in Newark, N. J., last month to Miss Agnes E. Mulvey, daughter of Mr. and Mrs. Martin Mulvey, of that city. The wedding was the outcome of a romance which began five years ago while Mr. Walsh was touring the country as a concert violinist. Following a trip to Colorado Springs, where they are spending their honeymoon, the couple will return at the end of June to reside in East Orange.

Mr. Walsh has been connected with the Edison laboratories for over five years, during which time he has visited every State in the Union as a conductor of tone-test recitals. Last August he was made director of that department and much of its success since that time is attributed to his careful guidance.

JOINS COLUMBIA BUFFALO BRANCH

R. J. Milholland has been appointed a member of the stales staff of the Buffalo branch of the Columbia Graphophone Co. He spent some time recently at the Columbia executive offices in New York and visited the factories at Bridgeport acquiring an intimate knowledge of Columbia merchandising and manufacturing plans.

EXTRA DIVIDEND DECLARED

The Columbia Graphophone Manufacturing Co. has declared an extra dividend of one-twentieth of a share, payable in common stock, in addition to the regular quarterly dividend of 25 cents a share, and $1.75 a share on the preferred. All these advances were payable July 1 to stockholders of record of June 18.

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

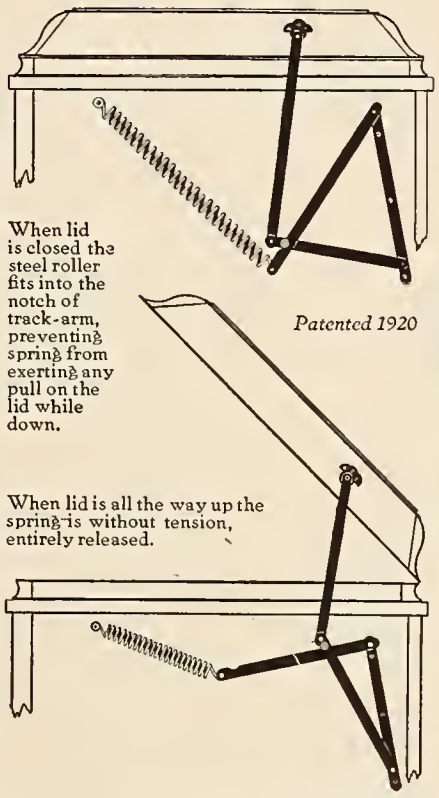
F. M. PRESCOTT

RIVERDALE, N. J.

Phone	Telegrams
No. 2 Pompton Lakes N. J.	Prescott, Pompton Lakes N. J.

The SUPERIOR LID SUPPORT

A Spring Balance That Does Not Warp the Lid



When lid is closed the steel roller fits into the notch of track-arm, preventing spring from exerting any pull on the lid while down.

Patented 1920

When lid is all the way up the spring is without tension, entirely released.

A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation.

Sample—Nickel 75c, Gold $1.50

Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.

Quantity Prices Quoted on Application

Barnhart Brothers & Spindler Monroe & Throop Sts. CHICAGO

PATHE DEALERS and JOBBERS

The SCOTFORD Model I REPRODUCER

Will be a great aid in developing the sale of Pathe Records. Made to fit the Victor gooseneck exactly—it is as quickly attached as the Victor Reproducer is quickly removable. An Attachment also made for applying it to the Columbia Tonearm. Order a sample and realize the profit for you in the richness of its tone—surpassing all in purity, sweetness and power.

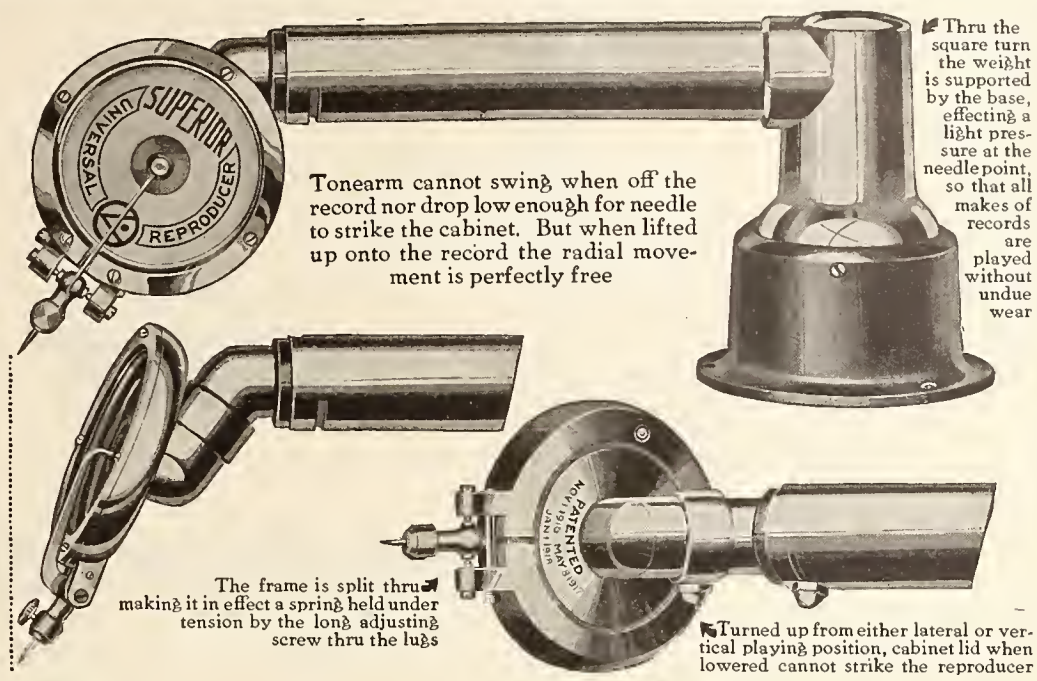
NET PRICES OF SAMPLES PREPAID

Nickel Plated Scotford Model I Reproducer	$5.50
Gold Plated Scotford Model I Reproducer	6.50
Nickel Plated Scotford Attachment for Columbia	.35
Gold Plated Scotford Attachment for Columbia	.50

Submitted on Approval, subject to return, in which event the full price paid will be promptly refunded.

Liberal Reduction on Quantity Orders
Profitable Arrangement for Jobbers

Barnhart Brothers & Spindler
Superior Specialties for Phonographs
Monroe and Throop Streets, CHICAGO



Tonearm cannot swing when off the record nor drop low enough for needle to strike the cabinet. But when lifted up onto the record the radial movement is perfectly free

Thru the square turn the weight is supported by the base, effecting a light pressure at the needle point, so that all makes of records are played without undue wear

The frame is split thru making it in effect a spring held under tension by the long adjusting screw thru the lugs

Turned up from either lateral or vertical playing position, cabinet lid when lowered cannot strike the reproducer

Why the Owner of the Ordinary Phonograph Soon Tires of It

THERE are lately a few phonograph reproducers which avoid the usual phonographic sharp metallic tone by going to the other extreme and producing a flat, unmusical sound. But the vast majority are disagreeably sharp in playing the high notes. This sharpness becomes an irritant to the ear, so that owners of such phonographs soon tire of playing them, lose interest, and stop buying records.

Nobody ever tires of genuine music. The human soul craves the comforting solace and ennobling inspiration that only music can give. It must be our aim to satisfy this great need—not the passing jag of jazz. The phonograph must become an instrument of genuine music if it is to endure.

There is one reproducer that measures up to the job of reproducing *musically* all the varying qualities of instrumental and vocal tones. It is never sharp, nor in avoiding this does it ever descend to the other extreme of flatness, but is always on the pitch, exactly reproducing the original rendition in all its purity, sweetness and power. This long sought goal is attained in the Superior Reproducer through its split frame, making the entire soundbox in effect a spring held under tension by a long adjusting screw through the two pivot lugs at bottom.

DISTINCTIVE FEATURES OF THE SUPERIOR REPRODUCER

The frame of the reproducer is split through, making the frame in effect a spring, held under tension by an adjusting screw through the pivot lugs at bottom. The back plate is entirely separate, insulated from the frame by a rubber gasket, and does not interfere with tensioning the frame.

It is the spring frame of this reproducer that accomplishes the important achievement of absolutely overcoming without any loss of volume or musical quality the usual phonographic sharp metallic tone on high notes. It is plain that tones picked up from the record by the needle and diaphragm mounted in a spring body will be more musical than will result when the body is of solid and hard metal, or of toneless and absorbent material.

Note particularly that the entire soundbox is in effect a spring. The split which accomplishes this result is the most important of the several Scotford patents. Soundboxes which attempt to overcome the sharpness of tone by employing springs, rubber, fibre or other cushioning for the needle bar pivotal mounting, or use a composition diaphragm of sound-absorbing nature, result only in making the diaphragm less sensitive and prevent it from reproducing the finer shadings and overtones in the record.

The springlike frame also absorbs the extraneous vibrations so that the surface noise is practically eliminated. A manufacturer of a well-known machine who is an enthusiastic user of the Superior reproducer advertises as his slogan "the tone without the scratch."

Strong basic patents have been granted Mr. Scotford on the universal feature of his reproducer and our company holds the exclusive franchise to manufacture for general sale under these patents. Mr. Scotford in his contract with us agrees to co-operate in developing improvements, and covenants to give us before others the opportunity to review all new ideas or inventions he may originate in this line, with priority rights to manufacture and sell any such that are approved.

The universal feature is unique in that the needle aligns with the pivotal axis on which the reproducer turns from one position to the other. This holds the needle on exactly the same center at the same correct angle in both lateral and vertical (hill-and-dale) positions. The plane of the diaphragm being inclined with respect to the pivotal axis, instead of the ordinary straight needle bar of normal leverage, it is practicable to use the more desirable bar of angular shape effecting longer leverage, making the diaphragm more responsive to the needle action.

The needle bar is pivoted on sharp pointed steel screws, and is easily kept in perfect adjustment, free from side play, by the long adjusting screw through the lugs above the pivots. Any contraction of the metal parts that takes place cannot pinch the needle bar in its pivotal mounting, and thus interfere with its free vibration, owing to the spring construction of the frame. Any expansion that takes place, or wear of the pivot points, causing looseness and side play, can be instantly corrected by tightening the long adjusting screw.

DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM

The connection between the tonearm and reproducer is perfectly insulated with a hard rubber bushing. No rattle of one metal part against another can take place at this point of greatest wear. Even though looseness might possibly develop from long use or abuse, because of the rubber between the two metal parts, no rattle can ever result.

Two methods of raising the reproducer for changing the needle are provided. The reproducer and tonearm may be lifted straight up and held with the left hand while changing the needle with the right hand. Or the reproducer may be given a side turn to the right, when only one hand is used for making the change of needle. When the reproducer is off the record it cannot drop low enough for the needle to strike the motor board, and thus chance shattering the pivot points and at the same time mar the cabinet. When the reproducer is left turned up from either lateral or vertical playing position, cabinet lid cannot strike it when lowered.

In the SCOTFORD Tonearm the sound waves travel in the straightest, most direct line possible. There is no obstruction anywhere inside—an absolutely clear passage for the sound waves. The square turn offers less resistance to the sound waves than is met with in an arm of the curved type. Most tonearms follow the traditional curve of wind instruments, but in a phonograph tonearm there is no air pressure to force the sound around the curve. That the square turn is superior to the curve is proven in the playing. The SCOTFORD square design loses none of the sound in the passage, but delivers the tones outward in full power and clarity.

The long tube is very light, and this, together with the exceptionally light construction of the reproducer, gives a much lighter pressure of the needle on the record than appearance might indicate. With a needle of medium length the pressure is less than 6 ounces. This weight brings out the full volume of tone without injury to records of any make. A curved tonearm with the swivel joint located at the base would throw too much pressure at the needle point. In the square turn of the SCOTFORD design much of the weight is supported by the base.

The main tonearm casting supported by the base is very heavy; this weight prevents a rattle developing at any time in the base bearings. The radial movement at the base is extremely simple and perfectly free in action. A cast ring slides around on four smoothly machined bearing points. This construction permits a clear interior, and is far superior to the obstructed condition in other tonearms which swing on an interior pivot.

The inside diameter of the tonearm at the base is 2 inches, which is correct to accommodate the volume of sound obtainable from the newest records. The inside rim of the base is extended one-eighth inch below the flange, fitting into the neck of the cabinet amplifying chamber. This obviates using a rubber or felt gasket between the tonearm base and cabinet mounting, usually necessary in other designs to prevent a leak of the sound at this point.

	Nickel	Gold
Sample SCOTFORD Tonearm and Superior Reproducer with Mica Diaphragm	$9.25	$11.25
Extra Reproducer with SCOTFORD Black Diaphragm	5.00	6.00

Prepaid anywhere, on receipt of price. Submitted on approval, subject to return within a reasonable time; in which event the full price will be refunded

Quantity Prices on Application

BARNHART BROTHERS & SPINDLER

Makers of SUPERIOR Specialties for Phonographs

Monroe and Throop Streets CHICAGO, ILLINOIS

Responsibility

According to statistics only a very small percentage of those entering business succeed. The others would not or could not master the responsibilities.

Responsibility is something we may avoid or refuse to take, but we eventually pay the price in any event.

The VICTOR Company accepts the responsibility of maintaining VICTOR SUPREMACY.

The VICTOR distributor's responsibility does not end with past performance, but is a continual obligation. He is responsible not only to the VICTOR factory, but to the VICTOR dealers he serves.

Responsibility shouldered and mastered by the majority of VICTOR distributors and dealers, will correct many evils and best insure VICTOR SUPREMACY.

To be listed as a VICTOR distributor or dealer is a valuable asset, but not without its responsibilities.

It is our desire to not only master our responsibility as a VICTOR distributor, but to help our VICTOR dealers meet theirs. If we fail ourselves or through our dealers, we are not fulfilling our mission and we are contributing to a result in which we alone do not suffer.

VICTOR dealers, we believe, should and will support those distributors whom they consider responsible and therefore dependable. Likewise, they should expect support if they meet their responsibilities as VICTOR dealers.

The responsibility of VICTOR distributors and dealers during 1920, to intelligently distribute and market a greatly increased VICTOR product, will be an obligation to be treated seriously.

Be responsible, Mr. VICTOR Dealer,—be loyal, be efficient, and you will be successful. Do not worry or be side-tracked from your purpose through bad example or unfair competition.

Responsibility mastered, opens the path to further opportunity, and will ensure success in the VICTOR business, or any business.

J. NEWCOMB BLACKMAN.

Blackman Talking Machine Co.
81 Reade St. New York N.Y.
VICTOR DISTRIBUTORS - WHOLESALE ONLY

SELLING TALKING MACHINES IN THE FOREIGN MARKETS

Recording of Local Folk Songs and Operettas an Important Feature of Any Campaign for Foreign Trade, Declares Edmond Sause of the Columbia Graphophone Co.

Operations of the larger talking machine companies in the export markets of the world partake of a two-fold character, in that not only do they effect the sale of their instruments and records, but one of their chief sources both of revenue and of popularity in foreign countries is the recording in those lands of the individual and characteristic music of each and from the actual singing and playing of native artists and vocal and instrumental ensembles on the ground.

Some idea of what these activities represent in outlay of labor, time and money and as wholly preliminary to and apart from the later routine work of serving the export trade as such, was set forth for a representative of the New York Evening Post, by Edmond Sause, manager of the export department of the Columbia Graphophone Co., this city, in discussing the peculiarity of this phase of the company's export business. He said:

"Not only the standard music of whole nations and whole races—that is to say, music of a traditional character such as folk songs and folk dances, national hymns, favorite selections from their musical literature, such as operas, operettas and, in the case of Spain, Portugal and the Latin-American countries, zarbuelas and concert and band pieces—must be recorded, but obviously it is a question of commercial policy to keep abreast of their newest and latest offerings in songs and instrumental music.

"This necessitates sending to the scene of such recording to be done by us not only a high-salaried and thoroughly trained musical director, one familiar with the peculiarly exacting requirements of voice and instrument recording, but a mechanician no less experienced and qualified in his calling and very often an accompanying staff of musical and laboratory aides. Then they have to take along with them a considerable paraphernalia, including 'wax masters,' or large matzoth-like crude discs of wax composition, most carefully packed in cotton-lined boxes, to be used in recording each composition. These are much larger in circumference than the average finished disc and very thick. Each of these, more carefully packed after recording than before, has to be returned to the factory in the United States, where steel dies or matrices are produced from the engraved wax and from which the commercial phonograph records are made.

"All this naturally represents expense, but the most expensive item lies in the fact that after ofttimes interminable journeys over sea and land, when the 'scene of action' is reached, it not infrequently happens that a protracted period of tedious preparation and 'coaching' of the singers or instrumentalists to be recorded is found to be necessary, as also acoustically suitable recording chambers or quarters. When we realize that some of our greatest and best schooled opera singers and concert artists require the most careful and painstaking instruction before they can properly gauge their voice or instruments for the 'speaker' or 'receiving horn,' it follows that musicians in remote places, sometimes in primitive regions, however capable they may be as performers, are pretty sure to require the greatest effort and care in coaching before they can be recorded. Then, when the record has been obtained, it has to be packed and handled and conveyed with infinite caution. The slightest contact of the recorded surfaces of these original wax master records would destroy them completely, as the engravings are sometimes less than 3/1,000 of an inch deep.

"Like the sewing machine, typewriter and cash register, the talking machine can be said to be an American product. Its possibilities in foreign trade were appreciated practically from the beginning. While the industry was still struggling in home markets, progress was being made in developing foreign trade.

"Few American industries can show as large a percentage of foreign trade to its total turnover as the talking machine industry during the last twenty years."

JACOBSEN'S AMERICAN CAREER

Although Sascha Jacobsen, the talented Columbia artist, is generally thought of as a native Russian, he was born at Finland twenty years ago. He commenced study of the violin at 8 years of age and at 11 came to America, where he completed his study under the guidance of Franz Kneisel, made his debut in New York and is probably the only great violinist who has scaled the tops of fame and reputation solely on an American career.

There is nothing in the world that commands such a high price as effective ideas, and this obtains in all fields of effort.

Sonora

Semi-Permanent Phonograph

NEEDLES

Well known, well advertised, Sonora Semi-Permanent Needles are favorites with owners of ALL MAKES of phonographs.

These needles are in demand, they sell for 25c a package, *they bring you a larger profit per sale than any other make of needles* and their beautiful playing qualities make them unequalled in value from the buyer's point of view.

If you haven't yet ordered these needles, do so now. If your stock is incomplete, reorder.

25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, *President*

NEW YORK: 279 Broadway

Canadian Distributors:
I. Montagnes & Co.
Toronto

Caution! Beware of similarly constructed needles of inferior quality.

The Portophone

A High Grade

Portable Phonograph that is

High Grade

The "Portophone" plays any disc record with perfect tone

Container in Lid Holds Twenty-four Selections

Examine the motor and listen to the tone. You will be convinced that it is the kind of a Phonograph all *Reputable* dealers should sell.

The TRI-SALES CO.

Victoria Bldg. St. Louis, Mo.

30 at Random

CONSTRUCTION PRODUCTS CO.
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30 at Random

Three hundred Unico Equipments have been ordered and installed since January first

More than 40 per cent. of these installations were repeat orders.

THE thirty installations shown on the opposite page were taken at random from our files and are typical of what the Unico System does towards creating atmosphere to stimulate sales.

Our customers are located in virtually every State and principal City in the country.

The Unico System is adapted to your individual use by our Planning Department, in order to insure the most desirable medium for the proper display of goods and the establishment of an inviting atmosphere.

The flexibility of the equipment allows for rearrangement and relocation. More than 40 per cent. of the installations shown were repeat orders, where Unico Equipment had developed requirements for increased facilities. Experience with hundreds of installations has shown a resulting business growth, which can be readily cared for by the use of our equipment.

If you have not installed the Unico System with its sales compelling force, *now* is an excellent time to do so, in order to take care of the coming fall and holiday activities.

Ask your friends and competitors about Unico Equipment; they are probably using it now.

Key to Photographs on Opposite Page:

1.	GREGORY'S MUSIC HOUSE, Saginaw, Mich.	15.	GIMBEL BROTHERS, New York City, N. Y.
2.	MAISON BLANCHE COMPANY, New Orleans, La.	16.	F. J. WEIGAND, Barberton, Ohio
3.	KNICKERBOCKER TALKING MACHINE CO., New York City, N. Y.	17.	M. STEINERT & SONS CO., Boston, Mass.
4.	YAHRLING & RAYNOR PIANO CO., Youngstown, Ohio	18.	M. O'NEILL, Akron, Ohio
5.	WILSON MUSIC COMPANY, Oshkosh, Wis.	19.	G. A. BARLOW SONS CO., Trenton, N. J.
6.	B. B. TODD, Philadelphia, Pa.	20.	BLOCK & KUHL COMPANY, Peoria, Ill.
7.	F. L. STEERS & CO., New York City, N. Y.	21.	KRAFT, BATES & SPENCER, Boston, Mass.
8.	C. C. MELLOR COMPANY, LTD., Pittsburgh, Pa.	22.	HERBERT THIELE, Brooklyn, N. Y.
9.	ECLIPSE MUSICAL COMPANY, Cleveland, Ohio	23.	TREMONT TALKING MACHINE CO., Boston, Mass.
10.	COHEN & HUGHES COMPANY, Washington, D. C.	24.	GEWEHR PIANO COMPANY, Wilmington, Del.
11.	NEW YORK TALKING MACHINE COMPANY, New York City, N. Y.	25.	KESSELMAN O'DRISCOLL CO., Milwaukee, Wis.
12.	CRESSEY & ALLEN, Portland, Me.	26.	NEAL, CLARK & NEAL CO., Buffalo, N. Y.
13.	RUDOLPH WURLITZER CO., Columbus, Ohio	27.	THE BUESCHER COMPANY, Cleveland, Ohio
14.	CLARK WISE & COMPANY, San Francisco, Cal.	28.	McCOY'S, INCORPORATED, Hartford, Conn.
		29.	LANDAY BROTHERS, INC., New York City, N. Y.
		30.	W. F. FREDERICK PIANO COMPANY, Pittsburgh, Pa.

Unico Construction is Patented

UNIT-CONSTRUCTION COMPANY

Rayburn Clark Smith····President

NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Ave
PHILADELPHIA

CHICAGO
Willoughby Building

Unico Designs are Patented

H. K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

NEW CARRYING CASE POPULAR

Knickerbocker "Ready to Play" for Victrola IV in Demand—Dealers Installing Jones-Motrolas Electric Winding Device

Quantity production of the new Knickerbocker "Ready to Play" carrying case for Victrola IV's will shortly be under way. The first models of this new case made of both wood and fiber have earned enthusiastic comment where shown. One of the novel features of this new case, which is said not to be contained in any other carrying case made, is that the machine may be played without removing it from the case. The case is very attractive in appearance, and it is expected that it will prove an all-year-round seller and not be limited to any one season.

Knickerbocker Carrying Case for Victrola IV

The Knickerbocker Talking Machine Co., New York City, Victor wholesalers and producers of this carrying case, have had remarkable success with the Jones-Motrola electric winding device, which they also distribute. A number of the large Victor dealers in New York City, upon the suggestion of the Knickerbocker Talking Machine Co., are installing Jones-Motrolas on the machines in their demonstrating booths in addition to retailing this device. The Jones-Motrola in the demonstrating booth has proved a valuable time and labor saver to the salesmen in the demonstration of both records and machines.

"RIGHT ON THE JOB"

The same day that the advertising department of the Sonora Phonograph Co. received word from its jobber covering that territory that Rowell's Pharmacy, of Benkelman, Neb., had been appointed a Sonora dealer the following letter was received:

"Please rush some newspaper cuts of the Sonora machines. We want to hook up with your national advertising. This national advertising has put several people in our store this week and we feel we can help a lot with some local ads. (Signed) "Rowell's Pharmacy."

The interesting part of this communication is the fact that the population of Benkelman is only about 600 and the town is surrounded by farming and grazing regions, with a total population slightly under 5,000.

This live-wire merchant, however, realized the fact that the extensive advertising used by the Sonora Phonograph Co. could be utilized as the basis for an intensive co-operative campaign and started immediately to feature the Sonora.

JEWETT PHONOGRAPH CO. OFFICERS

Complete Line of Instruments, Including Cabinet and Console Models, to Be Introduced

DETROIT, MICH., July 6.—George M. Seymour, vice-president of the newly organized Jewett Phonograph Co. of this city, recently announced that there will soon be ready for the trade a complete line of instruments, including standard cabinet models and console styles. Excellent progress is being made towards heavy production, and merchandising plans will be ready shortly.

The president of the Jewett Phonograph Co. is Edward H. Jewett, of Jewett, Bigelow & Brooks, coal producers. Harry M. Jewett, president of the Paige-Detroit Motor Car Co., one of the leading automobile manufacturing concerns in the country, is vice-president of the company; Frederick L. Jewett, vice-president of the Paige interests, is treasurer of the Jewett Phonograph Co., and John D. MacKay, of Stellwagen, MacKay & Wade, well-known lawyers, is secretary. Mr. Seymour is in charge of sales, and an aggressive campaign in behalf of the new line will be launched in the near future.

The
"LARK" TALKING MACHINE CORPORATION
CAMDEN, N. J.

Announce to the trade
the appointment of

M. C. SIMONS

As sole distributor of their products

Model V, in Mahogany, now retailing at $200, is undoubtedly the most accurate and perfect musical instrument in the talking machine line.

Available territory is now open for progressive dealers to secure the exclusive sales rights in their locality for this new talking machine of exceptional qualities.

Write today for your territory and full information to

M. C. SIMONS
1-3 Delancey Street New York City

Lateral Cut

Okeh Records

Lateral Cut

Tenth Supplement

PLACE YOUR ORDER NOW

4108 10-in. $1.00
- DADDY, YOU'VE BEEN A MOTHER TO ME—Tenor, with orch.....Lewis James
- WHO'LL TAKE THE PLACE OF MARY?—Vocal Trio, with orch.....Crescent Trio

4109 10-in $1.00
- MANYANA—Fox-trot, Green Brothers' Novelty Band
- WHOSE BABY ARE YOU?—One-step, All Star Trio

4110 10-in $1.00
- DANCE-O-MANIA—Fox-trot, Joseph Knecht's Waldorf Astoria Dance Orch.
- WOND'RING—Fox-trot.....All Star Trio

4111 10-in $1.00
- AGES AND AGES—Tenor, with orch....Sam Ash
- EVERYBODY'S BUDDY—Tenor, with orch., Billy Jones

4112 10-in $1.00
- MARION (YOU'LL SOON BE MARRYIN' ME)—Soprano-Tenor Duet, with orch., Rachel Grant-Billy Murray
- I'M ALWAYS FALLING IN LOVE WITH THE OTHER FELLOW'S GIRL—Contralto-Baritone Duet, with orch., Helen Clark-Joseph Phillips

4113 10-in. $1.00
- THAT THING CALLED LOVE—Contralto, with orch. .....Mamie Smith
- YOU CAN'T KEEP A GOOD MAN DOWN—Contralto, with orch.....Mamie Smith

4114 10-in. $1.00
- MISSY (Intro.: "Rainbow of My Dreams")—Fox-trot.....Rudy Wiedoeft's Palace Trio
- ALABAMA MOON—Waltz, Green Brothers' Novelty Band

4115 10-in. $1.00
- ZOMA—Fox-trot, Joseph Knecht's Waldorf Astoria Dance Orch.
- I LIKE TO DO IT—Fox-trot, Green Brothers' Novelty Band

4116 10-in. $1.00
- WAILANA WALTZ ("Drowsy Waters")—Hawaiian Guitar Duet.....Ferera-Franchini
- BEAUTIFUL HAWAII—Hawaiian Guitar Duet ..... Ferera-Franchini

4117 10-in $1.00
- BEAUTIFUL ISLE OF SOMEWHERE—Mezzo Soprano-Baritone Duet, with orch., Jean Nealson-James Jordon
- HOLY GHOST WITH LOVE DIVINE—Tenor, with orch.....Reed Miller

SEASON'S BIGGEST HIT!

4146 10 Inch $1.00

THE LOVE NEST (from Musical Comedy "Mary")—Fox-trot
Lanin's Roseland Orchestra

The intrinsic freshness of this Fox-trot and the instantaneous popularity of Geo. M. Cohan's late production, "Mary," have won for THE LOVE NEST a first place as a POPULAR Favorite.

Okeh was quick to recognize its VALUE FOR YOU, and have made a special recording that you may have an EARLY release of that which is to be "a-most-in-demand record."

ENTICING (Seduisante)—Waltz
Joseph Knecht's Waldorf Astoria Dance Orchestra

SPECIAL RELEASE—BEGIN DELIVERY JULY 20th

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York City, N. Y.

Factories:

NEWARK, N. J.
ELYRIA, OHIO
PUTNAM, CONN.
SPRINGFIELD, MASS
KITCHENER, ONT

Branch Offices:

CHICAGO, ILL.
SAN FRANCISCO, CAL.
TORONTO, CAN.
LONDON ENG.

Summer will soon be in full swing. There are 74 Special Summer Dance Records—jazz band jazzes, saxophone waltzes and rollicking fox-trots with popular one-steps. Every one is a dancing ace. Get them, but you can't keep them.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

THE STORY THAT NEVER GROWS OLD

Love and War Seek Music's Aid to Bring Romance to Happy Ending—Love at First Sight Over the Record Counter Brings Congratulations and Orange Blossoms

The story of a war romance in which a soldier, a pretty girl and a Victrola were the leading characters is being told by James J. Davin, of the New York Talking Machine Co. The girl is Miss Grace C. Gallagher, of 152 Eighteenth street, Flushing, L. I., and the hero is Edward E. Lyden, of Youngstown, O. This is how it all came about:

Miss Gallagher, who is now in charge of the Victrola department of Irving Reisenburger's store at 27 Main, was employed four years ago by Mrs. M. B. Kaplan, who conducted a store on Fulton street, Jamaica, where the sale of Victrolas was the principal feature. Mr. Lyden had enlisted during the early part of the war, in Youngstown, and had been assigned to the 803rd Air Squadron, and sent to Camp Mills, Long Island, with some other troops. While in camp, which was at Mineola, Lyden frequently went into Jamaica, and when the boys of his company decided to purchase a Victrola he said that he knew a store in Jamaica where they sold them, and he would ascertain how much they were.

While it seems hardly necessary to tell the rest, the story would be incomplete from a writer's standpoint, were it not said that he went into Mrs. Kaplan's store, met Miss Gallagher and—but what's the use. Well, anyhow, she started to show him the Victrolas, and you know how it is when a pretty girl commences to play modern melodies on a Victrola. She played most of the latest tunes, but it is a question whether the soldier heard them or not, because he was busily engaged in looking at the young lady.

Strange as it may seem, Lyden bought a new record whenever he went into Jamaica, and he bought them all at Mrs. Kaplan's store, and sometimes he got to Jamaica twice a day and as many times in the evening.

Finally, when his company received orders to go to France he fixed everything up before he left. So the last tune he heard in Mrs. Kaplan's store was "Till We Meet Again." He was in France eighteen months. Now he is back, and—it's going to take place in September. The bride-to-be is wearing a handsome diamond and also a prettier smile than she ever wore before, and that's smiling some.

Miss Gallagher is a daughter of Mr. and Mrs. Charles Gallagher, and her hubby-to-be lives with his parents at Youngstown. He is coming to Flushing in the early Fall, alone, but he won't go home alone—Oh, no. It will be a church wedding and all Miss Gallagher's friends are congratulating her.

The young couple will make their home in Youngstown, where Mr. Lyden is engaged in business, and where they will have a little Victrola all their own.

THE "PORTOPHONE" IN MONTREAL

MONTREAL, CAN., July 2.—Louis J. Bourgette, whose offices are located at 93 City Councillor's street, this city, is representing the "Portophone" in the interests of the Esco Musie & Accessories Co., in addition to the other lines of talking machine accessories which he carries.

SENDS RECORDS BY PARCEL POST

Columbia Co. at Bridgeport Has Own Post Office Branch in Factory—Several Tons of Records Sent by Mail Every Day

BRIDGEPORT, CONN., July 6.—There is hardly a factory or manufacturing establishment in this city which is not using the parcel post to place its products on the market in the face of the great difficulties in making shipments by freight or express. The Columbia Graphophone Co., for example, is making large shipments of records by parcel post, often sending out as many as two or three tons a day in this way. Two regular postal distributors are now on duty at the plant sorting the packages and placing them in the mail sacks. So great has been the demand on the postal facilities that additional equipment is being arranged for.

The cream-tinted walls are a pretty back ground for the shade lights and mahogany furniture, and make a perfect setting for the strains of all music from opera to jazz.

Mr. Sims, the manager, has been connected with some of the largest music houses in the South, and his experience in these lines will be of material benefit to purchasers.

MINISTER ASKS FOR VICTROLA

OTTAWA, ONT., July 6.—At a recent session of the Presbyterian General Assembly held in this city, Rev. Mr. Johnson, Assinaboia, Sask., stated that if a congregation could not support a minister that congregation should get a Victrola with records of sacred music and sermons and let the minister go somewhere where he would be paid a fair remuneration.

Foreign Music Rolls
***for Your* Foreign Record Customers**

ITALIAN MUSIC ROLLS
MUSICA ITALIANA
Sonata da pianisti Italiani

JEWISH MUSIC ROLLS
אידישע מיוזיק
געשפיעלט ביי אידישע פיאניסטען

POLISH MUSIC ROLLS
POLSKA MUZYKA
Przez Polskich Pianistów

AUTHENTIC IN EVERY DETAIL MUSIC AS IT SHOULD BE PLAYED
From the Original Scores and with all the characteristics of their respective nationalities
OPEN CUT ROLLS ON BEST PAPER

THE MONOROLL **Four Sizes: 75 cents to $1.25 Retail**

Jewish, Italian and Polish Rolls now ready. In preparation: Hungarian, Bohemian and Lithuanian Rolls

Made by THE ROSE VALLEY CO., 55th St. and Hunter Ave., Philadelphia

Gennett
RECORDS
"The difference is in the tone"

The Individuality of Music

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

JULY LIST

9033—Daddy, You've Been a Mother to Me (Fisher) Tenor Solo with Orchestra Accompaniment.
George Wilton Ballard

Cuddling Arms (Jerome-Lewis Young) Tenor and Bariton Duet with Orchestra Accompaniment.
Chas. Hart and Elliott Shaw—$1.00

9034—I'm Always Falling in Love (With the Other Fellow's Girl) (Meyer-Caesar) Tenor Solo with Orchestra Accompaniment.
George Wilton Ballard

Hand in Hand Again (Whiting Egan) Tenor and Baritone Duet with Orchestra Accompaniment.
Chas. Hart and Elliott Shaw—$1.00

9035—Blues, My Naughty Sweetie Gives to Me (Fox Trot) (Swanston-Carron-Morgan).
Harry Raderman's Orchestra

Son of Omar (Edwards) (Novelty Fox Trot).
Harry Raderman's Orchestra—$1.00

9036—Karzan (Dulmage) (Fox Trot) Saxophone Solo with Orchestra Accompaniment.
Duane Sawyer and his Novelty Orchestra

Miss Me (Holland) (Fox Trot) Cordes' Orchestra.
Billy De Rex sings the chorus—$1.00

9042—On Miami Shore (Jacobi) (Waltz)
Cumberland Lane Orchestra

Wild Flower Waltz (Marten Earl).
Diarilof's Orchestra—$1.00

Any Starr Dealer will be glad to demonstrate the new standard of Gennett Record Perfection. They, as well as the Starr Phonographs are a revelation. Hearing is believing.

THE STARR PIANO COMPANY, RICHMOND, INDIANA

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

Starr
PHONOGRAPH
STARR PHONOGRAPHS
and
GENNETT RECORDS
Are distributed
throughout the Eastern States
By
J. SAMUELS & BRO. Inc.
Providence, R. I.
For New England
THE WITLIN MUSICAL INSTRUMENT CO.
8th and Chestnut Streets, Philadelphia
For Eastern Pennsylvania, Delaware, Maryland, District of Columbia and South Western New Jersey.
THE WALTERS & BARRY CORP.
256 Main Street, Buffalo, N. Y.
For Western New York
THE STARR PIANO CO.
9 and 11 East 37th Street, New York City
For Eastern and Southern New York and North Eastern New Jersey
Application for local selling rights from dealers within the territories outlined should be addressed to the distributor covering that local territory. All other applications should be addressed to
THE STARR PIANO COMPANY
RICHMOND, INDIANA
NEW YORK · CHICAGO · LOS ANGELES
BIRMINGHAM · DETROIT · CINCINNATI · CLEVELAND
INDIANAPOLIS · LONDON, CANADA
F. McAllister /20

THINK IT OVER

Mr. Victor Dealer:

Summer is here, but for only a short time and THEN WILL COME THE BUSIEST SEASON VICTOR DEALERS HAVE EVER KNOWN.

ARE YOU PREPARED to do a bigger and better business and DO IT RIGHT, to the SATISFACTION OF YOURSELF AND YOUR CUSTOMERS?

Now is the time to take stock of your condition and make plans to IMPROVE it, unless you feel that there can be no improvement.

See that you are THOROUGHLY EQUIPPED to do an up to date business. METHODS OF SEVERAL YEARS AGO WILL NOT DO TODAY. You must be up to date or you cannot expect to be one of the LEADERS IN YOUR LINE.

Plan your Fall advertising campaign now for the season and get it off your mind before the rush arrives.

YOU ARE SELLING A FIRST-CLASS PRODUCT, therefore see that your EQUIPMENT IS WORTHY OF REPRESENTING THAT PRODUCT.

You do not have to make excuses for your merchandise, therefore do not be obliged to make any for your selling methods or your establishment.

Live dealers are looking into the future and it is THE DEALER WHO GIVES THE BEST REPRESENTATION OF THE VICTOR PRODUCTS WHO WILL BENEFIT MOST IN THE END.

GET INTO THE GAME WITH ALL YOU HAVE IN YOU.

Remember—There is business in Summer as well as in the Winter for the live dealer. Do not say, "IT CANNOT BE DONE" but "GO OUT AND GET IT."

We are always glad to consult with our dealers in regard to any improvements they may contemplate and give them the benefit of our long experience.

Our service department is at your disposal. It may suggest something that you have not thought of.

Yours for service,

AMERICAN TALKING MACHINE CO.

AMERICAN TALKING MACHINE CO.
356 Livingston Street - - BROOKLYN, N. Y.

DEALERS IN INDIANAPOLIS ARE GOING AFTER BUSINESS

Any Temporary Slowing Up Is Being Counterbalanced by the Active Campaign Now Conducted by Leading Merchants Who Are Selling More Talking Machines and Records Than Ever Before

INDIANAPOLIS, IND., July 6.—With the Summer weather having a tendency, along with other factors, to slow up business, the live local dealers are stimulating business by "going out after them."

E. R. Eskew, manager of the Pathé Shop, has out a corps of women solicitors. Whenever these women locate a prospect a salesman follows up and closes the deal. If a prospect wishes it, a machine is placed in the home for demonstration and the salesman makes it a point to get out to the house early in the evening, when the man of the house is at home.

Other dealers are using similar campaigns on the outside. The results of these campaigns are two-fold—they keep up the morale of the sales force during the hot weather and they keep the people thinking and talking about talking machines, bringing in a certain percentage of business that could not be had otherwise in the Summer months.

Morris Rosner, manager of the Pearson Piano Co. talking machine department, noticed a decided improvement in business during the last ten days. Two of his sales force, Miss Ruth and Miss Hankins, have gone to Portland, Ore., to attend the Shriners' convention.

George Standke, manager of the Brunswick Shop, said that the trend of business continues to be toward the higher-priced instruments and that the demand for lower-priced and smaller instruments is negligible. Harry Bibb, of the Chicago office of the Brunswick-Balke-Collender Co., visited the local store last week.

W. O. Hopkins, formerly of Evansville, Ind., has succeeded A. H. Snyder as manager of the Edison Shop. Mr. Hopkins is contemplating the purchase of the shop.

Carl Anderson, manager of the Indianapolis Talking Machine Co., obtained much favorable publicity for his shop and the Victrola in connection with the showing here of the movie "Why Change Your Wife?" Mr. Anderson supplied a Victor machine and records, which were used effectively in connection with the picture. Business has been brisk in the portable models, Mr. Anderson said. The month of June brought wedding bells to the shop twice—Roy Cooper, of the sales force being married last week, and Miss Ruth Tamblym being married this week. Al Bates, of the Ohio Talking Machine Co. of Cincinnati, visited Mr. Anderson and other Victor dealers recently. Miss Lois Killen has joined the record sales force of Mr. Anderson.

The remodeling of Wideners' Grafonola Shop has been completed with the exception of a few finishing touches. W. G. Wilson, manager, is proud of the shop and he has reason to be. J. L. Peters is spending his vacation at Lake Tippecanoe. Miss Dorothy Jones, in charge of the record department, has returned after a two months' leave.

"What Indianapolis Missed in 1820" was the title of a clever window display featured by H. E. Whitman, of the Circle Talking Machine Shop, during the Centennial celebration. His window was covered with a canvas log cabin and by looking through the "window" of the cabin one could see an electric Victrola.

Ernest Arthur, manager of the Sonora department of Charles Mayer & Co., said the newspaper advertising campaign being carried on was getting results.

Taylors is featuring the Victor machines and records with a large illuminated billboard in the heart of the downtown business district.

C. O. Mueller, manager of the talking machine department of Mooney-Mueller-Ward Co., Pathé distributor, said that the dealers in this territory who have seen the new Model T Actuelle Classique are enthusiastic over it and predict a big sale. The Schneider Music Co., of Vincennes, Ind., has taken on the Pathé agency there.

George Stewart, of the Stewart Talking Machine Co., said that the reports from his salesmen indicate a great activity among Victor dealers in making preparations for increased business. Many dealers are remodeling their stores and enlarging them, Mr. Stewart said.

W. S. Barringer, who has been in charge of buying for the Stewart Co. for the last eleven years, has resigned his position to go into business for himself in Kokomo, Ind. Mr. Barringer will open a high-grade Victrola store. As photography has been his life-long hobby, Mr. Barringer also expects to carry a line of photographic supplies.

The New York Store, of this city, which handles the Victor line, has enlarged and remodeled its Victrola department. It now has a forty-foot record counter.

Walter E. Kipp, of the Kipp Phonograph Co., expects that at least 100 dealers from this territory will attend the Edison convention in Chicago July 12.

Among the new Columbia dealers in this territory, as announced by the Indianapolis branch, are Scott & Hart, of Clinton, Ind.; S. C. Prevo & Sons, of Greencastle, Ind.; Odon Music Store, of Odon, Ind., and R. W. Wade, of Ladoga, Ind.

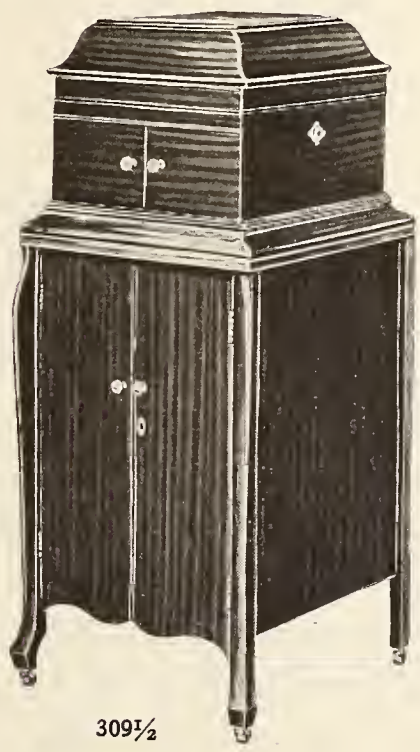
PIERSON CO. BEING ORGANIZED

A correspondent in Rockford, Ill., informs us that efforts are being made in that city to organize a company for the manufacture of talking machine cabinets. The new organization, when it is formally launched, will be known as the Pierson Phonograph Parts Co.

Remember that there is one teacher who is always satisfied with his salary, and he is experience.

"WHAT ARE YOU SHORT?"
Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.
PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

A
RECORD CABINET
MATCHING
VICTROLA NINE A



309½

309½.—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18¼x21⅞ inches. Matches New Victrola IX A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect "Cabinet-match" appearance. Average weight, crated, 70 pounds.

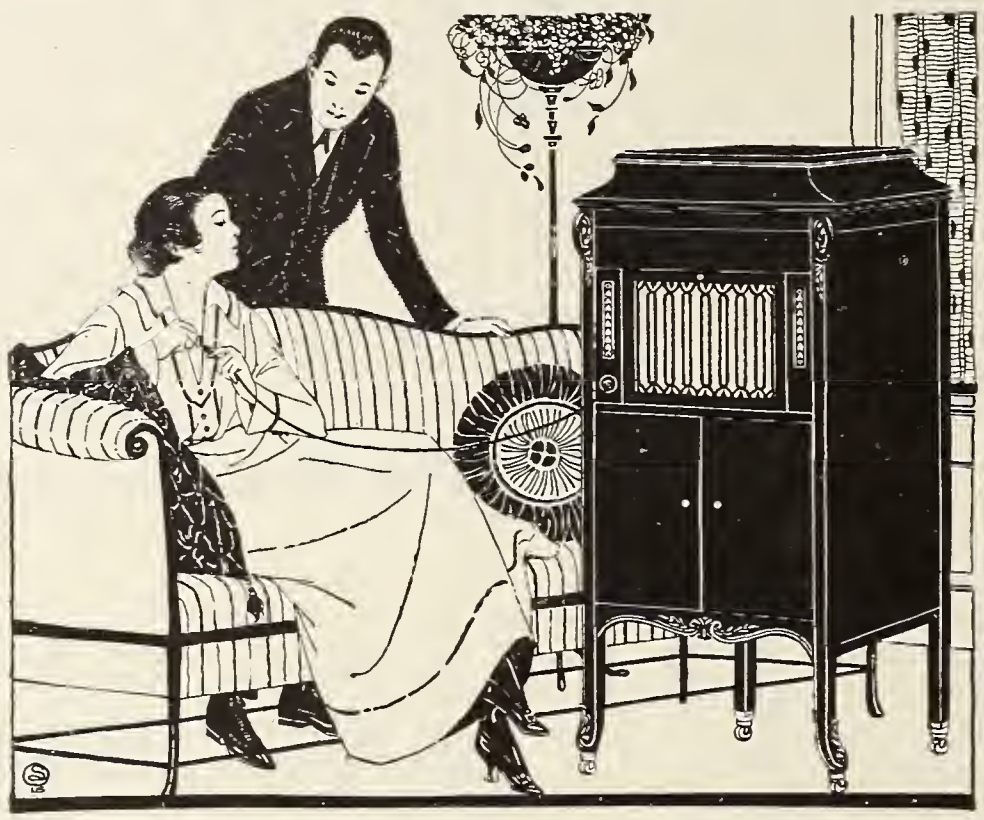
MANUFACTURED BY

SCHLOSS BROS.

637-645 West 55th Street New York

Cabinets of all descriptions and finishes

Catalogue No. 20 Ready for Distribution Have You One?



The AEOLIAN-VOCALION

The Phonograph that has made the Talking Machine a Real Musical Instrument. Manufactured by the Aeolian Company—Foremost Manufacturers of Musical Instruments in the World

REPRESENTATION A VALUABLE ASSET FOR THE DEALER

VOCALION representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance and "selling" features like the Graduola, etc., the superiority of the Vocalion Records and the magnificent national advertising being carried on in the *Saturday Evening Post* and other mediums is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment, are invited to communicate with

SOUTHERN DISTRIBUTORS

O. J. DeMOLL

O. J. DeMOLL & COMPANY
WASHINGTON, D. C.

EMMONS S. SMITH

AEOLIAN-VOCALIONS *MELODEE PIANO PLAYER ROLLS* *VOCALION RECORDS*

ADVOCATES USE OF MOTOR TRUCKS

Geo. W. Hopkins Addresses Columbia Dealers at Indianapolis Meeting of Branch Managers —Ben Brown Tells of Visit to Bridgeport

INDIANAPOLIS, IND., July 6.—The Indianapolis branch of the Columbia Graphophone Co. held a meeting of its dealers at the Lincoln Hotel here recently. George W. Hopkins, of the Columbia Co., addressed the dealers on the use of motor trucks in selling the country trade.

"Just consider what your sales would be if you sold every person in your territory just $1 worth of Columbia product each year," said Mr. Hopkins. "It seems absurd to mention such a figure and yet an actual check on your business will show you that in most cases your average is not equal to this amount. But by bringing your store to the people, with the use of the truck, you have the problem solved." H. L. Tuers sold the idea of Dealer Service to every dealer present. He explained in detail the policy of the company in its efforts to serve the dealer.

Robert Porter, new field sales manager of the company, was introduced to the dealers, and he talked to them on the importance of proper location for their stores, the class of trade they cater to, and the idea of having a definite quota each week as their working basis throughout the year.

Charles B. Lang, assistant branch manager, assured the dealers that the aim of the company men was to show a daily improvement in the service to the dealers. Mrs. Nellie I. Sharpe, educational representative working out of this branch, outlined the activities of the educational department.

Ben Brown, manager of the local branch, requested Manager McKenna, of the St. Louis, Mo., branch to tell about the trip made to the New York and Bridgeport factories with the St. Louis branch dealers. Mr. Brown hopes to have his dealers make the same trip shortly.

SHAW SUPPLY STORE REMODELED

Tacoma Victor, Edison and Columbia House Now Installed in Handsome Building—Large Electric Signs Advertise Location From Afar

TACOMA, WASH., July 3.—Alterations which have been in progress in the building of the Shaw Supply Co., Inc., for the past two months have been completed. This company, which handles the Victor, Edison and Columbia, has completely remodeled the building and has greatly increased the facilities for the display of talking machines and records. The talking machine and record department is now located on the first floor and has been handsomely finished in ivory enamel.

The general offices have been moved to the third floor of the building, where the accountants have what are said to be the best working conditions of any similar office in the city, on account of the abundance of daylight and fresh air. The new private offices of Paul T. Shaw and Henry G. Shaw are also on the third floor and have been handsomely fitted out in golden oak and mahogany. The entire store front of the building has been cleaned and four large electric signs have been added.

OPENS NEW STORE IN ENSLEY, ALA.

Ellis Jewelry Co. Music Store Becomes New Music Center for Victor and Columbia

BIRMINGHAM, ALA., July 6.—The formal opening of the Ellis Jewelry Co. Music Store in Ensley, which took place last month, marked another advancement in the tide of that city's progress.

This store occupies the place formerly occupied by the jewelry store, and has been converted into a modern home for the fifty-seven varieties of music that are now being offered to the public. With sound-proof booths in which to hear the latest Victor and Columbia records, one can let the rest of the world go by and not be disturbed.

BUYS INTEREST IN CAPITAL CO.

Jay T. Kanney, Formerly of La Porte, Ind., Will Have Charge of Olympia Store

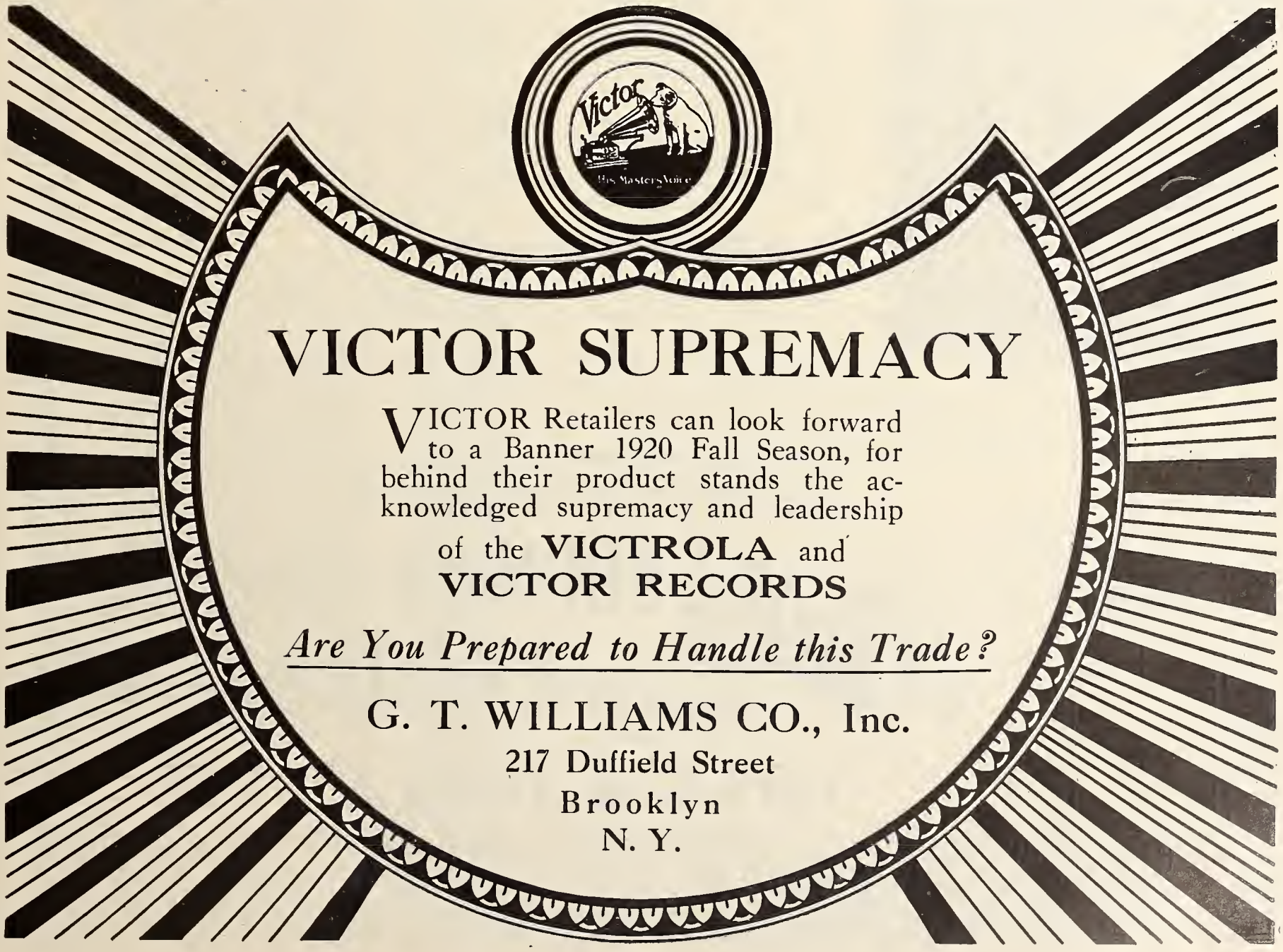
OLYMPIA, WASH., July 6.—Announcement has been made of the sale of half interest in the Capital Music Co. by L. R. McIntosh to Jay T. Kanney, recently of LaPorte, Ind. Mr. Kanney has had ten years' experience in the talking machine business and will have charge of the inside work at the store. He is a son-in-law of J. D. Kuhns, manager of the Sloan shipyards for the Emergency Fleet Corp. Mr. McIntosh retains half interest in the business and will devote his attention to the outside sales. The Capital Music Co. is one of the best known concerns in its line in Thurston county and specializes on talking machines. Its stock of records is said to be one of the most complete in this section of the State, comprising more than 3,000 records.

A. C. HUFF'S BEAUTIFUL STORE

A. C. Huff, of Allentown, Pa., is converting his place into one of the most beautiful establishments in the Lehigh Valley handling talking machines. He just completed alterations in a large double property adjoining his present location. He has fitted up one of the most attractive piano and talking machine establishments to be found in that section. He has installed twelve attractive demonstrating rooms and four player-piano rooms. His recent opening was largely attended by the people of the city.

TO BUILD FACTORY ADDITION

The Rentz Talking Machine Co., Wells, Minn., is planning to build an addition to its factory in that city. Several shipments of material have already arrived and work will begin as soon as possible.



EQUIPMENT

Blood Universal Tone Arm
Heineman No. 36 motor
12-inch 12 record album
Specially designed needle containers
Plywood construction
Extra heavy nickel plated hardware
Piano finish

List price $52.50

with Little Wonder "WI" Motor
$45

PIKNIK
HIGHEST CLASS PORTABLE
TRADE MARK
LAKEWOOD, N.J.

Patent Pending

The instrument for every home as well as for every occasion requiring a portable phonograph.

Dealers interested in high grade, standard machines can secure immediate shipments. Insure Christmas deliveries by ordering now.

Size 8 x 13 x 15 inches
Weight 16 pounds
A Portable in 30 seconds
Carries 12, 12-inch records in album

PIKNIK PORTABLE PHONOGRAPH, Inc. :: :: :: Lakewood, N. J.

SEES HEAVY FALL RECORD TRADE

Manager of Independent Record Department Which Features Okeh Records Finds Business on the Increase—Deliveries Maintained

S. F. Nusbaum, manager of the record department of the Independent Talking Machine

S. F. Nusbaum

Co., New York City, stated that he expected the Fall record business to be much heavier than that of last season.

Mr. Nusbaum has been connected with the talking machine industry for the past ten years. Prior to his joining the Independent forces he was a member of the staff of the General Phonograph Corp. His department carries exclusively the Okeh record, a product of which he is a great admirer. It has shown an increase of Okeh record orders each month, and these increases have been most substantial. He makes a feature of giving service to his dealers, and a point of always being ready to deliver at least 90 per cent of any orders received.

In speaking of conditions during the past few months, Mr. Nusbaum said: "Despite the shipping situation, embargoes, etc., we have been able, with very little delay, to keep our trade supplied with Okeh records. It is true that conditions at times were somewhat trying, but most of such problems have been met without any exasperating delay."

Mr. Nusbaum further stated that he found that the Okeh monthly hanger, denoting the record releases, are looked forward to by the trade eagerly, and from all indications they find this material a sales creator.

STANDARDIZE SIGNBOARD CAMPAIGN

Collings & Co., well-known Victor jobbers in Newark, N. J., recently sent to their dealers a plan for inaugurating a standardized signboard advertising campaign. The campaign will advertise Victor products and will of course also feature the dealer's name. Spaces have already been arranged for and concerted action from Victor dealers is planned.

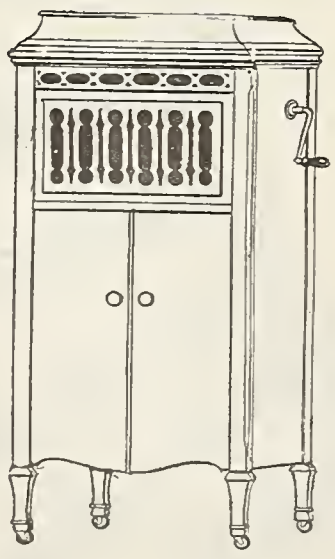
LARGE NEW SCHLOSS BROS. FACTORY

New York Cabinet Manufacturers Moving Into New Quarters—Normal Production Expected by September—Facilities Greatly Increased

Schloss Bros., well-known cabinet manufacturers at 645 West Fifty-fifth street, will shortly move into their new factory at 797-805 East 135th street, corner of Oak, New York City. Their new home is a specially designed and equipped building for the manufacture of talking machine, player roll and other cabinets, as well as piano benches. It is three stories high, and contains approximately 50,000 square feet of floor space.

This firm is moving into its new quarters by degrees, thus keeping the production at the two plants at about normal. It is hoped to have all of the machinery and other equipment moved into the new building by August 15, and normal production will be reached by September 1. The floor space, machinery and other equipment, as well as the working force has been greatly increased, and in the early Fall months of this year the Schloss factory will be turning out double the production of that of their former home.

The new Schloss building is modern in every respect, and is what is described as a daylight plant. It has many conveniences for the workers, and the whole has been planned for efficiency. G. T. McCarthy, a well-known architect and builder, who is also responsible for the new home of the Gotham National Bank, is the designer and builder of the new factory.



SOUTHERN DISTRIBUTORS

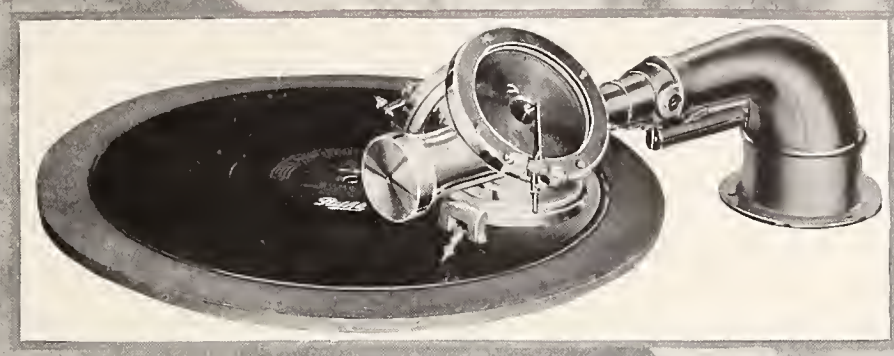
Pathé REG. U.S. PAT. OFF. PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

YORK MODEL



Your customers will instantly appreciate the advantages of the

Cathedral Phonograph

Good judgment prompts wise dealers to heed the constantly increasing demand for a phonograph that will *properly* reproduce all makes of records.

Without employing make-shift attachments the *Cathedral* gives the greatest number of playings from every record —conforming to the exact requirements of each type of record.

Cathedral Exclusive Features Insure Rapid Turn-Over

The Cathedral phonograph is replete with selling appeal. Its points of superiority are so instantly apparent that it creates a sensation wherever shown.

The Cathedral Reproducer is the first device designed to play all types of records according to each record's exact requirements.

A simple turn of the hand automatically presents the proper point at the correct weight with perfect synchronism for each type of record.

The Cathedral Amplifier is built of heavily ribbed spruce, scientifically shaped to eliminate sympathetic vibrations and reflect the amplified tone waves with perfect distinctness.

Distinctive Designs. Each of the Six *Cathedral* Models is a fine example of modern furniture designing. The grill designs and trimmings are adapted from the windows of famous Old-World Cathedrals. Every feature of the *Cathedral* Line expresses quality and distinction.

MILAN MODEL

RHEIMS MODEL

Cathedral Phonograph Co.

General Offices—Omaha, Neb.

Factories: Marion, O. Chicago, Ill. Grand Rapids, Mich.

Al Jolson's "Some Beautiful Morning (I'll Find You in My Arms)" is the Home-Run King of Songs. It's a seller from the start. Get ready by ordering big. A-2940.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

COULD NOT BELIEVE THEIR EARS

Edison Tone-test Recital in Iola, Kan., Shows Good Qualities of Edison Reproduction

Vernon Dalhart, who is one of the widely known Edison artists, was sitting beside the New Edison on the stage during the recital held in Iola, Kan. The instrument was playing Van Eps' "Dixie Melody." The reproduction was so exact that many of the audience thought Mr. Dalhart was playing the banjo and stood up or craned their necks in order to get a better view. The newspaper account of the affair was as follows:

"The phonograph proved its ability to reproduce violin, piano and banjo music, as well as the human voice. The crowd was very much amused in connection with the banjo type of instrument to see the puzzlement of the spectators who had overflowed into the choir loft. These were unable to see the stage and were obviously at a loss to tell whether a real banjo was being played or not and every time they craned forward trying to see, the rest of the crowd laughed in a way that increased their curiosity until several of them finally stood up and openly walked far enough around to be able to see what was going on."

WOOLEN MILLS SOLD FOR FACTORY

Davenport Cabinet Works Secures Site for New Factory—Will Mean Big Expansion

DAVENPORT, IA., July 6.—The old Davenport Woolen Mills property at 1227 East River street, considered one of the best of the remaining factory sites in east Davenport, has been purchased by the Davenport Cabinet Works, a new corporation engaged in the manufacture of talking machines. A contract of sale was signed to-day and the new owners will take possession of the building as soon as it has been remodeled for factory purposes. The consideration is said to be $30,000.

The Davenport Cabinet Works is now located in a small factory building at Second and Warren streets. Its officers are L. E. Martin, president; John Kjellberf, vice-president, and D. E. Hallberg, secretary-treasurer. They announce that between forty and fifty men will be added to the working force.

A. W. LANDAY JOINS DENVER HOUSE

Becomes Manager of Victor Department of Knight-Campbell Music Co.

DENVER, COL., July 2.—A. W. Landay, of Landay Bros., Victor dealers of New York, has come to this city and is now in charge of the Victor department of the Knight-Campbell Music Co. Mr. Landay was forced to leave New York on account of ill health and disposed of his interests there some time ago. He has had long experience in the Victor business and is well qualified to look after the details of his new connection. He succeeds Tower O. Askerlund, who recently resigned to become associated with the Q R S Music Co.'s Denver warehouse and Western supply department.

A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative."

Superb and refined beauty — rich shading which even improves with age — wonderful reliability as a cabinet-wood — all these together put AMERICAN WALNUT in the very front rank of woods

For Phonograph Cabinets

More and more purchasers every day are giving to AMERICAN WALNUT their very first (and very insistent) preference. It pays to supply what is demanded.

We illustrate herewith an AMERICAN WALNUT TALKING MACHINE CABINET of elegant design. Could you imagine a more beautifully figured veneer than that which it exhibits?

Send for our valuable data for manufacturers — or data for dealers. Also the worth-while Walnut Book.

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

Phonograph Dealers of New York and Pennsylvania

Sell the Brooks—the Automatic Repeating Phonograph that has every good feature found in all other machines, and many additional points of value possessed by no others.

The Brooks plays and repeats automatically ***any*** make of record ***any*** desired number of times, then stops automatically with the tone arm suspended in the air. The strong silent motor plays 6 to 8 ten-inch records with one winding.

When it comes to TONE,—this remarkable instrument yields superiority to no other phonograph.

Dealers in New York State and immediate vicinity are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

The First Really Complete Phonograph

The Walters & Barry Corporation

256 Main Street **BUFFALO, N. Y.**

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States.

WILFERT BROTHERS TELL OF PLANS

Well-known Inventors Interested in the Musical Recording & Reproducing Co., With Plants in Augusta and Portland, Me.

Boston, Mass., July 6.—After having spent four years at least in perfecting the model that was to represent their idea of the most nearly perfect talking machine on the market the Wilfert Brothers, George F. and C. J. Fred, have practically closed out their business of fine cabinet makers and designers of high-class furniture at 27 Cambria street and gone to Maine. That is the latest chapter in the interesting story of a new talking machine, to be known as the Fidelis, which was referred to in a recent issue of The World.

The company controlling this instrument is a Maine corporation, to be known as the Musical Recording & Reproducing Co., and at Augusta, Me., are to be the head offices; to be more specific, 54 State street. It is to Augusta, where the factory for the manufacture of the machines is to be carried on, that George Wilfert, who is the vice-president of the company, will go, while the brother Fred will go to Portland, where it is planned to manufacture a line of records and where the recording laboratories are to be, also. The latter gentleman will, however, make frequent visits to the Augusta factories.

The output of the company will be handled by the Fidelis Sales & Distributing Co. and it will have headquarters in New York, Chicago, Boston and Philadelphia. For the present there will be three models manufactured, but later there may be a fourth. One of these models, in the shape of a baby grand recently was exhibited before a group of invited guests at the Copley-Plaza in this city and created a most favorable impression, expert musicians being especially interested in the combination tone chambers. This baby grand model was sent a few days ago to Portland, where a demonstration was given.

The Musical Recording & Reproducing Co. has been capitalized for $2,000,000 and its officers are Moxley Hill, president; George F. Wilfert, vice-president, who is also the inventor of the tone chamber; Embrey O'Bean, treasurer; John M. Goodwin, general manager, and C. J. Fred Wilfert, assistant general manager. Mr. Green, of New York, who has lately associated himself with the company, will be an important factor in the distributing concern, already mentioned, with headquarters in New York.

The Wilfert Brothers are also working on a universal reproducer which will handle all cuts of records. Patents have been applied for.

TO RECEIVE MICA FROM ABROAD

The Phonograph Appliance Co., which recently moved into its new home at 174 Wooster street, New York, has greatly enlarged its output of "Crystal Edge" mica diaphragms. The company recently closed arrangements whereby they will receive the highest quality of foreign mica over a long period, deliveries of which are already being made. This, together with their own mines, puts them in a position where they can make additional contracts for Fall business.

BUYS FITCH & LAMB ACCOUNT

Joseph Freed, Pittston, Pa., has purchased the account of Fitch & Lamb. The entire building will be remodeled and a full line of Victor machines and records will be carried. Six Unico booths will be added and an active drive for business made.

FIRE CAUSES SLIGHT DAMAGE

The talking machine and music store of Peter N. Paul, 2822 Kensington avenue, Philadelphia, was recently damaged by fire which started in the front of the store. Some of the instruments on display were damaged but the loss was small.

Schmelzer Arms Co.

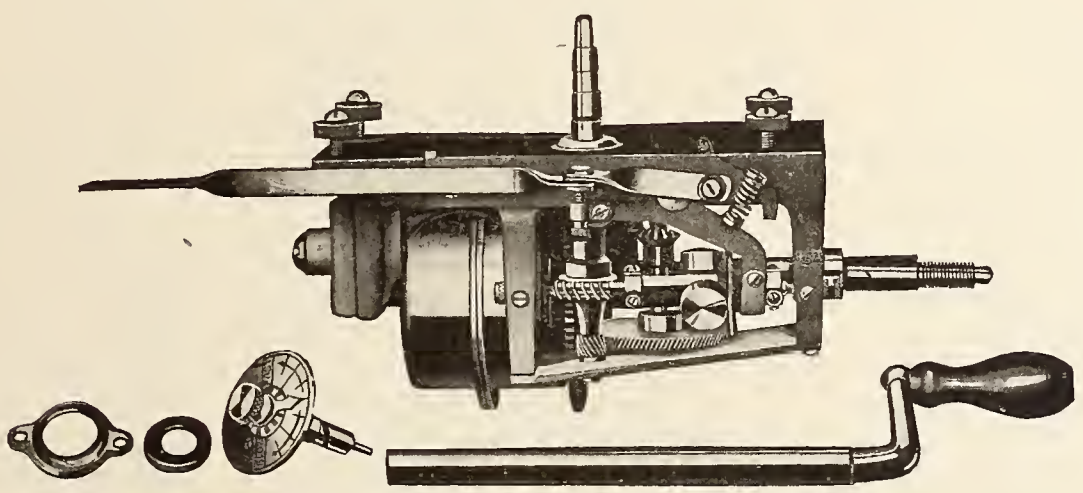
Kansas City, Missouri

Exclusively Wholesale Victrolas and Victor Records

Ample capacity and facilities insure you against delay and disappointments.

About 275,000 square feet of floor space devoted to manufacture of STANDARD Motors and other phonograph products.

STANDARD Open Phonograph Motor
A QUALITY Product



Silent *Powerful* *Durable*

A phonograph can be no better than its Motor. Install STANDARD Motors in your instruments and thus place them in the QUALITY class.

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-469 East Ohio Street

CHICAGO

STANDARD

The following is the opinion of our experienced counsel on the subject of

UNFAIR TRADE PRACTICE

THE enforcement of the Sherman Anti-Trust Act, which became a law on July 2, 1890, revealed a variety of methods and practices which trusts and other large concerns adopted to destroy competition and interfere generally with the free course of trade.

These methods and practices were in the main not illegal, but they enabled large and powerful interests to obtain control over certain lines of commerce, to the detriment of the public, resulting in situations which constituted the corporation or the individual adopting such practices, an offender under the provisions of the Sherman Anti-Trust Act.

After the Supreme Court had rendered its decisions in the Standard Oil and Tobacco Company cases in 1911, business found itself in a state of uncertainty. There was a continual menace of legal prosecution. It was generally recognized that there was a certain natural growth to business which should not be interfered with. But it was also realized that there should be some legislation which would expressly define these unfair trade practices and prohibit them. This it was felt would arrest unfair methods of competition in commerce in their incipiency, and yet not interfere with the orderly development and expansion of business. As a result, certain legislation was enacted, among which was the Clayton Act, which became a law on October 25, 1914. The report of the Senate Committee on Judiciary on this bill shows its legislative purpose. It was there pointed out that the object of the Act was to prohibit and make unlawful certain trade practices which as a whole, singly and in themselves, were not covered by the Sherman Law and other anti-trust acts. The Clayton Act, by making these practices illegal, was "an attempt to arrest the creation of trusts, conspiracies and monopolies in their **incipiency and before consummation.**"

Among other of these unfair trade practices, and which the Clayton Act directly prohibits, are conditional or tying contracts. Dealers in phonographs, as well as other commodities, know that it was formerly the common practice of large concerns to "tie up" their customers so that dealings in products of and with competitors were rendered practically impossible. The usual form of clause in these contracts was as follows:

> "The dealers shall not sell or permit to be sold on the premises any other ..... (product), and will not deal or trade in any ..... except those supplied by the manufacturer."

By Section 3 of the Clayton Act, this practice is made unlawful, and the insertion of a "tying condition" in a contract is prohibited in interstate commerce whether the articles are patented or unpatented and whether the delivery is made by sale or lease.

Since the enactment of this statute, various means have been sought to circumvent and defeat its provisions, particularly Section 3 referring to tying contracts. Instead of written agreements containing these tying clauses, manufacturers have sought to have a dealer "understand" that the manufacturer would decline to sell any further merchandise to the dealer if the latter dealt in the products manufactured and sold by a competitor. An isolated instance of this sort would not be a violation of the law, but it is quite improbable that a manufacturer would pursue such a course with only one dealer. If, however, the same thing were done with a number of dealers, these "understandings" would tend to show that there was an attempt, not only to evade the provisions of the law, but that such "understandings" were sought for the purpose of lessening competition and were intended as a means to create a monopoly in the particular line of commerce. These are the very practices which the Clayton Act seeks to prohibit.

It is important for dealers to know also that the Clayton Act provides for a remedy for one who has been injured by anything forbidden in this statute, by giving to the person injured in his business or property, by reason of anything forbidden in the Anti-Trust laws, the right to sue therefor in any district court of the United States in the district in which the defendant resides or is found or has an agent. The recovery in any such proceeding may be threefold the damages sustained, the costs of the suit, etc.

By resisting any attempt to make them parties to unfair trade practices and unethical business methods, dealers and other persons similarly situated, will serve to make the Clayton Law a power and a weapon for their own protection, as this Act was passed not only to throttle at the source the creation of trusts and large concerns and the practice of unconscionable business methods, but for the protection of the dealer.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK **279 Broadway**

NEW TYPOPHONE RECORD ENABLES BLIND TO SEE BY EAR

Invention of Viennese Physician Substitutes Sound for Touch and Is Read by Means of Talking Machine Record—Bible May Be Recorded for Thirty Cents—Whole Book on Six-inch Record

The talking machine record has been adapted so that it becomes an aid to the blind, substituting sound for touch, according to the invention of Dr. Max Herz, a Viennese specialist in heart diseases, who arrived in this country a few weeks ago at the request of M. C. Migel, chairman of the New York State Commission for the Blind, together with many other organizations who were interested in his work.

The invention is based on a sound alphabet devised by Dr. Herz from the Morse code, eliminating the dash and using the dot in various combinations. A talking machine record is made of a story in the sound language. The record is placed on an instrument resembling a talking machine equipped with a sound box and the blind person, after becoming familiar with the alphabet is able to read by ear rather than through the fingers as in braille, the method in use at present.

The alphabet is based on the single dot, two dots and four dots used in various combinations. The record is made in the following manner: Using an instrument like a typewriter the person engaged in the work will punch holes in a narrow tape, each group of perforations being a letter in the dot alphabet. The tape is then run through an electrical machine and the perforations are transferred in sound to a master record. Duplicate records are made in any quantity.

Dr. Herz, who is a member of the faculty of the University of Vienna, calls his system typophonia, or reading by sound, and the instrument the typophone. He declares that his system has many advantages over the Braille system of raised dots which is exceedingly difficult to learn. Another advantage is in saving of space, for a book of 200 pages may be transferred to a six-inch record, according to Dr. Herz.

Here the question naturally arises as to why use a sound alphabet to be reproduced by the typophone rather than to reproduce in the first instance the spoken words directly from an ordinary record. Dr. Herz's answer is that it would take 400 records to reproduce what can be reproduced on one six-inch record by means of the typophone. Then the spoken word on the ordinary talking machine is difficult to comprehend. The great expense involved in reproducing a book of 200 pages on 400 records is obvious, to say nothing of the space that one such "book" would occupy.

The Bible in Braille takes several volumes. Six thin typophone records costing from 12 to 30 cents would bring within the purview of the blind person the contents of the great book when the cost of the work in Braille might be tremendous.

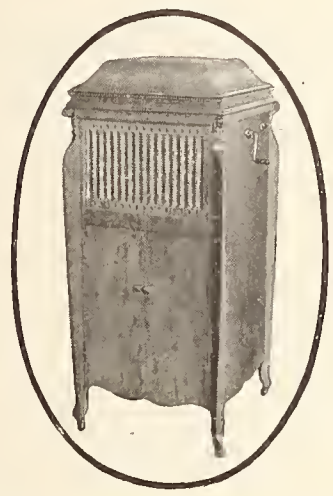
The reproducing instrument has the appearance of a small talking machine and is kept in a wooden case like a traveler's typewriter. The weight is two or three pounds. Like the talking machine, there is a large circular disc about nine inches in diameter. Above this disc is another disc, about the size of a six-inch record. This disc receives the typophone record. Connecting the two is a reduction gear. The "reader" places the record in position and fastens the needle to the sound boxes as in the ordinary talking machine. In order to begin reading the book he turns the large disc and the words of the story are then tapped out in the improvised code. The reduction gear causes the record to rotate at a rate one thirty-sixth as slow as the lower disc is turned. The operator may "read" as slowly or as rapidly as he desires merely by twirling the lower disc to suit his ability to comprehend the sounds.

Recognizing that a "reader" may grow tired after perusing a few chapters, Dr. Herz has contrived an ingenious "bookmark" that enables him to begin "reading" where he left off. A small clutch inside the wooden case clamps the bar holding the needle in the place where the "book" is "closed."

It is the dream of Dr. Herz that there may eventually arise in the United States an International Institute for the Blind, with sections for all the nations. By the system of typhonia he is of the opinion that the world of literature, science and culture may be opened to the afflicted. Records, he says, can be made in all languages. As most of the blind are poor, he insists that his invention must be given free of cost or at cost.

MAUDLIN OPENS IN FORTUNA, CAL.

J. W. Maudlin, of Fortuna, Cal., who is well known in that section as a hustling sewing machine salesman, has decided to branch out in the business line and has opened a talking machine store in that city, where he will carry the Victor, Pathé and Kimball lines.



BLANDIN

Development of the Blandin Phonograph was based on one all-important object—the elimination of blarish, runching sounds or "phonographic" noise.

This has been accomplished and the result is—perfect re-production. You are asked to be the sole judge.

We cordially invite your inquiry for details.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

Intermountain Victrola Service

Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make ***your*** store the musical center of your community.

THE JOHN ELLIOTT CLARK CO.
Victor Wholesalers
SALT LAKE CITY, UTAH

STANDARD SUMMER FANS READY

What is more appreciated these sultry days than a free fan? The dealer who hands his weary customer one of these cooling favors will be long remembered. The Standard Talking Machine Co. of Pittsburgh has prepared its 1920 Victor record fan, which is designed after the form of a record, with space provided for the local dealer's imprint on one side. The decorations of the fan are illustrations of Summer scenes, each one showing the necessity for a Victor machine and records for Summer entertainment.

Far too many men behave themselves merely because they are afraid of the police and the devil.

REGINA CO. ISSUES DEALER HELPS

Hints on Selling and Advertising Sent Out as Addition to Service Department—Will Inaugurate Publicity Campaign Next Fall

The Regina Co., manufacturers of the Regina phonograph, and for over twenty-five years a producer of musical instruments, with executive office in the Marbridge Building, New York, and factory at Rahway, N. J., has recently been forwarding to the trade a book containing general ideas and "hints and helps" in sales and advertising, prepared specially for dealers. This is in conjunction with the service department, which is in a position to deliver to Regina dealers, copy, cuts and other material for local newspaper and mail order campaigns.

The book covers the advertising field thoroughly, and is replete with timely suggestions and constructive material, which should prove of much value to dealers using it in a co-operative way. The suggested ads are most artistic in tone, at the same time the sales copy is most pointed. In addition to the material mentioned above, the Regina Company is also in a position to furnish advertising slides for the motion picture houses. These without doubt in some territories should prove business getters.

The Regina Co. in its own behalf will inaugurate a big campaign during the coming Fall. Publicity will be given this line in many channels.

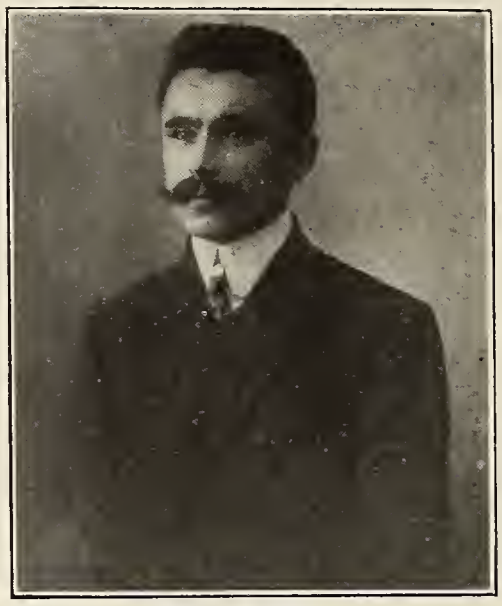
USES THORNS FOR TALKER NEEDLES

The thorn has come into its own! The blight of the fragrant rose which has caused so many unkind words by its insistent needle point has been elevated to a real sphere of activity. E. V. Galloway, Chicago manager of Henry Holtzmann & Sons Co., says that he has a relative who is not only a kinsman but a mechanical genius as well. In his backyard is a thorn apple tree. He conceived the idea of trying these thorns, which are very hard and firm, on his talking machine. He claims to have met with great success. Not new, but it is interesting.

GREATER SAPPHIRE NEEDLE OUTPUT

John A. Botta, Who Acquired Extensive Knowledge of Jewels in Switzerland, Came to U. S. in 1910 to Specialize in Sapphire Needles

John A. Botta, a well-known manufacturer of sapphire needles, whose plant is located in Suffern, N. Y., was a recent visitor at the offices of The World. He remarked that he recently



John A. Botta

enlarged his output of sapphire needles, and states that he is now in a position to meet the needs of the trade to a greater extent than in the past.

Mr. Botta has had twenty-three years' practical experience in the manufacture of jewel needles. Born in Italy, he spent several years in the jewel factories of Switzerland, followed by a number of years in England. He has been in this country since 1910 and prior to his opening a plant of his own, he was connected with several organizations, making a specialty of talking machine jewel needles. He has on his staff seven practical jewel experts. Mr. Botta was the recipient of a grand prize and gold medal at the Acqui, Italy, Industrial Hygiene and Alimentary Exhibition in 1907, where he exhibited phonograph, watch and electric jewels.

Who answers the bell at your business front door? What impression does he or she make upon your customers or prospects?

Diaphragm Prices are too High
Supplies are doubtful
Deliveries uncertain
Quality unreliable

These problems have to be met by purchasing agents everywhere. Sources of supply that are reliable, constant, and at fair prices, have been hard to find.

For many years The Phonograph Appliance Company has been one of the largest producers of high class mica diaphragms; but even we, with our large resources of imported mica, our own mines, our modern factory, and the earnest work of a thoroughly experienced staff, have found it impossible to supply all the demand of the trade for CRYSTAL EDGE MICA DIAPHRAGMS.

We have had to limit the size of our customers' orders at times, but we have never failed to make promised deliveries, nor have we tolerated any falling off in quality.

To meet the ever-growing demand for the highest quality of goods at reasonable prices, we have been compelled for the third time to move to larger quarters. We have more than doubled our equipment, and in addition are now receiving mica from all parts of the world. We have stocks in our warerooms and afloat fully adequate for our summer and fall business, and are now ready to extend our well-known quality service.

More Customers——Larger Orders
More Perfect Service——Highest Quality

Let us solve your mica problems for you. Don't wait until the rush is on. Write us now—tell us your needs and we will take pleasure in giving you the full benefit of our experience and resources. Be your needs large or small we can supply you promptly and at FAIR PRICES.

All our diaphragms are sold on a guarantee of perfect satisfaction. We have served and satisfied the same customers for years on this basis. Let us serve you.

THE PHONOGRAPH APPLIANCE CO.
174 Wooster Street New York

"Does It Play All Records?"

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

***MAGNOLA* "Built by Tone Specialists"**

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Sell GRETSCH Musical Instruments and Make YOUR Store The Musical Headquarters of Your Community

The biggest thing in our life is the business of making friends.

That means that we have to put superlative quality into our merchandise, of course.

A small line of GRETSCH Musical Merchandise will increase the volume of your sales without adding to the cost of doing business.

The test of a retailer's business is turnover. GRETSCH local sales co-operation assures rapid turnover.

There are many out-of-the-ordinary advantages in representing the GRETSCH line. Your source of supply will come from the largest musical instrument manufactory in the United States. You will be supplied with STANDARDIZED musical goods—the supply of which is constantly available.

The GRETSCH organization will print your own catalogue of STANDARD Musical Merchandise FREE for distribution in your community.

National and local advertising, store helps, window trims, catalogues and other co-operation will help you to develop a larger and larger local trade.

Let us make up an assortment of GRETSCH Musical Merchandise such as Violins, Mandolins, Banjos, Ukuleles and the like. Complete assortments can be had at $500, $1,000 or $2,000. On request we will submit a complete list suggesting an assortment to suit any sum you may wish to invest.

The FRED. GRETSCH MANUFACTURING CO. cordially invites your correspondence on the business prospects of a Musical Merchandise Department.

Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and HOW—We co-operate to help you build up a larger local trade.

In writing please address your letter to the Sales Promotion Dept.

THE FRED GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

50-80 Broadway, Borough of Brooklyn, NEW YORK CITY

Violaphone Talking Machine Needles

Each needle will play ten records. They retail at 15 cents per box of fifty needles. Priced to the trade at $3.90 per package of 60 boxes. The sixty boxes retail for $9. In hundred package lots, we will allow you an extra discount of 5%. Terms are 2% 10 days, or net 30 days. VIOLAPHONE needles are packed in attractive counter display boxes. We furnish imprinted circulars on request. We guarantee the quality to be equal to the finest needle now on the market.

Suppose you send us a trial order for one package containing 60 boxes to retail at 15c. each. Your money back—without any question—if your customers are not pleased with the VIOLAPHONE needle.

THE VIOLAPHONE

The Master Phonograph With The Violin Tone

Five Models retailing from $100. to $250. Our plan gives you an opportunity to sell the instruments within 90 days before we ask for payment.

We simply request the privilege of placing ten VIOLAPHONE PHONOGRAPHS in your store on a three months basis. To help you sell these instruments, we have an extensive advertising campaign under way. We invite careful comparison as to the quality of every part of the VIOLAPHONE. In every particular this instrument is equal to talking machines now selling at $30 to $50 more at retail. Our trade discounts are 50% off. Write for more details and our plan of local sales co-operation.

THE FRED GRETSCH MFG. CO., 50-80 Broadway, Brooklyn, N. Y.

EDUCATING THE DEALER TO STUDY HIS NEEDS

Constructive Dealer Literature Put Out by Columbia Peptimist Most Admirable—Forcing Dealers to Concentrate on Vitally Essential Questions of Moment to Their Business

One of the most constructive bits of dealer literature gotten out in some time is the May number of the Columbia Peptimist, which is devoted to an analysis of the dealer's business and offers a complete list of questions which every talking machine dealer can ask himself concerning his own store. The traveling representative of any large company always finds it his greatest task, when on the road visiting his dealers, to systematize the time which he can devote to each individual to the best advantage. As the Peptimist suggests, suppose you see twenty dealers on a trip and each dealer has fifty questions and one dealer has fifty-one, you have 1,001 problems to solve before you can even begin to take up your suggestions as to how he can improve his business. The only solution for this evil is to educate the dealer to have all his questions ready when you arrive so that the discussion may begin at once.

The Peptimist presents a sort of personal questionnaire which it suggests should be sent to every dealer and used by them to check up their business. A study of these questions by any talking machine dealer would be worth while, for they form the basis of good business practice in the talking machine industry. A classified outline of these questions follows:

Location.—Are you located in the best business section of your city or town? Is your shop in as quiet a location as possible? Are you on the side of the street where traffic passes? Are your neighbors such as to attract the buying public?

The Shop.—Does you shop say "Music?" Is your shop clean enough, light enough to make sitting through a demonstration a pleasure? Is your window a continually new, fascinating invitation to "come in"? Are your hearing rooms stuffy or fresh? Is your shop up to the level of surrounding salesrooms or better?

Stock.—Have you at all times at least one complete set of all Columbia records? Do you take stock regularly so you know where you are at all times? Are you making use of all Dealer Service stock equipment? Is one clerk trained and responsible for keeping stock classified, in order and to see orders for "out" records are sent in before they are out? Are records all demonstrated from clean, new envelopes? Are you continually studying where you can enlarge and improve your stock so the public will feel whatever they want they can get in your shop?

Literature.—Do you study Columbia literature? Do you keep literature clean and fresh? Do you distribute literature carefully?

Grafonolas.—Is your display stock of Grafonolas at all times clean and well equipped? Do you always start your demonstrations on the higher priced instruments? Do you know at least six definite selling points on Grafonolas which can be used one at a time until you strike the right one for each individual buyer?

Records.—Do you know "by heart" at least twenty, varied, individual Columbia records which always sell? Do you study up one or two new records weekly so as to increase your working and selling knowledge of the line? Do you always consider the "record asked for" by a prospect as already sold and sell him another? Do you have sales meetings monthly with your salesmen and go over the list, record by record, picking out and noting sales points of each?

Mailing List.—Is your mailing list brought up-to-date at least once a year by a return postal check-up? Do you cover your entire list at least once a month? Do you regularly intensively work sections of your list with various offerings, special announcements, etc.? Have you your copy of the Columbia Record for May, 1919, with the complete mailing list subject analyzed? Do you compare your mailing list with your sales records and follow up along the lines of least resistance?

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**
Motor Brake Felts
Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

BEGINS CO-OPERATIVE CAMPAIGN

Makers of Dulciphone Products Plan Active Drive in Interests of Dealers—B. Abrams to Tour Middle West Territory

The Grand Talking Machine Co., Brooklyn, N. Y., manufacturer of the Dulciphone line of talking machines, has just announced a novel co-operative advertising campaign as an assistance to its dealers, the advertisements to be inserted in the local papers in dealer territory.

While the Dulciphone is not a new product, this season's models carry special features which add to their value. The firm has increased its production and for the purpose of getting the direct interest of the consumer, the present advertising campaign is planned.

B. Abrams, head of the company, will leave late this month on an extensive trip throughout the Middle West territory for the purpose of getting the campaign under way in some of the larger trade centers. Closely following the Middle West campaign, a big publicity drive has been arranged for the Southern territory.

In addition to manufacturing the three models of the Dulciphone, the firm is also distributors of the Dulciphone steel needle.

NEW YORK | CHICAGO, ILL. | QUINCY, ILL. | JAMESTOWN, N. Y. | OTSEGO, MICH

SONATA

TRADE MARK

THE PHONOGRAPH OF PERFECTION

PLAYS ALL MAKES OF RECORDS WITH ACCURACY AND CLEARNESS

KESNER AND JERLAW

PRODUCERS OF EXCLUSIVE PHONOGRAPHS
FOR THE JOBBERS AND LARGE DISTRIBUTORS

SCIENTIFICALLY CONSTRUCTED
PIANO FINISHED
WHOLESOME NATURAL TONE
LOUDEST OF VOLUME
LATEST AND BEST MODIFIER
OUR OWN PATENTED HORN
IMPROVED PERFECT SOUND BOX
BALL-BEARING TONE ARM
LATEST TYPE OF GUARANTEED MOTOR
NEW BEVEL EDGE TURNTABLES

SIX BEAUTIFUL MODELS
OF ARTISTIC DESIGN

MODEL A

Every Phonograph is
GUARANTEED FOR ONE YEAR
Against All Manufacturer's Imperfections

Write For All
Information and Particulars
To Either Address

M. L. KESNER
47 West 34th St.
NEW YORK
Telephone
Greeley 6251

N. JERLAW
316 So. Clark St.
CHICAGO
Telephone
Wabash 2646

GRAND RAPIDS EXHIBIT
4th Floor Klingman Bldg.
NOW SHOWING

MODEL B | MODEL C | MODEL D | MODEL E | MODEL G

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., July 5.—Summer conventions of talking machine companies are playing their part in attracting to the various places the representatives of local houses and each and every one of the men return to the city imbued with new ideas as to the product, how best to market it and what to stress in the art of salesmanship. With the increasing arrival of goods there seems to be little difficulty in disposing of them and the 1920 Summer business promises to make a very good showing with all the companies represented in the New England territory.

Interest among the talking machine men is more or less focused just now on the two days' convention of musical interests that is to be held in this city on September 16 and 17. The plans are being worked out by the New England Music Trade Association, in whose membership are many piano men who also handle talking machines. The social side of the sessions will not be overlooked and on the first night there will be a concert at the Pops in Symphony Hall and on the second day a harbor trip is among the events considered. Of the 400 possible attendants a good proportion of them will be men interested in the talking machine business.

Fred E. Mann Discusses Conditions

Fred E. Mann, manager of the Boston branch of the Columbia Graphophone Co., who returned the first of the month from an extended trip in the West, addressed a well-attended Columbia dealers' meeting in the Swiss Room at the Copley-Plaza on the evening of June 16. His talk was concerned with the New England stock situation, which recently has been very favorable. This territory, he said, has lately been fortunate at the expense of branches in the West and South, owing to railroad embargoes against shipments of machines and records to the more distant localities, the consequence being that shipments which undoubtedly would go farther afield have been diverted to Boston for New England distribution.

It was Mr. Mann's advice to the dealers to take up at this time all the goods they could get, thus insuring themselves against any possible shortage later, for should the embargoes against the West and South be raised very soon shipments into the local territory probably would show a drop. It was certain, he said, that there will be no depreciation in the value of Columbia stock for the Fall and Winter trade.

Mr. Mann also discussed the Columbia's July advertising campaign, which is to be built around the dance records on the catalog, and in this connection stated that he has had convincing proof that dancing is to be a very popular pastime this Summer. One of the leading bits of evidence along this line, he said, was the difficulty which Summer hotels throughout New England have been having to obtain the services of dance orchestras, the latter being relatively few to meet the demand.

The meeting was attended by dealers from Springfield, New Bedford, Fall River, Salem, Taunton, Ware, Brockton, Mass., and Derry, N. H., and Randolph, Vt. The program included several selections by Margaret Romaine, of the Metropolitan Opera Co., a Columbia artist, accompanied by James Ecker, of Boston. Miss Romaine proved a very popular entertainer, not only because of the excellence of her singing, but for her genial and gracious personality.

Columbia Staff Changes

Mr. Mann this month announced a number of temporary changes in the Boston branch personnel, resulting from the serious illness recently of J. F. Luscomb, Columbia traveling associate in southern Massachusetts and Rhode Island. D. A. Ingall, traveling associate in Vermont, has been transferred to Mr. Luscomb's territory for the time being and his territory is being covered by E. H. McCarthy, dealers' service manager at the Boston branch headquarters.

On Monday, June 21, Mr. Mann left Boston to attend the International Convention of Rotary Clubs at Atlantic City, to which he was a delegate. He was accompanied by Mrs. Mann and planned to be away for the entire week.

During the middle of the month R. F. Bolton, sales manager of the international record department of the Columbia at the New York executive offices, was a visitor at the Boston headquarters. He visited Portland, Me., also.

Merry Party for Jobbers' Convention

A pleasant party that motored over to the Victor jobbers' convention consisted of Robert Steinert and Wholesale Manager Kenneth Read from the Arch street offices of the Steinert house, Herbert Shoemaker of the Eastern and Charley Snow of Cressey & Allen of Portland, Me. They planned to spend a day in New York and when they left Boston they were pleasantly anticipating the entertainment they were to receive at the hands of President R. C. Smith of the Unit Construction Co. at his country estate at Villa Nova, Pa.

Strong Force Covering New England

The Musical Products Co., which is located at 142 Berkeley street, is now permanently settled on the fourth floor, just above the one into which it moved a few weeks ago, as its present

(*Continued on page 85*)

New England Dealers!

The new "Empire" catalogue is now ready for you. Liberal discount and terms. Write us for territory.

New England Piano & Phonograph Co.

Exclusive New England Distributors

405 BOYLSTON STREET : BOSTON, MASS.

Wholesale Distributors:

New England Pianos
New England Player Pianos
Wm. J. Ennis Players

Empire Talking Machine
"The World's Best Phonograph"

"New England Service for New England Dealers"

EASTERN SERVICE

OUR slogan is again exemplified by our successfully placing Victor goods into the hands of our dealers in the face of embargoes, stevedore strikes and seemingly insurmountable difficulties.

Ask the dealer!

This time our barge "Olive" turned the trick

The Eastern Talking Machine Co.

VICTOR WHOLESALERS

85 Essex Street BOSTON

1870
1920

Oldest and Largest
Manufacturers of
Talking Machine
NEEDLES
in the World

W. H. BAGSHAW CO.
LOWELL, MASS.

ESTABLISHED 1870 INCORPORATED 1917

W.H. BAGSHAW
COMPANY
LOWELL, MASS.

Pathé

Stock up on Pathé Staples Now

NOW is the time for Pathé dealers to stock up on staple machines and records. During the next ninety days, when retail business is naturally lighter than at any other season of the year, is the time to accumulate some surplus stock in preparation for the heavy business of fall and winter.

Merchandise of this character will be very difficult to obtain, this fall. By laying in what staple stock you can secure this summer, you will insure a steady, even flow of business when it will be next to impossible to secure the goods you need.

Pathé dealers are urged to write us, at once, looking towards procuring some reserve stock NOW to assist in carrying them through the drought of merchandise and downpour of freight embargoes and congestion which the coming season is sure to develop.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

General Distributors for United States of
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

quarters were not then ready. The rooms are numbered 407, 8 and 9. Manager Sheddell says the Sonata goods are coming along well and that already there are many machines in the storehouse around in Appleton street, only a few blocks distant. He now has six men in the New England field. They are J. A. Normyle, an experienced man in the business, who has Worcester, Lowell, Lawrence and intervening territory; Frederick Finn, six years with the Eastern Co., who will cover western Massachusetts, with headquarters at Springfield; Merritt E. Dockey, who has been connected with Bailey's Music Stores, well known in Vermont, who will have that State and New Hampshire territory; Leon M. Higgins, Metropolitan Boston; William S. Townsend, the Providence territory, and E. Bennet Fox, the State of Maine, with headquarters at Portland.

It is Manager Sheddell's plan late in the Summer to give demonstrations in all the large cities, these demonstrations which are to be in one of the hotels and to continue a week, will be especially for dealers, and Manager Sheddell believes that they will be the quickest and most convincing way to prove the merits of the Sonata proposition.

Important Beacon Connections

One of the results of Richard Nelson's recent trip to the South is that distributing arrangements have been made with J. H. England, who will look after the Beacon's interests in the States of Georgia, Alabama, Florida, Tennessee and Louisiana. Arrangements of a somewhat similar nature have been made with Charles B. Branner. With headquarters in Richmond, Va., he will be the distributing medium for this machine for Virginia, North and South Carolina. J. H. Adamson, who has been a wholesale furniture dealer in New York for a number of years, will open offices in Philadelphia, from which he will handle a good part of Pennsylvania, Maryland, Delaware, Washington and the lower part of New Jersey. D. J. Speck, with offices in Syracuse, N. Y., has been appointed Beacon distributor for New York State and a part of eastern Pennsylvania.

Mr. Nelson says that Beacon production has been coming along very fast and that good shipments are now being made to dealers through the East and Middle West. He says that all of the territory east of the Mississippi is now closed and goods shipped through the ten distributing points are located in this territory. It is the purpose of the company to open up the Far West in the Fall. A. R. MacDonald, the president of the company, is now spending much of his time at the factory, where certain changes have been made which will result in a

(*Continued on page 87*)

VITANOLA
The Phonograph of Marvelous Tone

Vitanola Phonographs — **Lyric Records Mysto Needles**

S. W. SHARMAT & SON

Wholesale Distributors

5 Bromfield Street, Boston, Mass.

Twinkle, Twinkle, Little Star
(With Apologies to Anonymous)

Twinkle, twinkle, little star,
How I wonder what you are
Cheese-box, Ice Chest, Boat or Tent,
Surely not an instrument.
Music never got one's goat
Such as comes from out the throat
Of your "exclusive" patent horn.
Do you think that natural tones
Can be made on megaphones?
No, the only proper ways
Are as the Vitanola plays.

Lyric Lateral Records

Dealers Supplied at Short Notice

S. W. SHARMAT & SON

Wholesale Distributors

5 Bromfield Street, Boston, Mass.

Steinert Service Serves

WHOLESALE

HEADQUARTERS

M. Steinert & Sons Co.

35 Arch Street :: :: :: Boston

noticeable increase in production. H. Frank Spurr, who has been opening up the New York State territory, will hereafter spend most of his time in sales promotion work in the New England field, making his headquarters here in Boston.

Brunswick Expansion

Wholesale Manager Fred E. Walter is planning to introduce the Brunswick into some new territory and in preparation for the big Fall demand for goods he may decide to sign up with several well-known dealers who have been anxious for some time to ally themselves with the Brunswick proposition. Goods for the most part have been coming along fairly well, but one car that had been sent out from Chicago some time ago was lost somewhere in Pennsylvania for a time and that interfered with both the wholesale and retail output. The latest issue of Brunswick records is taking well with the trade, and there are certain numbers that it is difficult to supply enough of to the trade.

C. A. Hewett with Cheney Forces

C. A. Hewett, who for some time was manager of the talking machine department of the Jordan, Marsh Co., is now associated with the Cheney and will shortly open Boston offices, from which he will operate through the New England territory. Burton Colver, sales manager for the Eastern territory for the Cheney, was lately in Boston conferring with Mr. Hewett.

To Handle Sonora Exclusively

Manager Joseph E. Burke, of the Musical Supply & Equipment Co., reports that his company has disposed of its Emerson franchise and hereafter it will confine itself to the Sonora proposition. The group of men to whom the Emerson franchise has been sold (they are not local persons it is understood) have leased a factory out at Framingham, where Emerson records will be pressed.

Mr. Burke has taken into the Musical Supply & Equipment Co. his brother, Thomas E. Burke, who is to be assistant sales manager. The first-named Mr. Burke has established his family at Allerton, Hull, for the Summer and much of the time Mr. Burke motors back and forth.

Important New Pathé Representatives

The Quality Furniture Co. at Brattleboro, Vt., and the Jackson Furniture Co. at Providence, R. I., are among the latest concerns to take on the Pathé line, having lately been signed up by Manager R. O. Ainslie. The demand for the Pathé in this territory is growing rapidly and extensive advertising in the daily papers, together with attractive window dis-

(*Continued on page* 88)

HORTON-GALLO-CREAMER CO.

NEW HAVEN CONNECTICUT

VICTOR SERVICE SPECIALISTS

Are you making the most of your opportunities as a VICTOR Retailer?

Perhaps we can help you solve a knotty problem.

Call on us at any time.

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

ON BED-ROCK

The Brunswick proposition wins dealers because of its permanence

Business men who analyze the times realize that the House of Brunswick has built upon a lasting foundation. That is the greatest inspiration for confidence.

Brunswick has a history of 75 years of successes. Its destiny is guided by some of the ablest executives in American industry. Its financial resources are unlimited.

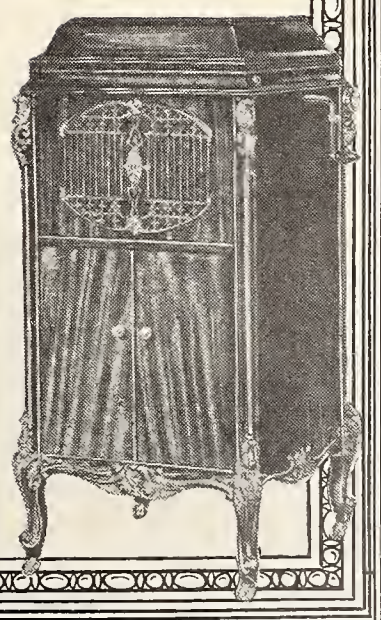
There is a vast momentum behind Brunswick Phonographs and Brunswick Records. These great musical advancements have won the public.

As one studies the advantages of a Brunswick franchise, its value grows. And men who analyze the situation see the constantly increasing momentum that insures an even greater future.

It's a wise business man who associates himself with a winner. Many of the wealthiest men in your community have progressed that way.

You can't understand the complete value of a Brunswick franchise until you take all facts into consideration. We invite Brunswick dealers and others to analyze the success of Brunswick and apply it to their own opportunities.

Then pure dollar and cents reasoning will prove the extreme high market value of a Brunswick dealership franchise.



KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHER

Steel Needles *Jewel Points* *Albums* *Record Brushes* *Khaki Covers*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

MICA DIAPHRAGMS

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - - MASS.

plays, are playing an important part in pushing these goods. S. D. Colahan, manager of the retail department, is building up his end of the business fast. E. B. Holmes, whom he has succeeded, plans to go into business for himself, it is understood.

Arthur Chamberlain's Summer Plans

Arthur Chamberlain, manager of the talking machine department of the Iver Johnson Co., has been able to get several week-end trips to his country home at New Found Lake, N. H., to which he motors up. He plans to take a more extended vacation some time in August.

Opens New Talking Machine Department

C. G. Faux, of the New England Piano & Phonograph Co., reports that the McGrath Department Store at Lawrence has opened up a talking machine department and the Empire and New England will be carried. Louis Cohen has been in Portland, Me., several times lately trying to find a suitable location in which to open up a department of the New England. R. C. Rose is spending much of his time in New Hampshire territory, where he finds a good call for the Empire and New England machines.

To Handle Musical Merchandise

The Hanover Music Store, located at 205 Hanover street, which is an exclusively Italian establishment, of which M. Rocci is manager, will hereafter carry general musical merchandise. It is having a good demand for the Empire and New England talking machines.

Attended Edison Convention

Francis White, manager of the talking machine department of the C. C. Harvey Co., and Carl Root, his assistant, are going over to the Edison convention in New York, July 8 and 9. They will be accompanied by Merrill Jones, manager of the talking machine department of the Harvey company's Brockton store, and Lawrence Barry, manager at the company's Lynn store.

Fitzgerald Expands Force

Billy Fitzgerald, who is forging ahead as a Victor retail distributor at his new quarters in the Studio Building in Tremont street, has now associated with him James A. White, an expert repair man, formerly with the Eastern Co., and Harry M. Renaud, who will be an outside traveling man. Mr. Fitzgerald lately received from Bath, Me., a handsome autographed photograph of De Gogorza, the famous baritone who has been singing for the Victor for a number of years.

A. C. Barg, wholesale manager of the Vocalion's Boston headquarters, is back from a visit over at the New York offices.

Attended Commencements

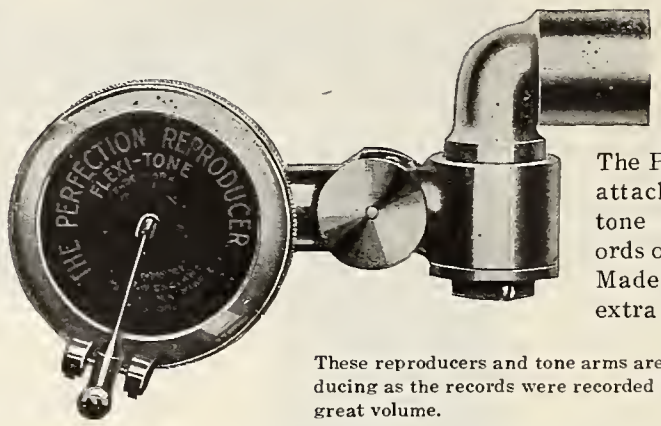
George Lincoln Parker, the Edison distributor in the Colonial Building, went down to Providence the latter part of June for the Brown commencement exercises. Mr. Parker, being an alumnus of Brown, has not missed a commencement of his alma mater since he was graduated.

R. O. Ainslie was another college man who had eagerly looked forward to enjoying his college commencement. Mr. Ainslie is a Williams man and so he took several days off from his

(Continued on page 90)

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.

COLORADO
Denver—Denver Dry Goods Co.

IOWA
Des Moines—Harger & Blish

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
New York—The Phonograph Corp. of Manhattan

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Lansing Khaki Moving Cover

For Delivering
TALKING MACHINES

Same quality as originally made. Heavy Felt Padding for Grade A; Specially prepared Clean Cotton Batt Padding for Grade B.
LANSING COVERS wear well and are cheapest in the long run. Use them for every delivery. They mean insurance against finger prints, scratches and bruises; save repair men's time, clerk service, and aid the delivery men.

No. 3 Carrying Strap Shown in Cut

Write for prices and descriptive catalogue

LANSING SALES COMPANY
Successors to E. H. LANSING
Manufacturers
Eliot and Warrenton Streets, BOSTON
San Francisco Representative: WALTER S. GRAY
942 Market Street
PHOENIX TRADING COMPANY
1265-69 Broadway, New York
H. A. Copeland Sales Co., Charlotte, N. C.

LONG QUALITY ADVERTISING TRADE MARK

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album

Standard of Quality to preserve the Records
See Display Ad in This Issue
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES
IN STOCK OR TO ORDER
"SOUND PROOF"
FRANK B. CURRY
72-74 Dedham St. Boston, Mass

Perfect Radiation
in
Ditson VICTOR Service

FROM THE HUB OF NEW ENGLAND to every down East city and town Ditson Victor Service moves smoothly and regularly. It forms a connecting link from the Victor factory that is complete and direct. It follows the machines and records through the dealer's store and into the home of the customer with an interest and helpfulness that is practical.

Service of the Ditson kind is now and will be most valuable to the dealer in the solving of stock and selling problems that are cropping up.

The house of Ditson does not hoard its experience, but passes it on for the benefit of its clientele. This is a fact worth remembering.

Right Service is Highly
Important Just Now

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Company
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 88)

duties at the Hallet & Davis warerooms, where he is the Pathé manager, and hied himself to Williamstown, where he had a time (almost) as good as a year ago.

Miss Clark Succeeds Herbert Lunt

Herbert Lunt, who has been in charge of the record department of the Vocalion, mentioned a short time ago as planning a trip to England, his home country, has already reached the other side. It is not impossible that he will remain over there provided he can connect with the Vocalion's London house.

Miss Minerva Clark has taken Mr. Lunt's place in the record department of the Vocalion. She has been with this house for some time.

A. M. Hume's Enjoyable Outing

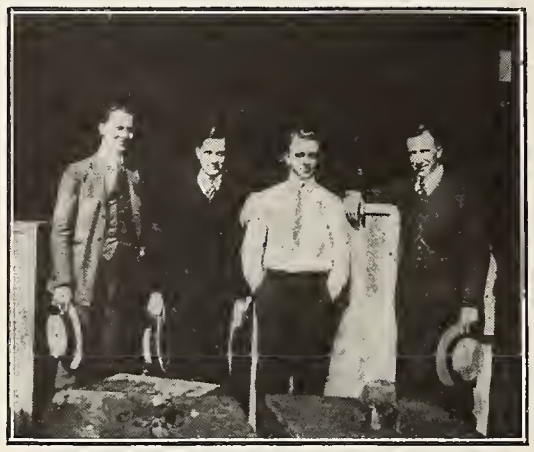
A. M. Hume, head of the A. M. Hume Music Co., which is an exclusive Victor store, took a week away from business early in June and enjoyed a trip along the St. Lawrence and the Saguenay rivers in Canada. Mr. Hume was accompanied by Mrs. Hume and both greatly enjoyed what is really a beautiful trip, as anyone can testify who has ever taken it.

SHIPPING VICTORS BY WATER

How Prominent Victor Jobbers of Boston Secured a Shipment of Talking Machines From the Victor Talking Machine Co. at Camden

Boston, Mass., July 5.—So great was the success of the experiment of bringing over a consignment of Victor goods direct from the Camden factory to this city by water that the Eastern Talking Machine Co. may decide to undertake a similar trip again. Many dealers have been interviewed as to their sentiments in the proposition, and there is a general unanimity of feeling that in view of the prevalent freight situation it would be a good thing to repeat it, especially as there was so little delay in getting the barge "Olive" into Boston.

The slight inconvenience that was experienced in transit was almost nil and the barge reached the Quincy Market Cold Storage warehouse wharf almost according to schedule. G. Hovey Dodge on



Happy Over the Victor Arrivals

From left to right—James Frye, Victor Representative for New England; Geo. Leim, Traffic Manager for Victor Co.; G. Hovey Dodge, Sales Manager for Eastern Co., and H. L. Sommerer of the Victor Purchasing Department.

his way down the harbor to his summer home late one afternoon, was the first to discover the barge in tow of the tug and he immediately sent the

Loading Victor Goods for Boston on Barge "Olive" at Camden Dock

joyous news of its arrival to all the interested parties,including Henry Winkelman of the Oliver Ditson Co. and Kenneth Reed and Robert Steinert of the Steinert house. The next morning all was made ready to receive the goods and it was not long after the barge was hitched alongside the wharf before the unloading was begun. Thanks to an admirable system worked out by Herbert

Barge Olive Leaving Camden Bound for Boston

Shoemaker and Hovey Dodge the goods were shipped immediately to the dealers who had guaranteed to take consignments so that the barge was minus its Victor freight in a pretty short space of time.

REMEMBER

"IF IT'S A PHONOGRAPH ACCESSORY OR REPAIR PART, WE HAVE IT."

Complete stock of

Needles, Motors, Tone Arms, Main Springs, Attachments, Repair Parts and other Accessories.

Prompt Deliveries *Fair Prices*

Send for our latest monthly Price List

Phonograph Supply Co.

of New England

COURT SQUARE BOSTON, MASS.

Cressey

and

Allen

Portland
Maine

Victor Distributors

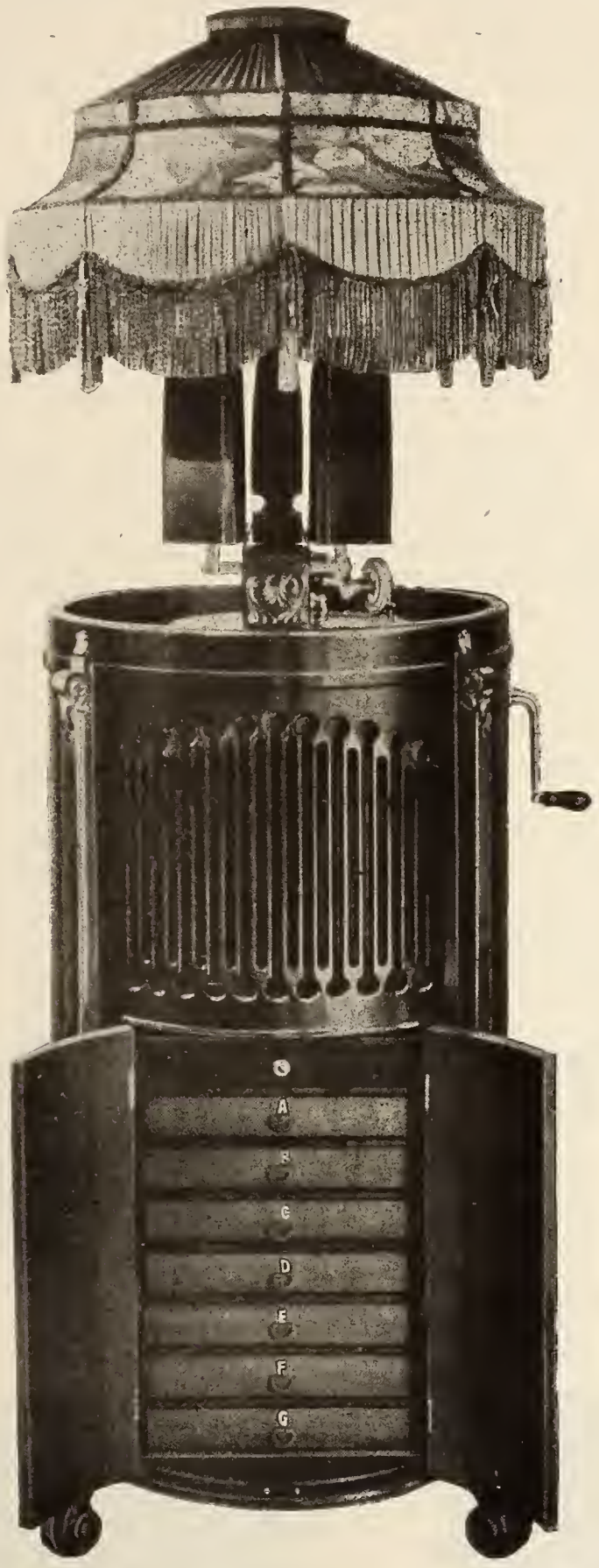
VICTOR DEALERS

IN

NEW ENGLAND

Territory will find Cressey & Allen Victor service exceptionally satisfactory.

We cover New England *thoroughly*, and aim to give Victor Dealers maximum service and co-operation.



Jobbers!

MODERNOLA production has been greatly increased. It makes possible an extension of our distribution plans. We are now in a position to place wholesale distributing agencies with concerns whose position in the trade justifies.

We will be pleased to hear from those previously interested in a Modernola jobbing proposition, as well as from others in a position to handle this individualized instrument.

The Modernola offers a wonderful opportunity for the right organization in every territory. Its appeal has proven irresistible—everywhere

Write Us—Today—Right Now

THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Representative, Geo. Seiffert

45 West 34th St., Monolith Bldg., New York **Greeley 2978-2291**

A strictly high-grade Phonograph—made in Richmond, Va.

Arietta
REG. U.S. PAT. OFF.
Sweetest Tone
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.
PHONOGRAPH

Special Advantages in Deliveries and Service to Dealers in Virginia, West Virginia, North Carolina and South Carolina

Announcing—the *Arietta Phonograph!*

THE opening trade announcement of the Arietta Phonograph finds a large proportion of the factory output for the next year already allotted to our dealers.

Many prominent dealers operating in the territory to which the Arietta's sale will be confined applied for agencies following an inspection of advance sample machines. It soon became apparent that the idea of a high-grade Phonograph made in Richmond, Va., with sales limited to nearby territory and facilities for prompt and regular deliveries was "just what the trade was waiting for."

Every preliminary step found such enthusiastic interest and support that we were forced to delay this opening announcement for months until we could make up all models in quantities to take care of initial orders and prepare for the flow of general orders sure to follow for fall delivery.

We are now ready to hear from interested dealers who desire full particulars about a strictly high-grade Phonograph that will compare most favorably—point for point—with the best machines now on the market.

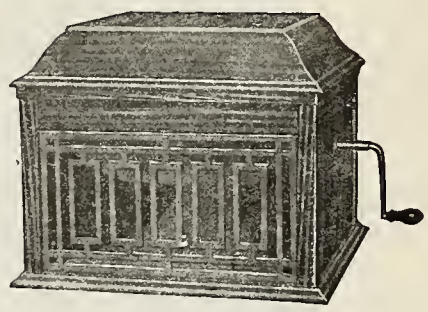
If you are located in our territory—Virginia, West Virginia, North Carolina and South Carolina—you will doubtless be interested in looking into the Arietta Phonograph. We advise immediate action as our first object shall be to take care of our dealers and we shall not assign new agencies beyond the point where dealer demand and factory output check one another.

Trade discounts will be very favorable.

Wholesale Distributors of Emerson Records

We are Exclusive Distributors of Emerson Records for Virginia, West Virginia, North Carolina and South Carolina

Rountree Corporation : Richmond, Va.



Arietta—Model 1

Order one or more Arietta Phonographs on Approval for Inspection

Arietta
Model II

Arietta
Model III

Arietta
Model IV

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., July 6.—The general condition of the talking machine industry in the Quaker City during the past month has been most satisfactory, and shows considerable gain as compared with the same period of last year, which by the way made an excellent record in the volume of business transacted. Machines have been coming through faster especially for the past two or three weeks, due no doubt to the transportation embargo, which has caused a certain congestion of machines among manufacturers in the East, who have been shipping to the jobbers who can be reached by auto truck. The regular embargo generally has militated against the shipment of machines from local jobbing houses to far-away points in the State which it was not possible to reach by auto trucks. This of course has been to the advantage of the local retailers who have been receiving more than their usual allotment.

P. G. Cummin in Charge at Columbia Co.

The most interesting recent piece of news in Philadelphia is the change in the management of the local Columbia Graphophone Co. In order to explain the change to the trade Robert Porter, field sales manager, under date of June 30, sent out the following letter:

"Effective July 1, 1920, Pearson G. Cummin, formerly with Smith, Kline & French, Philadelphia, has been appointed branch manager of the Philadelphia branch of the Columbia Graphophone Co., succeeding N. J. Wilcox, who has been transferred to San Francisco as branch manager. May we take this opportunity to thank you for your loyal co-operation and to assure you that the object of the Philadelphia branch under Mr. Cummin's administration will be to render a prompt, courteous and friendly service to all Columbia dealers. Mr. Cummin will visit you shortly, at which time we would suggest that you discuss Columbia and Columbia policies with him, in order that he can appreciate the individual problem of each Columbia dealer."

Dealer Service Men to Meet

On July 8, 9 and 10 there is going to be a meeting of the Dealer Service men of the Columbia at the local offices of the firm at Sixth and Filbert streets. H. L. Tuers, manager of the Dealer Service department, executive offices, New York, will be here to take charge and a number of executives will come over from New York to address the meeting. It is practically a merchandise conference of the Dealer Service managers.

Picnic of Columbia Forces a Success

On Wednesday, June 16, the Columbia manager and employes had their second annual picnic at Neshaminy Falls, and it was a howling success. It was given by the courtesy of the management who gave all employes a day off and Manager Wilcox provided the "eats" and the prizes. The committee in charge of the affair was headed by C. R. Dunlop. Mr. Callahan was the starter of the events, while Mr. Jennings, assistant manager, and Mr. Conoway were the judges.

At 8 o'clock in the morning of the day of the picnic the entire party, including Manager Wilcox, left the Columbia headquarters and arrived at the picnic grounds about 9:30, going by automobile. The track and field events were started at once. They were as follows. A one hundred yard dash for men, which was won by Reisenwitz; a marshmallow eating contest for ladies, which was won by Miss E. MacGowan; a backward 50-yard dash for men, won by J. J. Dougherty; an egg race for ladies, won by Miss E. Eisentrauger; an egg race for men, won by Joe Marron; a water race for ladies, won by Miss E. Taggert; a pushmobile race for men, won by Messrs. Jester and Duffy; a toeing-the-line for ladies, won by Mrs. Printz; a rescue race for men won by Messrs. Jester and Gordon and a boat race, one lady and one man, won by Mr. Gordon and Miss Quig.

The special event of the day was a three-legged race between the management and the sales force. The teams consisted of: (1) Messrs. Wilcox and Jennings; (2) Messrs. Thallmayer and Westervelt; (3) Messrs. Jester and Gregory; (4) Messrs. Woodford and Schreiner, and (5) Messrs. Sheppard and Connelly.

The winners were Messrs. Woodford and Schreiner, though Manager Wilcox and Assistant Manager Jennings only missed first place by a whisker. The prizes were a leather belt and a silver buckle. These were duly presented to the champion tripeds.

An exciting ball game was played between the sales force and the office force on one side and the stock room force on the other. The score was 6 to 4 in favor of the sales and office force. Their battery was Doherty, pitcher and "Dick," catcher; while the stock room team battery was pitcher, Reisenwitz, and catcher, Pollock.

Recent Visitors to the City

Manager Fred E. Mann and Mrs. Mann, from the Columbia Co.'s Boston branch, stopped in Philadelphia at the end of last week on their way home from the meetings of the Rotary Club which were held in Atlantic City. Field Sales Manager Robert Porter will be in Philadelphia for the month of July working with the new Columbia manager, R. G. Cum-

(Continued on page 96)

A trombone with a sense of humor

A TROMBONE with a funny bone. A xylophone with a college education. Kettle drums that know what Cleopatra looked like—and are trying to tell.

These are the little "finishing touches" that give personality to an Emerson Record, and make it something more than a mere mechanically correct rendition.

Emerson song hits and dance hits have the "something more" that makes them stick in people's minds.

Emerson dealers turn their stock quickly because Emerson hits are usually a couple of jumps ahead of competing records in getting before the public. And people have a weakness for the new hits while they ARE new.

Here are two of the "Hits" announced in The Saturday Evening Post of July 24th.

10192
So Long, Oolong, How Long You Gonna Be Gone?
Fox-Trot . . Green Brothers' Novelty Band

Yokohama
Japanese Fox-Trot — Knickerbocker Specialty Orchestra

10194
Jean
Fox-Trot . . . . . All Star Trio

Wild Flower
Waltz . . . . . All Star Trio

We are looking for additional dealers to handle the Emerson line in Eastern Pennsylvania, Southern Jersey, Delaware, and Washington, D. C. Write for details.

Emerson Records and Phonographs

Emerson Philadelphia Co.

Parkway Building

BROAD *and* CHERRY *Streets* -:- PHILADELPHIA, PA.

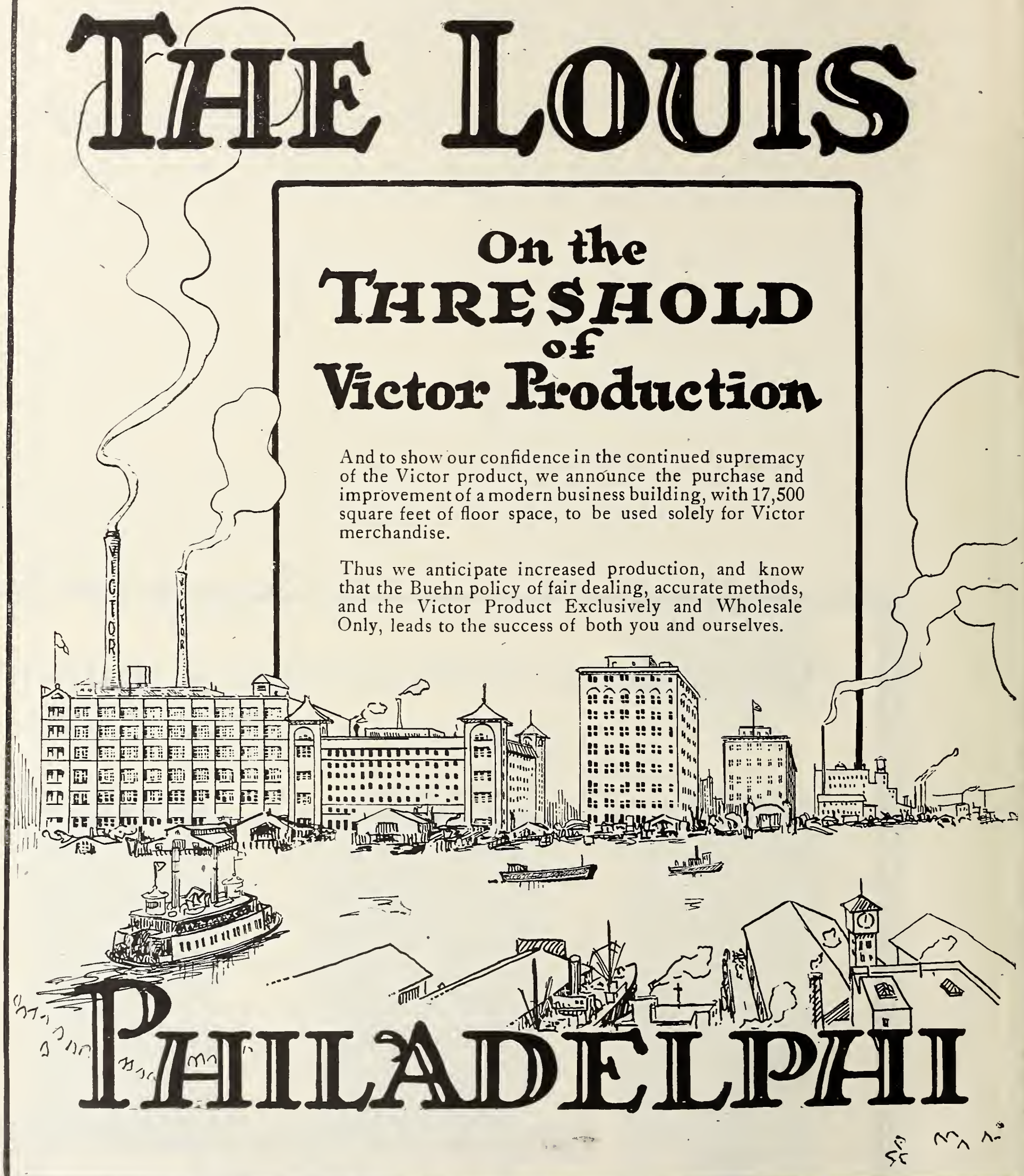
Distributors of EMERSON RECORDS

THE LOUIS

On the THRESHOLD of Victor Production

And to show our confidence in the continued supremacy of the Victor product, we announce the purchase and improvement of a modern business building, with 17,500 square feet of floor space, to be used solely for Victor merchandise.

Thus we anticipate increased production, and know that the Buehn policy of fair dealing, accurate methods, and the Victor Product Exclusively and Wholesale Only, leads to the success of both you and ourselves.



PHILADELPHIA

BUEHN Co

THE
LOUIS BUEHN
COMPANY
VICTOR WHOLESALERS
OF
PHILADELPHIA
LOUIS BUEHN Co
Victor
BRIGGS
T.M.I.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

mins. R. H. Woodford, who covers the Reading territory for the Columbia, has been home ill for the past two weeks. F. W. Zerker, president of the Regal Umbrella Co. of York, Pa., was a visitor here on Monday afternoon, on his way home from the Rotary Club meetings.

Business with the Columbia Co. in June was very gratifying. Assistant Manager Jennings says that the prospects for July look promising. "June has shown a substantial increase over the same month of last year," he says. Mrs. K. C. Wallace, private secretary to Mr. Jennings, leaves this week for a two weeks' vacation which she will spend at Wildwood.

Miss Mae Henderson of the Victrola department of Strawbridge & Clothier, is also away on her vacation at the present time.

Takes on the Sonora and Dusonto

The Cunningham Piano Co. has recently added to its talking machine department the Sonora and the Dusonto talking machines, which will be featured more than ever the coming season by the energetic sales force of the company's talking machine department.

To Move to Larger Quarters

The United Music Stores will shortly move to their new home at 619 Cherry street, where they will devote an entire floor to the exploiting of the Lyric talking machine records.

To Leave on Vacation

Herbert E. Blake, head of the firm of Blake & Burkart, will leave this week for a two weeks' vacation which he will spend among friends in his former homes near Rochester and Buffalo, N. Y. Mrs. McIlwain, head bookkeeper of the firm, will leave for her vacation at the end of this week.

Brunswick Activities

Manager Chew, the local representative of the Brunswick Co., reports that his business has been very good through June. Shipments are getting better, but the embargo at present is tying the company up on outside shipments. Mr. Chew states that within the next two weeks he will be able to announce several important new handlers of the Brunswick. An unusually large number of the Brunswick De Luxe machines are now being received and a fine display of these instruments is being made in their warerooms.

New Pathe Dealers

Among the recently new dealers in this territory to handle the Pathé are: Ogden Howard, of Wilmington, Del., and the Mundy Furniture Co., of the same city.

Attended Jobbers' Convention at Atlantic City

H. M. Miller and T. W. Barnhill, proprietors of the Penn Phonograph Co., accompanied by their wives, as well as a number of members of their sales force, are at Atlantic City this week attending the Convention of the Victor Talking Machine Jobbers. At the office it was reported that business in June was fair, so far as the jobbing business is concerned, but the dealers were able to dispose of all the machines and records they could get out. Owing to the shortage, dealers are now preparing to stock up on all available records and machines anticipating a very prosperous Fall business, which goes to show the confidence the trade has in the industry generally.

L. P. Brown, of the Penn sales force, will go away on his vacation on Saturday of this week.

Keeping Business Active in Summer

Walter E. Eckhardt, the Pathe Shop man, and one of the best-equipped men in the trade, commenting on the present condition of business, has this to say: "I blame the merchant if he finds his business dull. I am convinced in my own mind, and from my observations, that in spite of seasons, business is what the merchants make it. At a time when there is evidence of a quiet business, that is the proper time to put forth unusual efforts and compel business to continue, if you please, in a normal state, because the after-war conditions that we have just passed through were of an abnormal character.

"It is the old story, if you are willing to accept conditions as they occur, business naturally will not respond because there is no definite support. But there are so many different ways to stimulate and promote sales, any one of which, if adopted, means success, that I cannot help but feel that, as stated above, the merchant or department manager is the guardian of his own destiny and success.

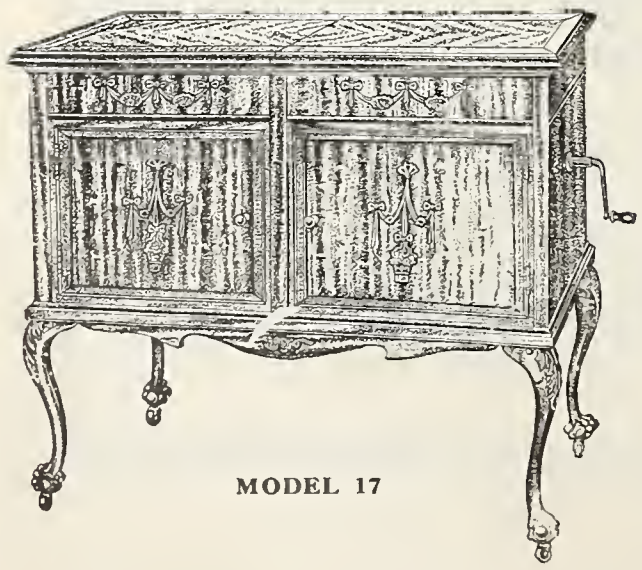
"While the sales potentiality in any given territory or city may not be as great during the Summer period as other parts of the year, the average quota of sales in this period may be usually maintained by redoubling efforts and expanding through the various channels at the merchant's command. It is, in my opinion, lamentable that so many firms and corporations are apparently satisfied to accept 10, 15 or 20 per cent of the potential sales possibilities of their sales institutions, and in this regard I have in mind a number of our large merchants whom it has been my good fortune to talk with during the past few months, who are surprised to learn, in comparison, that the sales of their phonograph department are not over 10 per cent in some cases of what they really are and could be.

"During a recent survey of a large establishment with the managing director, in one of the New England cities, it occurred to me that a considerable space of the house was utilized by the furniture department and upon inquiry I was advised that this department required 10 per cent of the total space of the house, although the sales of the furniture department amounted to only 3½ per cent, which figure

(Continued on page 98)

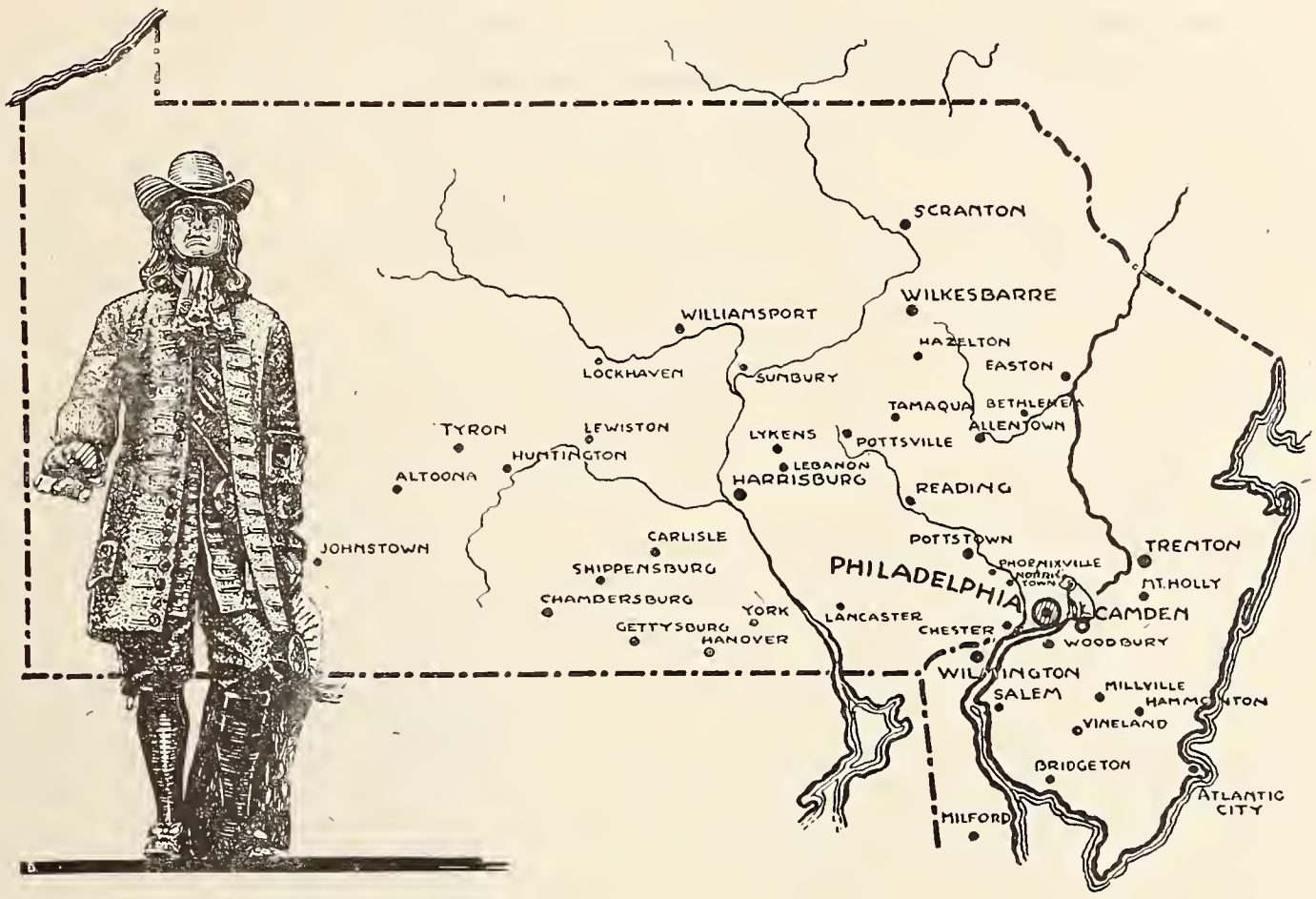
Established 1864
Manufacturers and Wholesale Distributors
WEYMANN
1108 Chestnut Street
Philadelphia, Pa.
VICTROLAS and VICTOR RECORDS
Q·R·S PLAYER ROLLS
WEYMANN "Keystone State" String Instruments and Accessories

THE BEST RESULTS
are obtained by Victor dealers concentrating their entire efforts on Victor Merchandise in the talking machine field.
For extra profits to the dealer, we heartily recommend the two entirely non-conflicting lines which we are also distributors of.
A player roll and a musical instrument department are both money-makers and yet the dealer remains an exclusive Victor retailer.
Send for catalogue


MODEL 17

NO LOST SALES
Guaranteed Immediate Deliveries
Service that Assures Sales & Profit
Write for Catalog
Vitanola Distributors Co.
1025 ARCH STREET PHILADELPHIA

The "PENN" has been on the talking machine map 22 years and has always stood for a square deal.



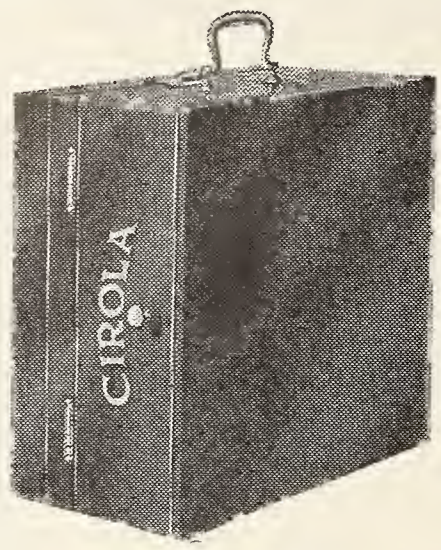
VICTOR SUPREMACY is firmly established and an era of still greater VICTOR prosperity is here.

Dealers in revising their policies to fit new conditions, have at their service the experience of the oldest Victor distributor in Philadelphia.

PENN PHONOGRAPH COMPANY

PHILADELPHIA

ESTABLISHED 1898 EXCLUSIVELY WHOLESALE



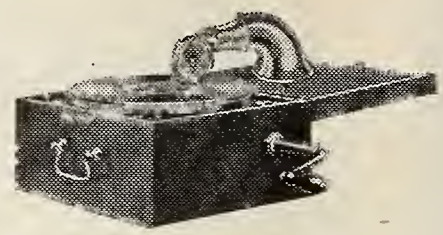
Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nickeled metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give $10,000.00 for any Cabinet Phonograph at $100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., *Inc.*
Distributors of the
CIROLA PHONOGRAPH

PROMPT DELIVERIES



203-04 Colonial Trust Bldg.
Phone Spruce 6340
PHILADELPHIA, PA.
U. S. A.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

was not a just return for the space occupied; whereas, by condensing the said department one-third of its space at least, it would afford sufficient room for the furniture department and return to the firm for the same space at least 7 per cent in the handling of phonographs.

"By this I mean to infer that many of our larger institutions are devoting considerably more space than necessary to a certain department, which could be condensed without any material effect on its sales, and afford all the space required for the maintaining of a creditable music section, which, if properly and carefully administered, would readily yield more than 3 to 5 per cent of the total business of any of our largest institutions.

"In the advancement of sales promotion for many years past I have never found a dull moment, irrespective of season, and have always found that the return fully justified every effort advanced, although it seems a little difficult at times, but the result is commensurate with the effort."

Buehn Business Shows Healthy Trend

Louis Buehn & Co. have been enjoying a much better business in June of this year than last. "The majority of our Victor dealers have exceeded," they say, "the business of a year ago owing to the fact that they were able to get double the amount of records and machines of June a year ago. As far as this organization is concerned our business is continuing in a good, steady, reliable way. Our dealers are still making calls upon us for Victrolas, and for records, and we are trying to satisfy these calls by equalizing our shipments to the best of our ability. As for the needs of our dealers in the Fall, we hope that the coming month will bring us sufficient shipments that we can, as near as possible, fill all demands upon us."

Among the recent Buehn visitors was Robert Shipley, representing the firm of Storm & Shipley, the well-known dealers of Frederick, Md.

Quaker City News Brieflets

S. Friedenberg, head of the Philadelphia Talking Machine Co., had very satisfactory business in June. Early in July he expects to open his new branch at the southeast corner of Seventh and Morris streets.

Joseph Freed, of Pittston, Pa., has purchased the account of Fitch & Lamb, and is remodeling the entire building. He will carry a full Victor line in connection with his jewelry business. Six Unico booths have been installed.

Victor Moore, of the Penn Phonograph sales force, will shortly go on his vacation to Island Heights, N. J.

Robert Troop, of the J. H. Troop Music Co., of Harrisburg, stopped on his way from Harrisburg to Ocean City, where he has taken his family for the Summer.

Herbert E. Blake, as well as three members of his sales force, will be in attendance at the convention in July of Edison dealers in New York.

Luke Moore, in charge of the Edison talking machine department at the store of N. Stetson & Co., has been able to resume his duties after an absence of three weeks due to illness.

Paul Winner Again in Civilian Harness

Paul Winner, of F. A. Winner & Son, of Altoona, Pa., extensive Victor dealers in that city, and who has seen much government service abroad, recently returned home and has assumed his old position.

New Building for Porch Brothers

Porch Brothers, of Johnstown, Pa., have purchased a new building at a cost of about $150,000 and are planning a very handsome and up-to-date Victrola department.

Dorney Co. Moves Its Department

The Dorney Furniture Co., of Allentown, Pa., exclusive Brunswick dealers in that city, has, owing to the great demand for Brunswick machines and records, moved its department from the third to the first floor and has placed an order with the Unit Construction Co. for a number of new booths and record racks.

Making Extensive Alterations

Hayes Harmon, of Chambersburg, Pa., and George J. Palmer, of West Chester, Pa., are making extensive alterations in their stores.

New Emerson Dealers Appointed

The Emerson Philadelphia Co. has just received its first shipment of the new Emerson phonographs. They are beauties in every sense of the word, and Mr. Fox believes he is going to have a very large business on these machines from the orders already in hand. Three new Emerson dealers have just been appointed in this territory: P. Dunham & Co., of Trenton, N. J.; the Diehl Furniture Co., of Palmerton, Pa.; and the West Hazleton Supply Co., of West Hazleton, Pa. The latter firm has just had an opening. Mr. Fox is arranging to make a complete trip covering his entire territory. No definite decision has as yet been made on the new home of the Emerson Philadelphia Co.

Urges Early Buying of Stock for Winter

John A. Scott, the high-light of the Solotone Mfg. Co., reports that business has been very good, and he is very optimistic as to the future. This is shown in the fact that the company is working all its factories to the limit and is getting out as big a stock as possible. It is also engaging as much store room as is available. Anticipating the bad transportation problems that are likely to be encountered this Fall. Mr. Scott says the company is urging its dealers to lay in its Winter stock as soon as possible. He does not believe, at least for the next two years, that there is going to be any material reduction in the cost of machines, in labor or in materials used in construction.

Operaphone RECORDS

PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

LYRIC RECORDS
The Lyric records are lateral cut and will play on any machine.
New issues August 1st, 1920.
Write for catalogs and discounts
UNITED MUSIC STORES
1124 Walnut St., Philadelphia, Pa.
Exclusive Philadelphia Jobbers of
LYRIC RECORDS
CONNORIZED MUSIC ROLLS
PIANOSTYLE MUSIC ROLLS

MOTORS—TONE ARMS
We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.
Send for catalog, enclosing trade card
EVERYBODY'S TALKING MACH. CO.
Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

THE NEEDLE OF QUALITY

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

DEAN NEEDLES

We manufacture the famous Dean Needles—Quality—Puritone, Cleartone, Truetone are known all over the world.

We can make you an attractive needle proposition. Have you ever tested our gold or silver plated Needles?

Write for Information.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

ATLANTA TRADE CONDITIONS GOOD

Dealers All Declare Business Is Steady and Shipments Are Coming Through—Columbia and Brunswick Lines Taken On—New Store Opened by Phillips & Crew Co. in Savannah

Atlanta, Ga., July 6.—Conditions in the trade in this city during June have been satisfactory. Several changes and additions in stores have been made and the talking machine business is constantly broadening and enlarging.

The Zaban Furniture Co., former Columbia dealer, has qualified as a Brunswick dealer and has installed the complete line of Brunswick phonographs and records. E. E. Thornton, formerly Columbia traveler in Tennessee and Alabama and for many years identified locally with some of the largest talking machine stores, is the manager of this department and reports a large business and enthusiastic reception for the Brunswick line.

The Myers-Miller Furniture Co. has taken on the Columbia line and installed an up-to-date phonograph department. Miss Lila Gordon, formerly in the Columbia department of the Haverty Furniture Co., this city, is in charge.

The Phillips & Crew Piano Co., the oldest Victor dealer in Georgia, of whom it was recently announced in these columns that they had opened a store in Savannah, Ga., continues to do an excellent business in both the Atlanta and Savannah stores. Victor product seems to be coming through in larger volume than for a long time and this concern with others is sharing in the benefits afforded by a better supply.

The Columbia, Victor, Edison, Sonora, Pathé and Brunswick distributors or branches all report a large and constantly increasing volume of business.

The Haverty Furniture Co. has recently concentrated all its energies on the Columbia Grafonola and Columbia records, has remodeled and enlarged the record and hearing rooms and is using larger advertising space on this old and popular line than has ever been taken in the local papers before. Their business in Birmingham, Ala.; Savannah, Ga.; Columbia and Charleston, S. C., and in certain Texas cities, also Memphis, Tenn., is reported as flourishing and growing. A recent issue of the Memphis Sunday Commercial-Appeal carried a full-page advertisement on the Columbia line.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

PATHE DEALERS MEET IN OMAHA

Large Gathering Convene as Guests of Wright & Wilhelmy—Interesting Addresses Made—May Decide to Form Permanent Association

Omaha, Neb., July 10.—A large attendance of Pathé dealers in this State was reported at the first annual Pathé Dealers' Convention held at the headquarters of Wright & Wilhelmy Co., Pathé distributors, of this city, on July 9-10. An address of welcome was given by J. David Larson, commissioner of the Omaha Chamber of Commerce. Inspiring addresses were made by James Watters, secretary, and H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who journeyed from Pathé headquarters in Brooklyn to attend this "get-together" meeting. Entertainment was furnished by two celebrated Pathé artists, Marion Cox and Lewis James. At the close of the session opportunity was given to all dealers to give the expression of their views on the various daily problems that arise. As additional entertainment the Wright & Wilhelmy Co. planned a Matinee orpheum party for the ladies and all delegates journeyed to Krug practically at night. As the outcome of this convention it is expected that the Pathé Dealers' Association will shortly be formed in this section of the country.

NEW QUARTERS FOR SHARMAT & SON

R. B. Henry Joins Organization to Sell Vitanolas and Lyric Records

Boston, Mass., July 6.—S. W. Sharmat & Son, at 5 Bromfield street, have been so successful in marketing the Vitanola and the Lyric records that they have been obliged to secure larger quarters and the last of June they moved to quarters four times as large as those now occupied on the floor below in the same building. R. B. Henry, formerly sales engineer of another talking machine concern, has associated himself with the Sharmat interests.

HELD FOR FALSE REPRESENTATION

Raymond L. O'Neil and his wife, Liana Rose O'Neil, who, according to Federal officials, were until recently selling talking machines and records on Broadway, near Forty-second street, as the Associated Music Publishers of New York, were held in $3,750 bail each in the Federal Court on June 28 on an indictment charging use of the mails to defraud buyers. Assistant United States Attorney Simmons says they falsely represented they were authorized agents for standard types of talking machines.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 200 Fifth Avenue, N. Y.

DECALCOMANIA

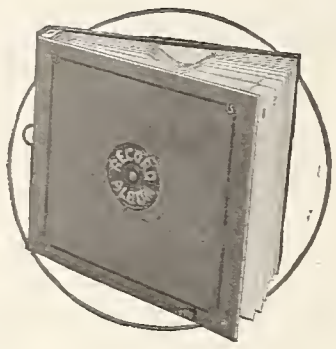
Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.



The Home of
PEERLESS ALBUMS

22,000 square feet devoted solely to the manufacture of PEERLESS ALBUMS

Standard Grade

Peerless Metal Back

THIS plant represents the most modern and completely equipped Album Factory on the continent.

The product of the organization—Peerless Albums—is in keeping with the high standard set by the foremost talking machine company in the world.

From this plant 90% of the Victor distributors in the United States secure their supply of record albums. If you are of the remaining 10% we would like to quote you.

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleecker Street NEW YORK CITY

National Association of Talking Machine Jobbers Holds Convention

Fourteenth Annual Gathering of Victor Jobbers Held at Hotel Traymore, Atlantic City, June 28-29 Best Attended Meeting in History of Organization—President Eldridge R. Johnson Electrifies Banqueters With Masterful Address—Spirit of Optimism and Confidence Rules—L. C. Wiswell Elected President

ATLANTIC CITY, N. J., July 1.—The annual convention of the National Association of Talking Machine Jobbers, held at the Hotel Traymore on Monday and Tuesday of this week, was without question the largest and most successful gathering of that organization ever held and the strictly constructive results of the various business conferences were well worthy of the interest taken in the meetings.

The presence at the convention for the first time of Eldridge R. Johnson, president of the Victor Co., and the opportunity it gave the jobbers to get in close touch with this prominent figure of the talking machine trade, as well as with many other Victor officials and department heads who attended, was a feature that was greatly appreciated and the delegates went away with a new conception of the mighty brain that directs the destinies of the Victor organization.

Throughout the convention there was a distinct tendency to build for the future and let the past take care of itself. The reports and discussions in practically every instance had to do with ways and means for merchandising Victor products most efficiently during the coming year and were constructive in the fullest sense.

The messages brought from the Victor factory by officials and department heads, indicative of the steady progress that is being made in developing the facilities and increasing the output of Victor goods, proved particularly encouraging to the jobbers who attended the meetings. It gave many of them a new conception of what was being accomplished for their benefit at the factory.

The convention attracted practically 100 per cent of the entire Association membership, a number of the delegates arriving a week or more in advance of the session in order to attend the big international Rotary Convention and the meetings of the several music trade bodies held last Friday and Saturday, or simply to enjoy a little longer vacation at the seashore.

Incidentally, it may be mentioned that the jobbers did not confine their attention wholly to purely trade matters, but displayed a real interest in national questions calculated to affect business generally. The action taken on the two important referenda governing labor conditions, as submitted by the Chamber of Commerce of the United States, of which body the Association is a member, indicated plainly its wide interest in questions of moment.

President Mickel's Report

President Mickel in his report said: "This is the fourteenth convention of the National Association and for the first time in the history of this organization every jobber of Victor products in the United States is a member. This should be very gratifying to us and a fact on which we can be congratulated.

"During the past year two executive committee meetings have been held, the first one November 18-19, 1919, at which meeting matters that had been referred to the committee at the previous annual meeting in July were taken up.

"Our second executive meeting was an open meeting, one with which you are all familiar and which, perhaps, was the most successful and enthusiastic meeting ever held by this committee. This was along educational lines and of very practical benefit to everyone in it. The first day's session was held in Chicago March 22 and the second session in New York on the 24th of March. At the close of these meetings an executive committee meeting was held at Philadelphia.

"I strongly recommend that an open executive meeting be held each year, one in the West and one in the East.

"We are facing the most important period of our history as an organization. With fewer distributors, with larger increased production and stronger competition we must determine among ourselves that we will make the National Association of Talking Machine Jobbers the strongest sales organization, individually and collectively, that is in this country for the marketing of any line of talking machines.

"We have the brains, industry, energy, experience and initiative necessary and we must bring them to bear on our problems. I again

Geo. E. Mickel

reiterate that we need closer and more friendly co-operation among ourselves.

"Some of our members may have larger vision than others—then let the others see it. Some may be better advertisers; if so, give us the tip—some better merchandisers, and if so put us wise. We must assume the responsibility of leadership in our different communities in the talking machine line.

"Every member of this organization is held responsible for the success and stability of his own business, but it is not enough for us to think only of the present. The man among us to-day who does not look to the future with every confidence in himself and the Victor line is not only standing still, but is falling behind. We must get the vision of the possibilities in our line. Let us be always alert to every opportunity to advance Victor representation. Let us strengthen our own organization wherever possible, for it was never so necessary as it is to-day for us to have active and efficient organizations. We should keep before us continually the purpose of inspiring the dealers with a larger conception and a keener appreciation of Victor goods. Let us have but one yardstick on our action, 'Is this best for Victor representation?'"

Officers of the National Association of Talking Machine Jobbers for 1920-1921

President, Lester C. Wiswell
Vice-president, Louis Buehn
Secretary, A. A. Trostler
Treasurer, W. H. Reynalds

Report of the Secretary

The next report was that of the secretary, A. A. Trostler, who covered the activities of his department during the past year in a careful and complete manner. The report in full follows:

"Your secretary takes pleasure in giving you a résumé of the work done in this office during the past year. There has been nothing of importance to take up with our members the past year. The little that has been necessary you received written reports on. You obtained in person all information and activities of your executive committee when you attended either the Chicago or New York open executive meetings this last Spring, and while on this subject I want to say that 98 per cent of our membership was represented at the combined meetings.

"During the past twelve months we lost the membership of Collister & Sayle, Cleveland, O., which was absorbed by the Cleveland Talking Machine Co. We lost the membership of A. Hospe & Co., of Omaha, Neb., which was absorbed by Ross P. Curtice Co., at Lincoln, and who have moved their jobbing plant from Lincoln to Omaha, Neb. This reduces our membership two members, but we added the American Phonograph Co., Burlington, Vt., and the Ohio Talking Machine Co., Cincinnati, O., making our membership to-day seventy-three parent houses for full membership and seven branch houses for branch memberships. Total membership, eighty.

"It is indeed gratifying to report to you that we have no delinquent members in our Association. All dues have been paid to August, 1920.

"At this particular time I want to ask the members of this Association to stand for a minute with bowed heads in respect for our lost members, M. G. Price, of Newark, N. J., and O. K. Houck, of Memphis, Tenn. It was indeed a grievous duty for your secretary to convey to the families of these members our profound sorrow in their bereavement.

"You have all been advised of the new appointments at the Victor Talking Machine Co., Sales Manager J. S. Macdonald and Assistant Sales Manager Edward J. Dingley, to whom this office sent our congratulations and our earnest support at all times.

"I have kept in close touch with the factory so that should anything of importance come up I would then be in position to advise our members. I have found this: That the Victor Co. are not leaving a stone unturned to bring their plants to capacity production, and while on this subject I desire to call your attention to a statement made at the convention in 1919 in which we were told the necessity of doing extra sales work because of the increased production that the Victor Co. would have last Fall. In turn, I want to say that we are nearer to this tremendous production to-day than we were twelve months ago. I mean by this that we will have Victor goods this Fall, not all that you or your dealers can sell, but more than we ever had before, and it is up to us to put forth our right foot in the right direction along educational and sales lines because we must be awake to the situation of a larger output from now on, so

(*Continued on page* 102)

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 101)

Attendants at the General Convention of the National Association of Talking Machine

this thing of simply marking Victor goods with your dealer's name and shipping, is nearly a thing of the past, because the Victor Co. are going to give us Victor goods.

"Your executive committee has held three meetings as follows: November, 1919; March, 1920, and June, 1920.

"Your Association has been asked by the Chamber of Commerce of the United States to vote on two referendums, No. 29, which was answered in the affirmative, and No. 30, which was answered in the negative.

"Now that your secretary's duties are at a close, I wish to take this opportunity to thank each and every one of you for the wonderful support you have extended to me during my administration as secretary of this Association, and I want to assure you that I consider it a great honor to have been elected to this office. I have kept your president advised on all subjects pertinent to our Association and he in turn has kept me advised on matters pertaining to my office."

Excellent Financial Report

The treasurer's report, presented by W. H. Reynalds, covered the financial affairs of the Association and showed that the organization was in a healthy financial condition.

Legislative Committee's Report

J. Newcomb Blackman, as chairman of the legislative committee, gave an important and interesting report covering the many legal affairs of the Association during the past year. The report was as follows:

"As is usual, there has been considerable development along legislative and judicial lines affecting our industry since our convention a year ago. At that time the subject of greatest importance was the then recent decision by the United States Supreme Court in the well-known Colgate case. By this decision the right to refuse to sell was sustained and the Association's counsel, Gilbert H. Montague, rendered a very valuable opinion in which he interpreted its meaning for our purposes.

"Perhaps I may safely say that we have been winning in the courts and have paved the way steadily for legislation that will either give or restore to us rights which we claim the manu-

Robert Steinert, Herbert Shoemaker, Mr. and Mrs. Kenneth Reed

facturer, wholesaler and dealer in honest merchandise and methods is entitled to. However, until such time as pending decisions more clearly define our right, obligations and restrictions the law of common sense and good business judgment used by each of us individually, backed with the courage of conviction, will be the only safe course for us to pursue.

"We are fortunate in having on the legal staff

J. Newcomb Blackman

of the Victor Talking Machine Co. to-day the very best counsel obtainable. Under the guidance of such men as ex-Supreme Court Justice, Hon. Chas. E. Hughes, and ex-Assistant Attorney General, Hon. James M. Beck, we should feel secure. Then we have our own able and well-known counsel, Gilbert H. Montague.

"As practically our entire membership was represented and heard Mr. Montague talk at our meetings in New York and Chicago in March, I hope it will be unnecessary for me to emphasize the value of his counsel and advice to our membership.

"My regret will be shared by all, I am sure, at his inability to be present, as expected, to address us in convention. However, his report, entrusted to me to read, should have the most careful consideration and not only be absorbed but retained in our minds and govern us in our daily business.

"My position as a member of the executive committee of the American Fair Trade League enables me to say that under the advice of the League's counsel, Hon. Jos. E. Davies, former chairman of the Federal Trade Commission, nothing will be overlooked that will insure the eventual passing of the Stephens bill, or some similar legislation which will make less neces-

A New England Group

sary decisions of the court favorable to our cause.

"We should not be discouraged, for it takes time and hard effort to accomplish anything worth while. The outlook is very bright and I am sure your executive committee will be fully competent to carry on our activities and will realize the importance of stimulating rather than diminishing our activities along legislative and legal lines.

"Concluding, I wish to assure the general membership and particularly your officers and executive committee of my full appreciation of the hearty support I have received as chairman of the legislative committee.

"The responsibility of every member and the way we meet it will not only affect our own

Left to right: W. M. Evans, F. W. Schwoebel Thos. F. Green, Lloyd Spencer, Sam Fox and W. G. Garlan

Chas. Womeldorff, Toledo Talking Machine Co.; R. H. Morris, American Talking Machine Co.; C. L. Price, Ormes, Inc.; E. C. Gallo, Horton-Gallo-Creamer Co.

Jobbers, Held at the Hotel Traymore, Atlantic City, N. J., June 28 to 29, 1920

standing and good will, but reflect credit or otherwise to our entire organization, as well as

Dan A. Creed, Joseph C. Roush, Arthur A. Trostler and Thomas Towell

the dealers with whom we should be a guiding force by example.

"In this respect, my message in the form of a full-page announcement appearing in the next issues of the trade papers will further emphasize my convictions."

Reports of Other Committees

The arrangements committee, consisting of L. C. Wiswell, chairman; H. Goldsmith, H. Miller, C. K. Bennett and C. L. Price, reported on the work done to make the various functions of the convention go off smoothly and was warmly complimented on its good work.

The press committee in its report expressed its appreciation of the work of the trade papers in

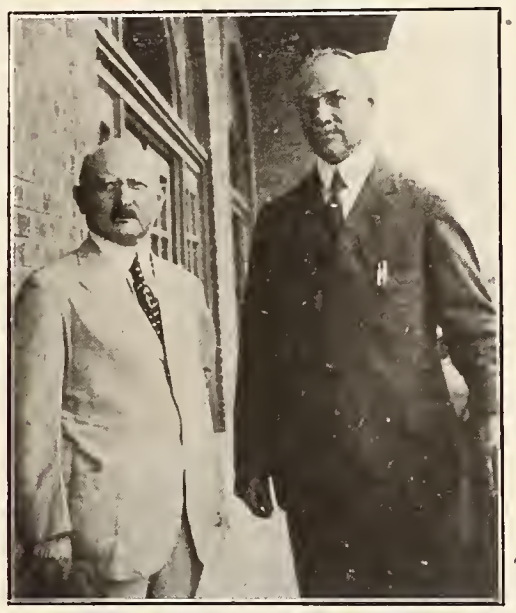
Left to Right: O. L. Neal, Buffalo Talking Machine Co.; Emil Blout; H. T. Barnhill, Penn Phonograph Co.; Lester Burchfield, Sanger Bros.

giving publicity to the doings of the Association during the year.

Memorial Resolutions Adopted

The committee on resolutions, composed of French Nestor, George Stewart and J. F. Bowers, presented a resolution on the death of Oliver Kershner Houck of Memphis, Tenn., which was unanimously adopted. The resolution was as follows:

"Oliver Kershner Houck, good friend, good son, good citizen, is no more. He passed away on May 30 last at his home in the city of Memphis, Tenn., in the season he loved most, the season of sunshine, music and flowers, the one which gave him relief from the cruel malady which afflicted him and against which he struggled for so many painful years. Our organization has lost a staunch member and supporter and meet it is we set it down that the world is poorer by his loss. The National Association of Talking Machine Jobbers in annual convention assembled at Atlantic City, N. J., places itself on record as tendering to his stricken family and business associates of a lifetime its sincere and heartfelt sympathy in their bereave-



H. T. Barnhill H. F. Miller

The Men Who Put the Penn Dog on the Map

ment and direct that this minute to his memory be spread upon its records and a copy suitably prepared sent to the mourning family of our loved and lamented comrade. After life's fitful fever he sleeps well."

A further resolution in memory of M. G. Price was adopted and read as follows: "In the death of M. G. Price, an old and tried member of this body, the National Association of Talking Machine Jobbers has lost a valued friend and associate and deeply mourns his loss. We extend to his loved ones and his business associates

Roy Marshall and Geo. H. Bliss

our deep and heartfelt sympathy in their bereavement and direct that this minute of appreciation and respect for his memory be spread upon our records and a copy sent to his mourning family."

Endorse Important Labor Referenda

During the course of the afternoon the Association went on record as endorsing unanimous-

Mr. and Mrs. W. C. DeForeest and Mr. and Mrs. C. M. Andrews

ly Referendum No. 31 sent out by the Chamber of Commerce of the United States of America, on the report of the Committee on Industrial Relations regarding employment relations, favoring, among other things, the open shop, the subjection of both employers' and employes' associations to legal authority and making other important recommendations relative to the relationship of employers and employes, including means for the adjustment of employment re-

L. C. Wiswell and Miss Wiswell

lations and a settlement of industrial disputes.

The Referendum condemns organizations of Government employes, national, State and municipal, as opposed to community welfare, and states: "In public service activities the public interest and well-being must be the paramount and controlling consideration. The power of regulation and protection exercised by the State over the corporation should properly extend to the employes in so far as they be necessary to assure the adequate, continuous and unimpaired operation of public utility service."

The Association also endorsed Referendum No. 32 on the report of the special committee on public utilities concerning the regulation of employment relations to public service corporations and reading:

1. That strikes by employes of all public service corporations, performing public services, essential to the lives, health, security, comfort

(*Continued on page* 105)

To the Users of Varnish Dry Kilns—Please Take Notice:

THE introduction of the Grosvenor Process of drying varnish and other siccative coatings by subjecting them to heat and moisture in certain balanced relations has revolutionized this phase of the industry during the last ten years.

The owners of the basic patent (Grosvenor Patent—No. 1,186,477) were the pioneers in the application of this process and in the development of apparatus to make these applications practicable.

Notwithstanding the well-established prior right and ownership of the basic patent, infringing apparatus making use of this Process is still being offered to the trade.

The undersigned has always sought to palliate these evils by amicable and fair adjustment and its record is substantial proof of its reluctance to subject purchasers of infringing apparatus to embarrassment and financial loss.

Where, however, it is impossible to estop the manufacture and sale of infringing apparatus which may be used in carrying out this Process by direct recourse to the manufacturers and sellers thereof, the only course left is for us to bring suit for recovery of damages against the users of the infringing apparatus.

We therefore most respectfully warn the trade against purchasing and using varnish drying equipment not licensed under the Grosvenor Patent—the user thereof is liable not only for the comparatively small value of the equipment, but also for the profits accruing from the use thereof, for the recovery of which we shall vigorously prosecute all offenders against our business and that of our licensees.

Full information regarding the Grosvenor Patent and arrangements for licensing will be furnished upon request.

THE equipment manufactured by Drying Systems, Inc., and A. S. Nichols Company, sole licensees under the Grosvenor Patent, is the result of highly specialized knowledge, careful experimentation and years of development.

Eliminate entirely the hazards which always accompany the use of makeshift, improvised drying equipment.

Install our equipment—speed production and guarantee quality and appearance of finish through absolute control of heat and moisture within the drying room, no matter what these conditions may be outside.

WENBORNE-KARPEN DRYER CO.
(Patent Department)
1212 Tribune Building Chicago, Illinois

Sole Licensees under the Grosvenor Process Patent:

DRYING SYSTEMS, Inc.
(Western Territory)
11 So. Desplaines St., Chicago, Ill.

A. S. NICHOLS CO.
(Eastern Territory)
Aeolian Hall, New York, N. Y.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 103)

and well-being of the people, should by law be prohibited, and

2. That suitable tribunals should be created by law to adjudicate the differences between the employes of public service corporations and their employers, and that the decisions of such tribunals should be final and binding upon both parties.

The New Officers Elected

A feature of the Monday afternoon session was the election of new officers and members

A. A. Trostler, Secretary

of the executive committee of the Association to serve for the coming year, the result being as follows:

President—Lester C. Wiswell, Lyon & Healy, Chicago, Ill.

Vice-president—Louis Buehn, the Louis Buehn Co., Philadelphia, Pa.

Secretary—Arthur A. Trostler, Schmelzer Arms Co., Kansas City, Mo.

Treasurer—W. H. Reynalds, Reynalds Music House, Mobile, Ala.

The following were elected members of the executive committee: Frank Davison, Perry B. Whitsit Co., Columbus, O.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; Joseph C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Louis Buehn, Louis Buehn Co., Philadelphia; L. C. Wiswell, Lyon & Healy, Chicago; Arthur A. Trostler, Schmelzer Arms Co., Kansas City; Thomas F. Green, Silas E. Pearsall Co., New York; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; George E. Mickel, Mickel Bros. Co., Omaha, Neb.; Dan A. Creed, Chicago Talking Machine Co., Chicago; Charles K. Bennett, Eclipse Musical Co., Cleveland; W. H. Reynalds, Reynalds Music House, Mobile, Ala.; Henry A. Winkelman, Oliver Ditson Co., Boston, Mass.; Lester Burchfield, Sanger Bros., Dallas, Tex.; Fred H. Putnam, Putnam-Page Co., Peoria, Ill.

Reception to Victor Co. Officials

Monday evening was given over to an affair unique in association history, namely, a reception and dinner dance tendered to the officers and directors of the Victor Talking Machine Co. by the Jobbers' Association, in the Submarine Grill of the Traymore, which proved very successful and delightful in every particular. The entire Submarine Grill had been reserved for the

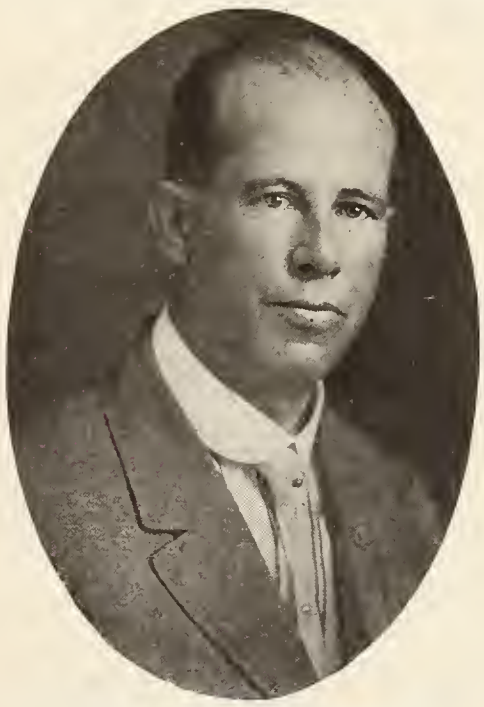
Louis Buehn, Vice-president

party and after an elaborate supper the Traymore orchestra furnished music for dancing. The Victor Co. officials who attended the reception, in company with their families, were: E. R. Johnson, president; C. K. Haddon, vice-president; B. G. Royal, vice-president; W. J. Staats, treasurer; A. W. Atkinson, director power, building and construction; R. L. Freeman, director of distribution; C. G. Child, director of recording; E. E. Shumaker, general purchasing agent; L. F. Geissler; E. K. MacEwan, secretary; Walter H. Hunt, assistant secretary; E. H. Haines, assistant secretary; F. B. Middleton, Jr., assistant treasurer, and G. W. Jaggers, assistant treasurer, and a number of others.

L. C. Wiswell, President

Important Business at Sessions on Tuesday

The session held Tuesday morning was devoted entirely to addresses by Gilbert H. Mon-



Wm. H. Reynalds, Treasurer

tague, counsel for the Association, and Richard B. Aldcroftt, president of the Music Industries Chamber of Commerce. Mr. Montague, unfortunately, was unable to be present in person, but his address was read by J. Newcomb Blackman, chairman of the Legislative Committee. Mr. Montague, as is his wont, reviewed the developments in the legal and legislative fields as they affect the talking machine trade and particularly the members of the Jobbers' Association since the last session of that organization. He offered a clear presentation of the facts as they existed that served to clear up a number of questions of a legal nature.

Aldcroftt Tells of Chamber of Commerce

In his address Mr. Aldcroftt took occasion to call attention to the change of attitude between piano and talking machine dealers and the closer relationship that has sprung up between the several divisions of the music industry and which has been developed most strongly through the medium of the Music Industries Chamber of Commerce, of which the National Association of Talking Machine Jobbers and the Victor Talking Machine Co. are members. He particularly emphasized the objects of the Cham-

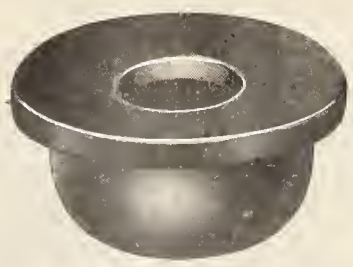
(Continued on page 106)

CAN WE DELIVER?

We showed the man from Missouri — where do you live? -:- Ask your stock man how many needle-cups and covers you need for the next six months — then tell us

Nickel——Brass

CONTINUOUS HINGES
NEEDLE RESTS



Gold——Silver

AUTOMATIC SUPPORTS
AUTOMATIC STOPS

WEBER-KNAPP CO.

OUR CATALOGUES WERE PRINTED FOR YOU

Jamestown, N. Y.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 105)

ber as set forth in the constitution, which declares that one of its functions is "to foster and promote the development of music and the interests of those engaged in any business, etc., pertaining to music; to reform abuses relative thereto; to secure freedom to its members from unjust and unlawful actions; to settle differences between its members."

Mr. Aldcroftt told of the big number of organizations now affiliated with the Chamber and representative of every division of the music industry and declared that the promotion of music and of the industry was a matter of common interest to all concerned. He emphasized the fact that of the twenty-one members of the board of directors of the Chamber four are directly associated with the talking machine trade.

In closing his address Mr. Aldcroftt dwelt upon the functions of the National Bureau for the Advancement of Music, what had already been accomplished by that Bureau and what was planned for the future and bespoke the support of the talking machine men for the music advancement campaign.

Tuesday Afternoon Session

The Tuesday afternoon session was given over to various officials and department heads of the Victor Talking Machine Co. Among those present were: Ralph L. Freeman, director of distribution; J. S. Macdonald, sales manager, and Ernest John, advertising manager. Mr. Freeman had for his subject "Conditions, Present and Future," and told in detail of the manner in which the Victor Co. had met the changed trade conditions as they developed and had planned carefully and logically for the future. He told of what had already been accomplished and delivered a message that aroused much enthusiasm among the jobbers.

Mr. Macdonald, who took up the duties of sales manager only recently, told of some of the plans of his department and advised the jobbers regarding what they could do to promote sales co-operation in the distribution of Victor products.

Ernest John had for his subject "Period Victrolas" and offered some valuable suggestions relative to the most effective means for the selling and advertising of these products. He particularly emphasized the great care used in designing the period cabinets and the absolute authenticity of every detail.

Several of the Victor department heads who were unable to be present took the opportunity of preparing papers which were read before the jobbers. Among those who sent papers were B. G. Royal, director of production, who told how the Victor factory was progressing steadily in meeting the demands made upon it, and aroused particular enthusiasm when he told of the new equipment that had been installed and was being installed in the Victor factory, and

The "Motrola" way is the only way to wind your phonograph

Hence the reason why the following phonograph jobbers are acting as Motrola Distributors

VICTOR DISTRIBUTORS

Cohen & Hughes, Washington, D. C.
Florida Talking Machine Co., Jacksonville, Fla.
Lyon & Healy, Chicago, Ill.
Cohen & Hughes, Baltimore, Md.
E. F. Droop & Sons Co., Baltimore, Md.
Eastern Talking Machine Co., Boston, Mass.
Beckwith O'Neill Co., Minneapolis, Minn.
J. W. Jenkins' Sons Music Co., Kansas City, Mo.
Schmelzer Arms Co., Kansas City, Mo.
W. D. & C. N. Andrews, Buffalo, N. Y.
Perry B. Whitsit Co., Columbus, Ohio.
Penn Phonograph Co., Philadelphia, Pa.
Badger Talking Machine Co., Milwaukee.
Stewart Talking Machine Co., Indianapolis, Ind.
Reynalds Music House, Mobile, Ala.
Talking Machine Co., Birmingham, Ala.
H. A. Weymann & Son, Philadelphia, Pa.
Geo. D. Ornstein Co., Philadelphia, Pa.
Cleveland Talking Machine Co., Cleveland, Ohio.
Rudolph Wurlitzer Co., Chicago, Ill.
W. J. Dyer & Bro., St. Paul, Minn.
J. Samuels & Bro., Inc., Providence, R. I.
Clark & Jones Piano Co., Birmingham, Ala.
Knight-Campbell Music Co., Denver, Colo.
Horton-Gallo Creamer Co., New Haven, Conn.
E. F. Droop & Sons Co., Washington, D. C.
Rudolph Wurlitzer Co., Cincinnati, Ohio
W. J. Dyer & Bros., St. Paul, Minn.
Collings & Co., Newark, N. J.
Buffalo Talking Machine Co., Buffalo, N. Y.
Knickerbocker Talking Machine Co., New York City.
W. D. Andrews Co., Syracuse, N. Y.
Toledo Talking Machine Co., Toledo, Ohio.
W. F. Frederick Piano Co., Pittsburgh, Pa.
J. Samuels & Bros., Providence, R. I.
O. K. Houck Piano Co., Memphis, Tenn.
W. G. Walz Co., El Paso, Texas.

EDISON DISTRIBUTORS

Denver Dry Goods Co., Denver, Colo.
Pardee Ellenberger Co., New Haven, Conn.
Phonographs, Inc., Atlanta, Ga.
Diamond Music Co., New Orleans, La.
Pardee Ellenberger Co., Boston, Mass.
Harger & Blish, Des Moines, Iowa.
American Phonograph Co., Gloversville, N. Y.
Phonograph Co., Milwaukee, Wis.
American Phonograph Co., Albany, N. Y.
Phonograph Corporation, Chicago, Ill.
Lawrence H. Lucker, Minneapolis, Minn.
Silvertone Music Co., St. Louis, Mo.
Phonograph Co., Cincinnati, Ohio.
Phonograph Co., Cleveland, Ohio.
Girard Phonograph Co., Philadelphia, Pa.
Buehn Phonograph Co., Pittsburgh, Pa.
Proudfit Sporting Goods Co., Ogden, Utah.
Kipp Phonograph Co., Indianapolis, Ind.
Harger & Blish, Des Moines, Iowa.
American Phonograph Co., Gloversville, N. Y.
Phonograph Co. of Milwaukee, Milwaukee, Wis.

PATHE DISTRIBUTORS

John A. Futch Co., Jacksonville, Fla.
Fuller Morrison Co., Chicago, Ill.
Hallet & Davis Piano Co., Chicago, Ill.
W. W. Kimball Co., Chicago, Ill.
National Piano Co., Baltimore, Md.
Hallet & Davis Piano Co., Boston, Mass.
Wm. Volker Co., Kansas City, Mo.
Wright & Wilhelmy Co., Omaha, Nebr.
Pathé Frères Phonograph Co., New York City.
Fischer Co., Cleveland, Ohio.
Philadelphia Pathéphone Co., Philadelphia, Pa.
Pittsburgh Pathéphone Co., Pittsburgh, Pa.
Buffalo Wholesale Hardware Co., Buffalo, N. Y.
Harhour Longmire Phonograph Co., Oklahoma City, Okla.
Salt Lake Hardware Co., Salt Lake City, Utah.
R. B. Broyles Furniture Co., Birmingham, Ala.
Western Phonograph Co., San Francisco, Cal.
Interstate Phonograph Co., Philadelphia, Pa.
Gray & Dudley Hardware Co., Nashville, Tenn.
G. Sommers & Co., St. Paul, Minn.
Pathephone Shop, Rochester, N. Y.

STARR PIANO COMPANY—All Branches and Distributors

BRUNSWICK DISTRIBUTORS

Kraft, Bates & Spencer, Inc., Boston, Mass.
Butler Bros., Chicago, Ill.
Brunswick Balke Collender Co., Seattle, Wash.
Wallace Brown, Inc., Detroit, Mich.
Brunswick-Balke-Collender Co., Los Angeles, Cal.
Wallace Brown, Inc., Detroit, Mich.

SONORA DISTRIBUTORS

Western Jobbing & Trading Co., Los Angeles, Cal.
Minneapolis Drug Co., Minneapolis, Minn.
Smith, Kline & French Co., Philadelphia, Pa.
Yahr & Lange Drug Co., Milwaukee, Wis.
Hessig Ellis Drug Co., Memphis, Tenn.
Strevell-Paterson Hardware Co., Salt Lake City, Utah.
Southern Sonora Co., Atlanta, Ga.
Southern Drug Co., Houston, Texas.
C. J. Van Houten & Zoon, Chicago, Ill.
Alexander Drug Co., Oklahoma City, Okla.
Sonora Distributing Co., Dallas, Texas.

MISCELLANEOUS

A. C. Becker Co., Chicago, Ill.
Empire Talking Machine Co., Chicago, Ill.
F. C. Henderson Co., Boston, Mass.
National Phonograph Co., Pittsburgh, Pa.
Hoeffler Piano Co., Milwaukee, Wis.
American Phonograph Co., Burlington, Va.
E. R. Godfrey & Sons Co., Milwaukee, Wis.
Gilbert Bros. Mfg. Co., Wichita, Kansas.
Associated Furniture Manufacturers, St. Louis, Mo.
Wiley B. Allen Co., San Francisco, Cal., and branches.
Cabinet & Accessories Co., New York City.
Plaza Music Co., New York City.
Emerald Co., Birmingham, Ala.
O. J. De Moll & Co., Washington, D. C.
Wade Talking Machine Co., Chicago, Ill.
Wilson-Broadway Music Co., Chicago, Ill.
New Orleans Furniture Co., New Orleans, La.
Sanford, Chamberlain & Albers Co., Knoxville, Tenn.
Commonwealth Edison Co., Chicago, Ill.
Cheney Talking Machine Co., Chicago, Ill.
A. G. Kunde Music Co., Milwaukee, Wis.
H. T. Gratz, Louisville, Ky.
Adora Phonograph Co., Detroit, Mich.
Federal Talking Machine Co., Pittsburgh, Pa.
Haverty Furniture Co., Charleston, S. C.
Electric Supply Co., Memphis, Tenn.
Waltham Piano Co., Milwaukee, Wis.
Tiffany Phonograph Sales Co., Cleveland, O.
Grand Talking Machine Co., Brooklyn, N. Y.

BROOKS MFG. CO., Saginaw, Mich.

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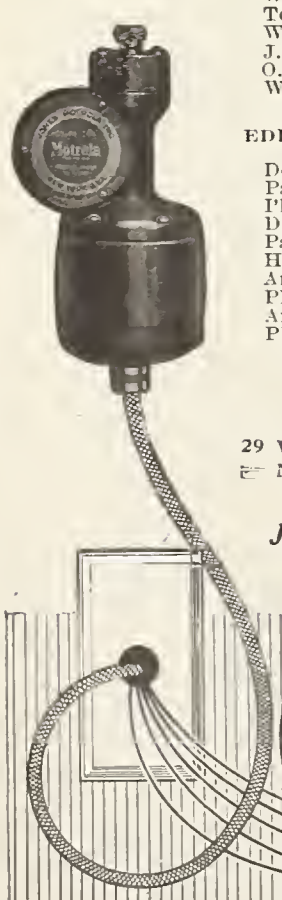
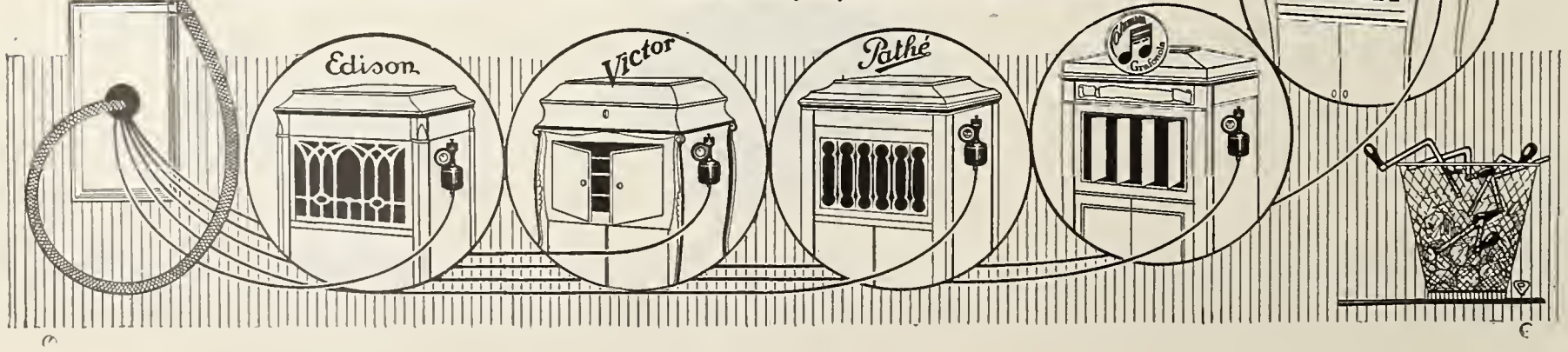




NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 106)

particularly of the new record-pressing plant that will soon be in active operation. C. K. Haddon, vice-president of the company, offered a most interesting address on "Legal Aspects," in the course of which he covered a number of distinctly important matters.

Those Present at Convention

Those present at the convention were: R. H. Morris, W. H. Barker, Chas. Offerman, American Talking Machine Co., Brooklyn; Mr. and Mrs. C. N. Andrews, W. D. & C. N. Andrews, Buffalo. Mr. and Mrs. R. L. Andrews, W. D. Andrews, of Syracuse; H. A. Goldsmith, George F. Ruez, Jos. G. Slottow, Badger Talking Machine Co., Milwaukee; F. M. Hoyt, Beckwith-O'Neill Co., Minneapolis; W. D. Adams, Bergstrom Music Co., Honolulu; Mr. and Mrs. J. Newcomb Blackman, Albert Blackman, Fred P. Oliver, Blackman Talking Machine Co., New York; Mr. and Mrs. Emanuel Blout, C. B. Riddle, Elizabeth Blout, New York; Chas. F. Bruno, Miss and Mr. Henry Stadlmair, Mrs. F. T. Benjamin, C. Bruno & Son, New York; Mr. and Mrs. Louis Buehn, Louis Buehn Co., Philadelphia; Mr. and Mrs. W. H. Nolan, Mr. and Mrs. E. P. Bliss, Mrs. F. D. Reineck, Miss L. C. Buehn, Miss Adeline Buehn, Louis Buehn Co., Philadelphia.

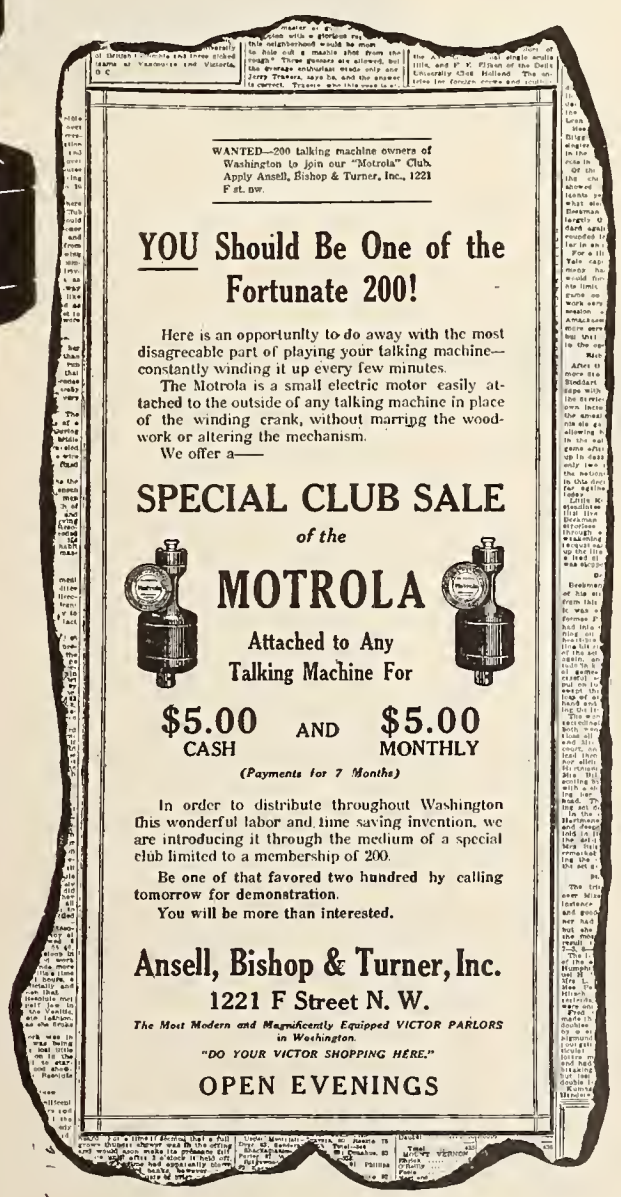
He Simply Mentioned That He Had a Cramp and the Response Was Immediate

Executive Committee of the National Association of Talking Machine Jobbers

O. L. Neal, H. B. Clarke, V. W. Moody, Buffalo Talking Machine Co.; E. J. Chapman, Rochester, N. Y.; Dan A. Creed, Chicago Talking Machine Co.; Fred A. Bain, John Elliott Clark Co., Salt Lake City; Mr. and Mrs. Howard J. Shartle, Cleveland Talking Machine Co.; Mr. and Mrs. I. Son Cohen, Miss Evelyn Cohen, E. J. Walz, E. M. Griffiths, Cohen & Hughes, Inc., Baltimore; Mr. and Mrs. F. S. Harris, Cohen & Hughes, Inc., Washington; Mr. and Mrs. L. W. Collings, Mr. and Mrs. J. L. Spillane, Mr. and Mrs. H. A. Lamour, Collings & Co., Newark, N. J.; J. G. Corley, F. W. Corley, Miss Biscoe, Miss Metzar, Corley Co., Inc., Richmond, Va.

A. A. Trostler, Schmelzer Arms Co., Kansas City; G. W. Bates, representing Sherman, Clay & Co., and the various branches on the Coast; J. C. Roush, French Nestor, Wallace Russell, Standard Talking Machine Co., Pittsburgh; Robert S. Steinert, Mr. and Mrs. Kenneth Reed, M. Steinert & Sons Co., Boston; Mr. and Mrs. George Stewart, Stewart Talking Machine Co., Indianapolis; Mr. and Mrs. T. E. Swann, Talking Machine Co. of Texas, Houston, Tex.; Mr. and Mrs. A. R. Boone, Talking Machine Co. of Birmingham; Mr. and Mrs. Eugene Stern, Harry A. Ellis, Morton Stern, Talking Machine Co. of Philadelphia; Chas. H. Womeldorff, W. L. Kellogg, C. A. Ericcson, J. J. Ryan, Toledo Talking Machine Co.; Geo. Neville, W. G. Walz Co., El Paso, Tex.; Parham Werlein, J. D. Moore, Philip Werlein Co., Ltd., New Orleans; Mr. and Mrs. Weymann, Mr. and Mrs. Albert Weymann, Mr. and Mrs. H. P. Weymann, H. A. Weymann & Sons, Philadelphia; Mr. and Mrs. Perry B. Whitsit, Mr. and Mrs. A. B. Hershey,

(*Continued on page* 108)



WANTED—200 talking machine owners of Washington to join our "Motrola" Club. Apply Ansell, Bishop & Turner, Inc., 1221 F st. nw.

YOU Should Be One of the Fortunate 200!

Here is an opportunity to do away with the most disagreeable part of playing your talking machine—constantly winding it up every few minutes.

The Motrola is a small electric motor easily attached to the outside of any talking machine in place of the winding crank, without marring the woodwork or altering the mechanism.

We offer a——

SPECIAL CLUB SALE

of the

MOTROLA

Attached to Any Talking Machine For

$5.00 CASH AND $5.00 MONTHLY

(Payments for 7 Months)

In order to distribute throughout Washington this wonderful labor and time saving invention, we are introducing it through the medium of a special club limited to a membership of 200.

Be one of that favored two hundred by calling tomorrow for demonstration.

You will be more than interested.

Ansell, Bishop & Turner, Inc.

1221 F Street N. W.

The Most Modern and Magnificently Equipped VICTOR PARLORS in Washington.

"DO YOUR VICTOR SHOPPING HERE."

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Progressive Dealers!

Follow This Example

—of **Ansell, Bishop & Turner, Inc.**, of Washington, D. C., who have cashed in on our National Advertising Campaign.

Tying up with our ads appearing in current issues of Literary Digest, Life, and other popular magazines, they have formed **MOTROLA** Clubs, thru which **MOTROLAS** are sold at $5.00 cash and $5.00 monthly, for seven months.

We are daily creating a greater consumer-demand for you:—it's up to you to meet it thru this club plan, which places the **MOTROLA** price within easy reach of all of your customers.

Now is your opportunity to increase your sales of phonographs and records thru taking advantage of the growing enthusiasm of customers who, having become "MOTROLA-WISE," fully appreciate the possibilities of mechanical music.

Write to us for detailed information regarding the promotion of MOTROLA CLUBS in your locality.

JONES-MOTROLA, Inc.

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NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 107)

W. F. Davisson, Perry B. Whitsit Co., Columbus, O.; G. T. Williams, S. W. Williams, Brooklyn, N. Y.; Mr. and Mrs. E. H. Uhl, L. E. Noble, Rudolph Wurlitzer Co., Chicago; Mr. and Mrs. T. F. Sigman, Rudolph Wurlitzer Co., Cincinnati.

Mr. and Mrs. W. T. Haddon, Ohio Talking Machine Co., Cincinnati; Mr. and Mrs. A. Davega. Mr. and Mrs. I. Davega, Mr. and Mrs. Byron R. Forster, Joseph Schwetz, Knickerbocker Talking Machine Co., New York; C. G. Campbell, Routt Bryant, Knight-Campbell Music Co., Denver; Mr. and Mrs. E. C. Rauth, C. B. Gilbert, H. Spencer Grover, Miss Alice Grover, Miss Viola Grover, Koerber-Brenner Co., St. Louis; Mr. and Mrs. Max Landay, Mr. and Mrs. James G. Landay, Louis Hirsch, F. B.

Mrs. Marshall, Mrs. Benjamin, Henry Stadlmair

Dunn, Landay Bros., New York; J. F. Bowers, L. C. Wiswell, Miss Elizabeth Wiswell, Lyon & Healy, Chicago; Mr. and Mrs. John G. Fischer, W. C. Dierks, T. T. Evans, C. C. Mellor Co., Pittsburgh; H. B. Sixsmith, Mr. and Mrs. Geo. E. Mickel, Miss G. Mickel, Mickel Bros. Co., Des Moines; C. Alfred Wagner, C. R. Wagner, Musical Instrument Sales Co., New York; A. D. Geissler, Hugh C. Ernst, New York Talking Machine Co.; Clarence L. Price, Ormes, Inc., New York; William Sandeman, Geo. B. Ornstein Co., Philadelphia; Mr. and Mrs. Thomas F. Green, Lloyd Spencer, Silas E. Pearsall Co., New York; Mr. and Mrs. T. W. Barnhill, Mr. and Mrs. Henry F. Miller, Miss Barnhill, Penn Phonograph Co., Philadelphia; Fred H. Putnam, Roy Page, Mr. and Mrs. P. A. Ware, Putnam-Page Co., Peoria; Mr. and Mrs. W. H. Reynalds, Reynalds Music House, Mobile; Mr. and Mrs. R. C. Rogers, R. C. Rogers Co., Inc., Washington; Ernest Urchs, Phillips & Crew Piano Co., Atlanta; Lester Burchfield, Sanger Bros., Dallas; C. B. Snow, Cressey & Allen, Inc., Portland, Me.; Ross P. Curtice, Ross P. Curtice Co., Lincoln, Neb.; Paul E. W. Carlson, Chas. H. Ditson Co., New York; Henry Winkelman, Oliver Ditson Co., Boston.

W. C. Roberts, E. F. Droop & Sons Co., Baltimore; W. R. Lyman, E. H. Droop, Carl A. Droop, Chas. L. Houser, E. F. Droop & Sons Co., Washington; Geo. A. Mairs, W. J. Dyer & Bro., St. Paul; Geo. A. Dodge, Mr. and Mrs. G. Hobey Dodge, Herbert Shoemaker, Eastern Talking Machine Co., Boston; T. H. Towell, T. J. Towell, F. B. Lyons, Dave Miller, Mr. and Mrs. Chas. K. Bennett, Eclipse Musical Co., Cleveland; Mr. and Mrs. W. A. Eisenbrandt, Miss Elsie Eisenbrandt, Miss Alice Eisenbrandt, C. H. Eisenbrandt & Sons, Baltimore; J. W. Butts, Elmira Arms Co., Elmira, N. Y.; W. N. Edwards, F. W. Schwoebel, Florida Talking Machine Co., Jacksonville, Fla.; Mr. and Mrs. W. F. Frederick, Mr. and Mrs. Geo. Rewbridge, W. F. Frederick Piano Co., Pittsburgh; Mr. and Mrs. John L. Gately, Gately-Haire Co., Albany; A. A. and C. H. Grinnell, G. F. Martin, Grinnell Bros., Detroit; W. J. Elwell, Frederick J. Heppe, H. S. Zigler, C. J. Heppe & Son, Philadelphia; E. C. Gallo, Horton-Gallo-Creamer Co., New Haven, Conn.; L. U. Pitts, N. A. Sutherland, O. K. Houck Piano Co., Memphis, Tenn.; M. E. Schoenly, J. W. Jenkins' Sons Music Co., Kansas City; B. F. Bibighaus, Elyea Talking Machine Co., Atlanta, Ga., and a number of others not officially enrolled.

The Banquet of the Jobbers' Association

The big social function of the convention was the annual Association banquet in the Rose Room of the Traymore on Tuesday night. It was the largest banquet in the history of the organization, with close to 500 people present.

The affair started off with a rush, and while the diners were discussing a menu of particular excellence, prepared under the direction of the Arrangements Committee, of which L. C. Wiswell is chairman, they were entertained by the eight famous record artists, including Billy Murray, Albert Campbell, Henry Burr, John Meyer, Frank Croxton, Monroe Silver, Frank Banta and Fred Van Eps, who have made jobbers' banquets joyous affairs on previous occasions. An important added feature was the singing of Miss Margaret Young, a new Victor artist.

Retiring President's Message

James F. Bowers, the permanent toastmaster of the Association, gave freely of his natural wit in introducing the several speakers, the first of whom was George E. Mickel, retiring president. In his address Mr. Mickel thanked the members of the Association for the co-operation extended by them during his term. He laid special emphasis on the fact that the National Association of Talking Machine Jobbers is the greatest and most powerful sales organization in the talking machine industry and that Victor wholesalers are recognized as leaders in the industry in every territory.

The big surprise of the evening was the appearance of Eldridge R. Johnson, president of the Victor Co., in the role of speaker, it being the first banquet of the Association ever attended by Mr. Johnson. His address, which follows, was in a sense sensational.

James F. Bowers, Toastmaster

E. R. Johnson's Address

In his introductory remarks Mr. Johnson spoke extemporaneously, referring particularly to what he termed the recent realization of a long-standing ambition, namely, the acquisition by the Victor Co. of a stock interest in the Gramophone Co., Ltd., of England. He stated that, as a result of this accomplishment, it was assured that goods of Victor origin and Victor quality would be marketed through Victor methods in all civilized countries. This, he thought, came as near to the "ownership of the earth" in the spirit of Kipling's "If," later quoted, as he cared to contemplate.

Mr. Johnson's formal address was as follows:

"During the last five years the Victor Co. has experienced a series of most trying circumstances. It almost seemed as though the good fortune which had before smiled so consistently upon us had deserted us, but we knew an organization worthy of the favor of fortune must be prepared to stand all the trials that fortune imposes. The loyalty of Victor distributors through that trying period was a remarkable display of confidence and was indeed a kindly light 'midst the darkness and confusion that so often seemed to threaten the very life of the company.

"It was not an easy matter to save the vital structure of the organization built up through twenty-five long years when the demands of war called for its most important men regardless of their special value due to their special training. Nor was it easy to finance the business and

CUT YOUR COST IN HALF

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H. G. NEU & CO.

PAPER TWINE ENVELOPES

108 Worth Street New York

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NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 108)

maintain a sound credit when the turnover was so suddenly reduced by war regulations to a small fraction of normal.

Absorbing Increased Costs

"The Victor organization during this period successfully handled an increase in the cost of labor of 166 per cent and an increase in the cost of materials at least as great with only about 34 per cent increase in its prices. Previous profits were not excessive either; the Victor Co. was never a profiteer. It was not easy to turn the plant from the manufacture of goods for which it had been specially built to the manufacture of the radically different product of war munitions. It was a slow and difficult task to bring the scattered organization back and to restore production to the normal output of the usual products. Personally, I was out of the worst of it, being incapacitated by illness, but I knew the Victor organization was equal to the great emergency. At the end, they could, one and all, appreciate the following wonderful lines of Kipling, doubtless familiar to you, but well worthy of repetition:

"If you can keep your head when all about you
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not grow tired by waiting
Or, being lied about, don't deal in lies;
Or, being hated, don't give way to hating,
And yet don't look too good or talk too wise.
"If you can dream and not make dreams your master,
If you can think and not make thoughts your aim,
If you can meet with triumph and disaster,
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap of fools,
Or see the work you gave your life to, broken,
And stoop and build it up with worn-out tools;
"If you can fill the unforgiving minute
With sixty seconds worth of distance run—
Yours is the Earth and everything that's in it
And—what is more—you'll be a man, my son."

How Victor Output Is Climbing

"To-day the Victor Co. is far in the lead of its normal output, and is still climbing. Perhaps the responsibilities of the Victor organization can best be illustrated by a few statistics: We own and operate 1,663,552 square feet of factory floor space in one united plant at Camden and have under construction 218,023 square feet more, with land available to double this entire plant; we have 16½ acres of lumber piled from twenty to fifty feet high on every available foot the most valuable lumber pile in the world—and a 50 per cent extension under way; we have also 10,000 employes and could use 5,000 more. This force is being increased as rapidly as skilled workers can be employed and trained; we pay out, when our people all feel like working, about $300 000 in weekly wages, besides the monthly salary roll, and expect to pay 50 per cent more as soon as people can be found to take the money; we are using 36,850,000 feet of high-grade lumber per year and will use 50 per cent more soon; we burn 55 000 tons of coal per year, and are making preparations to burn 80,000 tons. I could cover many pages with such statistics, but this is enough to show you that we are still going strong.

"I feel that I have said enough of the Victor Co.'s troubles; they are largely of the past, and I know you will expect me to say something of the future—a most difficult task in these uncertain times. The control of the Victor Co. is not going to pass into other hands—during my lifetime. It is not going to be amalgamated with or absorbed by a trust or any other combination. The Victor Co. is increasing its output as rapidly as circumstances will permit, but Victor goods will always be manufactured in Victor factories. I believe the Victor plant to be the largest and most efficient plant in the world devoted exclusively to the manufacture of talking machine goods. We built this plant because experience had proven that we could not have parts, especially cabinets of the Victor standard of quality, made in any substantial quantity by outside parties.

General Business Facing Grave Crisis

"If we look the situation squarely in the face, we must see that general business is facing a grave crisis. There would be nothing in the situation to cause undue alarm, if our Government was alert to the danger and capable of meeting the circumstances, which are really no more critical than might be expected after a war of such huge proportions. The fact is that the fate of modern civilization is now resting largely

Eldridge R. Johnson

on the United States, and if we fail to meet the responsibility the world will mark time for a century.

"It is also apparent that a boundless opportunity for good has been created. The very foundations of society and industry have been shaken throughout the world, especially in Europe where the true spirit of progress was so long bound by social conservatism to such an extent that the great mass of the people were dangerously dissatisfied. Now everything is changing. The great increase in wages and prices, though excessive in many cases, will, in the end if intelligently controlled, achieve a far better distribution of wealth, and conditions for countless millions will be improved.

Responsibility of the United States

"The United States stands face to face with the greatest responsibility that any government has ever faced since that period in history known as the Decline of the Roman Empire, at which time about the same situation developed. The Roman government failed because of the inefficiency of the men entrusted with great responsibilities. The cost of that government was made excessive by incapable and dishonest politicians. The cost of its military operations and defenses made the maintenance of an army and navy unpopular. Rome was ruled by a ring of grasping and unpatriotic politicians. Ancient Rome suffered from the same trouble that is now threatening all the great nations—the inefficiency of men in high places.

"Almost every idea that is being so skilfully and dangerously put forth to-day by the various groups of inefficient, radical politicians, who have so successfully fooled the public for the last twenty years, was used by those old Roman politicians to further their foolish and dangerous policies; the same class of dangerous and radical legislation was indulged in; the same silly cry against wealth was raised; the same excessive taxation was forced upon the industrious and thrifty classes; the same waste by inefficient government bureaus was permitted; the same kind of radical talk and radical theory was used to fool the public.

"Contrary to the accepted theory, the Romans did not become weak and effeminate. They were a strong, brave race of people and Roman civilization, although it lay dormant for centuries, has survived. It is the civilization of to-day. They were always victorious in their wars when their armies were well equipped and trained, but frequently they were found unpre-

(Continued on page 111)

The Fundamental Factor of a Successful Service is Personal Co-operation

C. BRUNO & SON
INCORPORATED
Victor Distributors to the Dealer Only
351-353 Fourth Avenue NEW YORK
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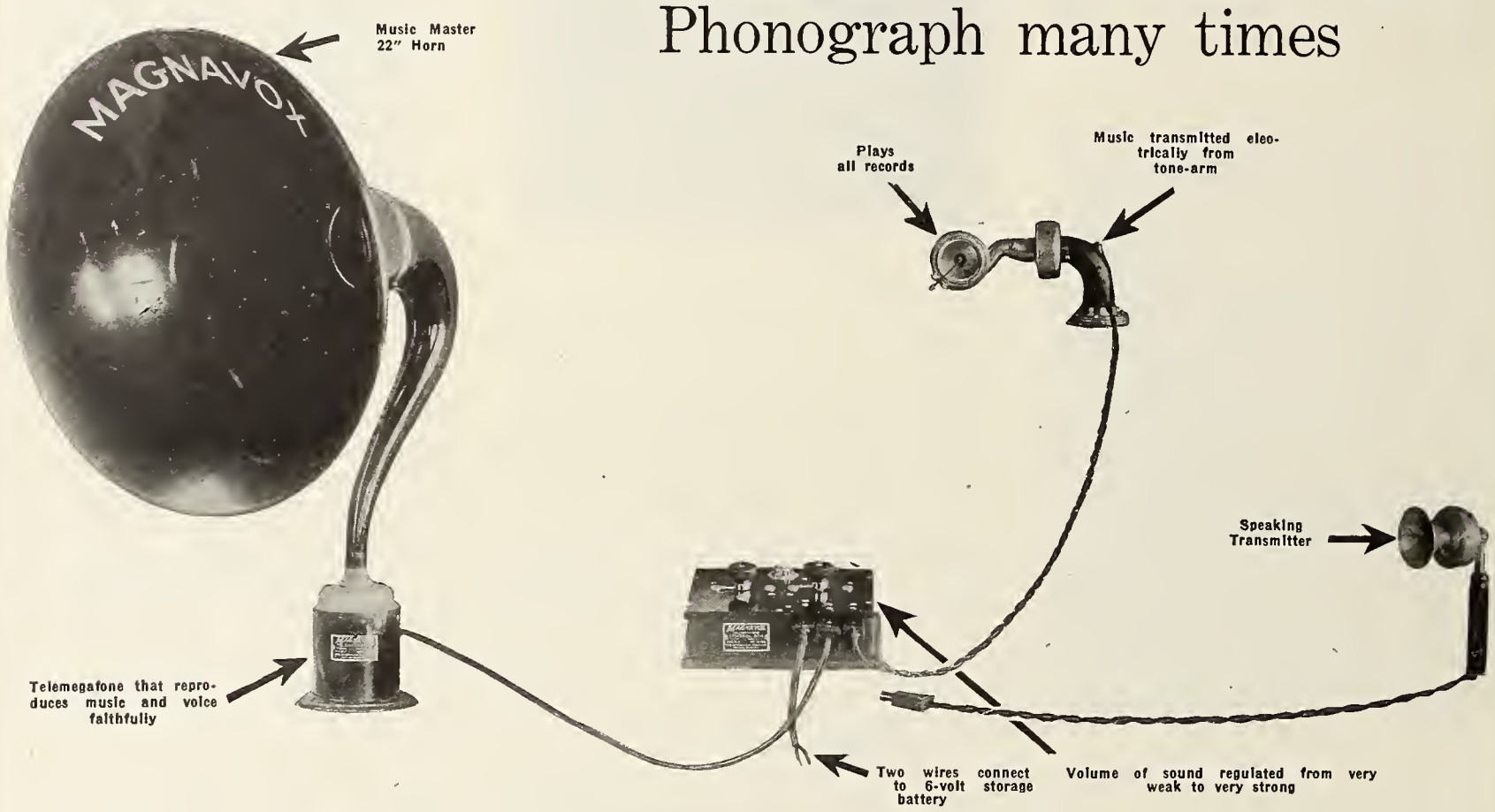
Music and Voice Telemegafone

Increases the volume of any Phonograph many times



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DEALERS The Telemegafone will be distributed direct from the factory and dealers interested should not delay in applying for Agency Proposition.

TERRITORY Available in nearly all parts of United States.

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2701-2759 East 14th Street : Oakland, California

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 109)

pared. Radical socialism and 'peace at any price' theories are not new; these ancient people also tried to save themselves by peace treaties and foolish laws.

"It was the German race who eventually, through a long series of wars in which they were generally defeated, indirectly caused the fall of Rome. Six years ago, after preparing for years, their aggressive government again made one of their war moves. It was the same old game but played on a greater scale and now, as ever before, the German race, though defeated, is a dangerous and difficult problem.

"The German military power deliberately conspired and prepared to destroy the British Empire. A great emperor in Germany could have averted the war, but the emperor was not great. He was a very incompetent man in a very high place. He intended to destroy the British Empire and then the world would have been Prussianized. Nothing could have checked him. England still survives, thanks to the United States, but it was fortunate for the United States that England survived until America could get ready to help her.

"The German military power is crushed. The direct purpose of the war is accomplished, but the war is not yet ended. Fighting which would have been classed among the great wars five years ago is still going on. A state of war that is far more than a theory still exists.

Much of Europe Helpless

"Germany, Russia, Central Europe, and Western Asia are to a great extent helpless and prostrate. The United States and the Allies must help them to put their affairs in order and to resume their usefulness. The world can never be prosperous and content without them. They are an indispensable part of civilization. We cannot long continue prosperous unless we help those who have lost their all in the war. A large part of the people of Europe who are suffering are our friends. We and our Allies are victorious, but that is not all—we now have a new duty and one which cannot safely be ignored; we must make permanent the fruits of victory.

"The people of the United States, through their President, promised the Central European Nations an humane and practical peace if they would break away from militaristic government. The revolutions which ended the war were in response to that promise, and that promise has not yet been fulfilled. Some of these peoples are now crying to America 'You have fooled us' and that cry is sounding all through central and northern Europe. Members of the old Imperial military governments are beginning to say to their people 'We told you so' and a great many similar things we never hear anything about in the United States. This is having its effect. The old Prussian militaristic spirit is beginning to revive. The recent German elections show that very plainly.

"For the first time in the history of their race the German people have revolted against their rulers, have overthrown their Imperial Government and taken their own affairs into their own hands. While it is quite right that they should pay for the material damage they inflicted on the invaded countries it is foolish and dangerous to try to saddle them with the burden of a debt that will make them nothing but tax slaves for the next century.

"If the hand of national fellowship by a just, practical peace had been held out as was promised, they would now be in the process of becoming a new nation with high democratic ideals, and would, I believe, be content to pay their debts, attend to their business and become a useful member of the Society of Nations. But, unless prompt steps are taken to this end the demoralization of that people will be complete. They will become hopelessly embittered and a terrible menace to civilization will be perpetuated in Central Europe. The League of Nations may be advisable eventually, but the world needs a practical peace immediately.

"I present this statement of conditions as I see them to show you why I think no business man or group of business men can know what is in prospect.

Future of Business the Problem

"The Victor Co. has plenty of business. The crop conditions are fairly satisfactory, the purchasing power of the average citizen is greater than before the war, far greater, but this is not sufficient. The future welfare of business is a present problem. There should be an armistice declared on all questions vital to the interests of the country during this period of reconstruction. Labor leaders should check all agitation save in the most extreme cases. Labor's claims must be adjusted liberally and fairly, but the financial situation, too, calls for careful adjustment; there is a limit past which it is not safe to go.

"Business men have made many sacrifices, but every interest should be content to suffer some temporary inconvenience for the general good. Labor unions have been led to believe that their rights are of more importance than the rights of the other one hundred million people in this country. This is a dangerous and impractical doctrine. There are still many people whose wages should be raised, but the ones who are making the most trouble are the ones who are fairly well paid already. Our Government, however, has failed in many things that it has undertaken in the way of constructive accomplishments, and is largely responsible for the complicated labor situation.

Effect of Government Regulation

"The effect of our Federal laws is felt in every line of commercial enterprise. The American Merchant Marine at one time carried its full share of the commerce of the world, but United States has been out of it for the last sixty years, and the situation at present seems to be hopeless. One important reason is that our shipping laws, many of them well intended, are imperfect. The proposed legislation applying to marine commerce, while displaying a desire on

(*Continued on page* 112)

Smiling Groups of Talking Machine Men Were Always to be Found About the Traymore or on the Boardwalk and the Sartorial Effect was Perfect

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NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from Page 111)

the part of Congress to do something, is certainly very imperfect. The railroads have, I believe, been under Government regulation in a general way for the past twenty years. During this time we have lived in a fool's paradise in the belief that we had the cheapest transportation in the world, but it now appears that our past low freight rates were achieved at too high a cost and that we shall have to pay dearly in the future for this error of the past.

"We trusted the Government to regulate business, but the results have been very unsatisfactory. For many years business men have been criticised and persecuted by the Government in spite of which the American business man has made good during this time, while the Federal Government has made bad. American business men have constructed the greatest group of business enterprises ever known in the history of business in spite of bad government. Commodities are made at less cost and of better quality, under higher wages and shorter hours, than by any other country.

"We trusted the Government to keep us at peace and to prepare for war and woke up to find the Government asleep. Then we had to break our backs and our pocketbooks, and our hearts, doing in frenzied haste what we should have been fully prepared for. There had been plenty of time. The war started in 1914, and we did not enter it until 1917.

"We trusted the Government to finance the war. We bought bonds knowing they would fall far below par. Our War Bonds are now a dangerous embarrassment to us. They represent inexcusably bad financiering. They failed as a popular investment. They have absorbed entirely too much of the credit provided by the Federal Reserve Banks; and the natural expansion of business will be seriously checked.

"We trusted our Government to tax us fairly and intelligently, but it has passed all records in uneconomic and vicious taxation. No nation on earth can long endure such confiscatory taxes.

False Ideas of Economy

"The group of radical politicians who have controlled the affairs of this country for the past twenty years, and who have been responsible for these false ideas of political economy, do not constitute the majority in Congress. Their ideas do not even have the virtue of originality. As a rule, they are very clever men who believe they can hold themselves in office by appealing to the selfish instincts of unthinking people. Their ranks have been materially strengthened of late by the most dangerous political parasite of all—the labor union politician. He is not a friend of labor. He uses labor unions as a means to an end. His plan is first to secure Government control of everything and then to control the Government—very simple!

"It would be useless for business men, as a class, to enter into direct political competition with those men. Politics is not the business man's game; he would be hopelessly outclassed. Very few business men are fitted by temperament and experience to hold public office, and the only defense that business men of America, and any other country for that matter, have today is a direct appeal to the public by spreading a propaganda of education in the matters they know about, financial, industrial, and business matters in general.

Regarding Business Regulation

"I do not disapprove of the theory of business regulation. I believe that the Interstate Commerce Commission could be made an efficient organization to stabilize transportation matters, and I believe the Federal Trade Commission is the proper organization to guide business, but the Department of Justice should co-operate with them. Furthermore, they must be supported by sound public opinion. In the light of experience in the last few years it is very apparent that the Sherman Law and the Clayton Act are very imperfect. No Government agency can successfully regulate business in this country under such imperfect laws, no matter how well disposed it may be, and no progress can be made in the matter of Government regulation, either of railroads or other big business enterprises, until these laws have been redrafted to conform to the needs of the time. Even the United States Supreme Court, which holds the greatest responsibility of any body in the land, appears to be confused by these bad laws. As bad as these laws are, however, business men must abide by them at any sacrifice so long as they remain on the statute books. The Department of Justice apparently means to enforce them, and it can although many of the decisions under the Sherman Law and Clayton Act are promoting unfair competition and restraint of trade in direct opposition to their purpose.

Taxes Must Be Revised

"There is a great cry against high taxes and these taxes will have to be very intelligently revised; if made too low the cost will be greater than the present cost of high taxes. This is a great country and it needs a great sum of money to run it. There are many beneficial things that only the Government can do. The problem is to develop a fair and practical tax law and then spend the money economically after it has been collected.

"This is not a difficult problem. It is a very simple one. The difficulty lies in creating a sound public opinion that will support sound methods. There are plenty of good men in Congress but they do not get people's support; public opinion does not back them up.

"This country is really ruled, as it should be, by public opinion, but public opinion has been misled. There is every sign, however, that the people are suspecting that something is wrong and I believe they are in a listening mood. If every business man in the country will study the situation until he fully understands it himself much may be accomplished. A complaint to be effective must be intelligent.

"Many well-intending people seem to be under the impression that in order to secure better government some radical change is necessary. I do not subscribe to this theory. Our present form of government is 90 per cent good and the remedy lies not in radical changes, but in efficient administration and simplification of the laws.

"All governments are an experiment and they will be for ages to come. To some extent there will always be a feeling of unrest, for such is progressive thought.

"We must have a better and more efficient government system and I believe the tide has turned. The business men of America can do much to help, but they will have to work along intelligent lines in the matter of creating wholesome public opinion rather than enter the race for political office. They will have to think right, talk right and act right.

"While I do not believe a man with nothing but a business training would make a good president I do believe it is necessary to organize the Federal Government more on business lines. This could be accomplished very quickly. The Cabinet should be reorganized into a sort of executive committee representing not only the different branches of the Government, but also the different social and industrial interests. The strictly governmental departments are already fairly well represented. Agriculture and labor are also represented and there should be added men experienced in finance and investments, banking, railroading and manufacturing. Then something could be accomplished. This executive committee should have some power. It should not be wholly subservient to the president. The vice-president should be an effective member of the organization and it should be able to transact business when the president is ill or absent. This country is too big for one man to run. It requires a group of wise men who are fairly representative of the various interests of the country."

New President Introduced

L. C. Wiswell, the new Association president, was next introduced and took occasion to emphasize the great value of team work among the members of the Association and everyone in the Victor business during the coming year. He paid particular tribute to the foresight of the Victor Co. in meeting conditions that have developed and urged that the jobbers do their part in preparing for the future.

Dr. Petty Speaks on Brotherhood

The last speaker was the Rev. Dr. C. Wallace Petty, of New York, who in an address that was both witty and weighty emphasized the necessity of a proper understanding and practice of brotherhood in business relationships to solve in some measure the problem of unrest that now exists.

Dance Closes the Evening

At the conclusion of the speaking the record artists continued their interesting program, after which there was dancing ad lib. to the accompaniment of excellent music by the Traymore orchestra.

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CONDITIONS ARE SUCH THAT WE
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Victor Co. Concert Immense Success

Caruso, Rachmaninoff and Hans Kindler, Together With Victor Orchestra, Under Direction of Josef Pasternack, Appear in Elaborate Program at Complimentary Concert Tendered by the Victor Co. to the Jobbers' Association at Hotel Ambassador on Evening of June 30th—Supper and Dance Follow

ATLANTIC CITY, N. J., July 2.—The final social event of the Jobbers' Convention, and by long odds the most noteworthy, was the complimentary concert by Victor artists to the Jobbers' Association given at the Ambassador Hotel Wednesday night, June 30, under the auspices of the Victor Talking Machine Co. The Victor Co. has been responsible for so many elaborate entertainments that it was hardly believable that past efforts could be surpassed, but the affair at the Ambassador unquestionably set a new high mark.

There were two big surprises at the concert, both kept carefully under cover until the last moment. These surprises were the appearance of Enrico Caruso, who came to Atlantic City from Havana, where he has been appearing in opera, and the appearance of Sergei Rachmaninoff, the famous Russian pianist. The third artist was Hans Kindler, the noted Dutch 'cellist. The Victor orchestra, under the direction of Josef A. Pasternack, provided a number of orchestral selections and also the accompaniment for the several artists.

The program provided for the occasion was a distinctly elaborate one and included autographed photos of the three featured artists and of Pasternack, together with the reproduction of two cartoons by Caruso, one of himself and the other of Pasternack.

Supper Tendered by Victor Co. at the Ambassador June 30, 1920

Sergei Rachmaninoff

Josef Pasternack

The Artists and the Program

The concert was in direct charge of C. G. Child, Director of Recording for the Victor Co., who introduced each artist personally in a few well-chosen words. At the opening of the program he presented to the audience Josef A. Pasternack, conductor of the Victor Orchestra, saying:

"Four years ago it became necessary for the Victor Co. to seek a new director for our orchestra. The problem of finding the right man was very difficult, as our musical work required a man of great experience and unusual skill, because of the varied nature of our recording. Name after name was mentioned. Certain directors of the opera were discussed and even tried and then someone suggested that we go to Boston and hear the man who was conducting the Summer season of the Boston Symphony Orchestra.

Enrico Caruso

"I found there a conductor of unquestionable ability, a serious musician, a man of wonderful

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NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 113)

experience—but would he fit into the organization? Then I heard a Strauss waltz played as I had never heard it played under any other baton save that of Edward Strauss himself, and, like Steve Brodie, we took a chance and that chance was more than a 1,000 to 1 shot.

"He has not only fitted into the organization, but also has won the respect and co-operation of officers and staff alike and the wonderful improvement in our orchestral and accompaniment recording is due to the fact that everything which comes to his hand, whether it be a

Hans Kindler, 'Cellist

symphony, operatic aria or jazz, is music to be done in the best way possible. Nothing escapes him. Nothing is slighted, and while you have all heard him before, I want to introduce him to you to-night by his laboratory pet name, 'Eagle Ear Joe Pasternack.'"

After Mr. Pasternack had led the orchestra through the mazes of the overture from "Tannhauser," Mr. Child introduced Hans Kindler, the noted 'cellist, who played two selections by Popper. In presenting Mr. Kindler Mr. Child said:

"Frequently we have been asked why it is that records by the same artist appear in the Victor catalog in different classes. Our reply has always been: 'Listen to the records in the first class in which they appeared and compare them with the records in the class they are now in and you will find the answer.'

"Comparatively a few years ago a young gentleman from Holland came to this country and was at once engaged as soloist and first violoncellist of the Philadelphia Symphony Orchestra and almost immediately a contract was made with him by the Victor Talking Machine Co. for some records in a popular-priced class. His art increased with such rapidity that it was but a very short time before we realized that he had earned for himself a much higher rating. His reputation has increased so that he could not permanently continue even with so famous an organization as the Philadelphia Orchestra and this year he will appear in concert as one of the great instrumental soloists of the present day and at the same time has taken his rightful place in the Victor celebrity catalog as a Red Seal artist. It is with great pleasure I present to you Hans Kindler."

Caruso Arouses Enthusiasm

The enthusiasm of the audience was aroused to high pitch when Mr. Child again advanced to the center of the stage and said: "At previous meetings I have referred to the early ambition of the Victor Co. to make the Victrola the greatest musical instrument in the world. In a word, to take the talking machine out of Coney Island. The foundation and cornerstone of this great ambition was laid in 1902, when the first Victor Red Seal record was made by a young Italian tenor who had taken London by storm and whose success was so great and yet so legitimate that the whole world wondered. You, our guests, know far better than I can tell you what this artist's name and influence has meant to us—how greatly it has aided in building the reputation which we now hold so firmly.

"Through eighteen years it has been my privilege to attend the opening performances at the

C. G. Child

Metropolitan Opera; through eighteen years it has been my privilege to be present at the first performance of each new role that he has created and year after year I have watched and wondered at the ever-increasing beauty of his voice and the constant seriousness with which he devotes himself to his art.

"It has been a very great privilege to have known the artist, but a far greater privilege to have known the man. Through these long years of closest intimacy I have never heard him speak a word in unkind criticism of a fellow artist; I have seen him aid and encourage younger singers with the most gentle kindness; his acts of generosity, instances of his help to those in trouble are numberless; he takes his obligations to the public with the serious consideration of a man of great business integrity.

"His records have always been greeted with the keenest interest; they have been a constant help and stimulus to you, to your sales people and to the public and through these eighteen years of association he has kept every obligation to you and to us with unfailing loyalty. To the talking machine jobbers his name needs no introduction, but it is a very great honor to present to you in person Comm. Enrico Caruso.

"In introducing Mr. Caruso for his second appearance on our program I want to present not the artist alone, but also our friend, Caruso."

Mr. Caruso then sang the aria "Una Furtiva Lagrima," from "Elisir d' Amore," and was accorded a distinct ovation. Another number by the orchestra, the Liszt "Hungarian Rhapsody," followed. Next Mr. Child introduced to the audience one of the latest additions to the famous Victor list of record artists, no less a personage than Sergei Rachmaninoff, the noted pianist. In his introduction of Mr. Rachmaninoff Mr. Child said:

"In 1910 a great artist came to the United States from Russia. His reputation as a composer, conductor and pianist had preceded him. His concert appearances at that time were nothing less than a series of triumphs. He did not come again until 1918. During his absence his beautiful music had been performed by the great symphony orchestras, his compositions for piano had been played by artists all over the world and he was even more famous than before. His return was heralded as an event by the music lovers of this country.

"But to us there was a touch of sadness at this time, for even though his manager approached us in regard to an engagement we were compelled to decline because the Victor Co. was

R. L. Freeman Snapped

then working for the United States Government and doing its duty in another field. So this great artist was persuaded to accept an offer from another company. It may be old-fashioned, but one of the ethics of the Victor Co. most firmly

Confidence

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Phonograph Accessories

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A complete offering in all the Period and Commercial Furniture lines.

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All sized Locks and Hinges.

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adhered to is never to approach an artist whom we know is under contract to another company and it was a matter of regret to think that this great name and art was lost to us.

"Early this Spring Mr. Kreisler and Mr. McCormack made a record of one of this artist's compositions and when the record was completed and played for their approval I had the pleasure of being introduced to the author."

Mr. Child then led up to the placing of the artist under a Victor contract and said: "The addition of his name to the long list of Victor celebrities is a great honor, and no name added in recent years has meant more to Victor supremacy than the artist it is my great privilege now to present to you, Sergei Rachmaninoff."

Rachmaninoff then played in a masterly style, on a Steinway grand, Mendelssohn's "Rondo Capriccioso" and Chopin's "Valse Scherzo." Then came another selection by the orchestra and Caruso's final number, "Vesti La Giubba," from "Pagliacci." The program wound up with the playing by the orchestra of Tschaikowsky's "March Slave," that is, so far as the fixed program went, but the enthusiasm of the audience was unbounded and each of the artists, as well as the orchestra, furnished many encores.

Mr. Child also took occasion to introduce to the jobbers the associate director, Mr. Bourbon, a well-known 'cellist, who directed the Kindler number. Those who arranged the concert, as well as the artists who participated, were accorded a tremendous ovation by their guests at the conclusion of their program.

Following the concert the jobbers were the guests of the Victor Co. at an elaborate supper at the Ambassador during which they were entertained by a number of the popular record artists, including Ralph Bingham, Rudy Wiedoeft, Billy Murray, the All Star Trio, the Peerless Quartet, Joseph Smith and his orchestra and others. Following the supper there was dancing in the Renaissance Room of the Ambassador to the accompaniment of Smith's orchestra the Palace Trio and the All Star Trio.

Stray Splinters From the Boardwalk

A convention of the Jobbers' Association without a little rain would probably prove a distinct shock to the majority of the delegates and this year the weather ran true to form. After a week of perfect weather for the conventions of the Rotarians and various music trade bodies the talking machine men were treated to a thunder storm on Tuesday which almost made

Otto Goldsmith, L. A. Schwarz, Phil Ravis

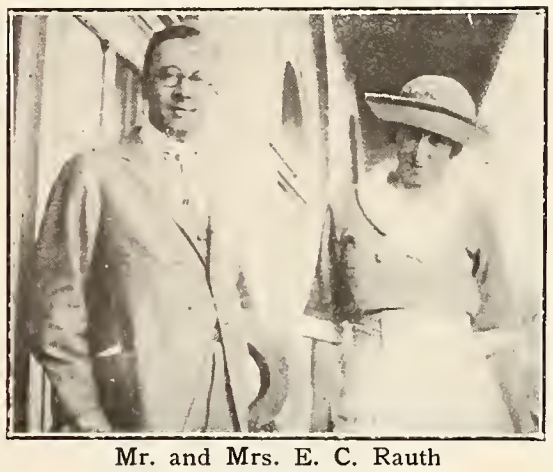
some of them wish for the protection of feather beds. More than one suit of flannels lost its shape during the storm.

The terpsichorean devotees had ample opportunity to exhibit their skill and ability during the course of the convention, for there was dancing on Monday, Tuesday and Wednesday. Among the experts in the Association may be numbered Lloyd Spencer of the Silas E. Pearsall Co., Arthur A. Trostler of the Schmelzer

W. F. Frederick, G. H. Rewbridge

Arms Co., Herbert Shoemaker of the Eastern Talking Machine Co., and Kenneth Reed of the M. Steinert & Sons Co.

A certain party of Eastern jobbers left New York on Saturday morning for Philadelphia with every expectation of reaching Atlantic City on Sunday morning at the latest. Many of their friends were alarmed when they failed to arrive on time, but they finally reached the Traymore at 4 a. m. Monday morning. We understand that their automobile became "hors de combat," but it is possible that Rayburn Clark



Mr. and Mrs. E. C. Rauth

Smith of the Unit Construction Co. can give further details as to the delay.

An Eastern jobber, noted for his sporting proclivities, whether in stocks, with cards or with "galloping dominoes," recently played a horse named Daylight Saving, on one of those sure-thing tips. When asked about the result of the race his sole comment was, "Daylight

President L. C. Wiswell and Vice-President Louis Buehn

Saving forgot to change his watch and ran on standard time."

The high cost of living has even affected hydroplane flights. Some years ago the charge

G. B. Wiswell, Joliet, Ill.; Albert Blackman, J. N. Blackman, Geo. Mickel

was $15 for fifteen minutes in the air. Now the charge for a "standard flight" of about ten minutes is $25, and even at that rate there are plenty of passengers.

A party of four jobbers visited one of the leading Boardwalk amusement places and consumed three rounds of so-called high balls. When the "bad news" was received it read $18

Mr. and Mrs. Henry Miller

Thos. T. Evans, C. C. Mellor Co.; Harold Lamor, Collings & Co.

for drinks and $4 for "cover charge." Four temporary converts to prohibition were enlisted right then.

Rolling chairs were in demand constantly when the business sessions were not programmed, and C. B. Snow, of Cressey & Allen, was one of the many chair enthusiasts who appreciated the beauties of the Atlantic City boardwalk.

The Association banquet on Tuesday was a decided success, but it is doubtful if H. A. Gold-

French Nestor, F. P. Oliver, Wallace Russell

smith, of the Badger Talking Machine Co., and Clarence Price, of Ormes, thoroughly appreciated the dinner. In fact, they were probably too tired to appreciate anything in particular, for in their capable hands were placed the details of the entire affair. They prepared the floor plan, the seating arrangements and distributed the tickets, and needless to say this was "some job," for over 500 were present at the dinner.

Competition was eliminated entirely in the

(*Continued on page* 117)

The *VICTOR* trade-mark of the little fox terrier sitting attentively in front of the talking machine stands for supreme quality in talking machines and records.

The firm name of *W. D. & C. N. ANDREWS* stands for the very best co-operation and service that a *VICTOR* jobber can offer the trade.

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BUFFALO, NEW YORK

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 115)

thoughts of the visiting jobbers from the large cities, as for example, G. T. (Billy) Williams, of the G. T. Williams Co., and R. H. Morris, of the American Talking Machine Co., traveled the corridors together, while they discussed the activities of the Brooklyn trade.

By a unanimous vote, Thomas F. (Tom) Green, of the Silas E. Pearsall Co., was voted the Beau Brummel of the convention. Regardless of the

L. C. Mountcastle
P. W. Simon

J. C. Roush
L. C. Wiswell

blistering heat and the crowded banquet rooms, he always managed to give the impression that he had just visited his tailor. If popularity prizes were given out, Tom Green would be a sure winner.

One of the most popular groups at the convention consisted of Henry Stadlmair, president of C. Bruno & Son, Inc., Mrs. Benjamin and Miss Stadlmair. The latter was a prominent factor in all of the social activities, and frequently numbered two or three partners to a single dance.

Perry B. Whitsit, of Columbus; W. H. Reynalds, of Mobile, Ala., and R. H. Morris, of Brooklyn, N. Y., were numbered among the jobbers who came to Atlantic City to attend the Rotary convention. There were also several dealers in attendance, including George Wiswell, of Joliet, Ill., brother of L. C. Wiswell, new president of the Jobbers' Association.

The conventioner at this time needs only a thirst, a bankroll and a merely formal intro-

Henry Burr and Princess Watahwaso, V. W. Moody and Margaret Young, Mr. and Mrs. I. Davega

duction to forget that there is any such thing as an Eighteenth Amendment or a Volstead Act. It was noticed, too, that many arrivals handled their bags personally and with care.

Chas. K. Bennett brought his family with him from Cleveland, the family, in addition to Mrs. Bennett, consisting of Miss and Master Bennett, two lively youngsters who saw all there was to see about the hotel and its environs and enjoyed things immensely.

L. C. Wiswell, the new president, arrived early in order to introduce his oldest daughter, a charming young lady, to Atlantic City convention festivities.

"The Supply Trio" was the apt designation accorded to Phil Ravis, of the Peerless Album Co., Otto Goldsmith, of the Cabinet & Accessories Co., and G. L. Mortenson, of the Repeater Stop Co. They exchanged anecdotes incidental to the growth and development of their respective products.

B. R. Forster, of the Brilliantone Steel Needle Co., and well known to the jobbers from Coast to Coast, conversed diligently with the visitors on the probable output of Brilliantone needles during the coming year. A welcomed souvenir presented by Mr. Forster consisted of a combination blotter and ruler.

As usual, the Traymore service was superb, and Manager Montgomery well deserved the congratulations which he received from the jobbers and their families.

The Traymore was crowded to the limit, but there were several rooms which seemed to be Meccas for the visiting jobber. One of these rooms was No. 739, which was the scene of many conferences of an informal and social nature. Perhaps there was a reason—liquid.

There was a feeling of optimism and confidence among the visiting jobbers that augured well for a banner season this Fall. From North, East, South and West, reports were circulated which indicated that Victor jobbers and dealers are absolutely "sold" on the idea of prosperity during 1920.

One of the best known jobbers from the sunny South is quite willing to discourse eloquently on the value of "three tens full," as compared to "three nines full." The jobber

Left to Right—W. T. Haddon, Fred Putnam and H. S. Grover

holding the latter hand won second money, but that was hardly satisfactory.

When outdoor sports were on the program, Fred P. Oliver, of the Blackman Talking Machine Co., was a foremost figure. In addition to winning one of the golf cups, Mr. Oliver was a member of all bathing parties that were staged between sessions. He also consented to have his photograph snapped by The World's photographer, in company with Fred T. Putnam of the Putnam-Page Co., and several other visitors to the beach.

Among the lobbyists, H. C. Ernst, of the New York Talking Machine Co., was a familiar fig-

T. E. Swann and B. R. Forster

ure. In his white flannels and calm assurance, Mr. Ernst settled many discussions as to the possibilities of a Republican President being elected this Fall.

It is understood on good authority that one of the popular Victor artists at the convention was obliged to watch the "galloping dominoes" for twenty successive rolls before he finally discovered that there were any other numbers outside of two, three and twelve. However, "it is an ill wind that blows nobody good," which will be affirmed by a well-known citizen of Pennsylvania.

One talking machine man, who had fortified himself against an arid evening by placing a glass container in his inside coat pocket, slipped on the stairs leading to the grill and fell quite heavily. He was assisted to his feet and seemed none the worse for his experience when he suddenly felt a warm fluid trickling down his body. "My Lord, I hope it's blood," was his worried comment.

When Caruso arrived at Atlantic City to sing at the entertainment tendered the jobbers by the Victor Co., he was a center of interest for the daily newspaper correspondents, who wanted

(Continued on page 118)

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

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***and* RECORDS**

Our New Location at

Penn Avenue and 12th Street

brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor

Sales Room on the first floor.

Mellor's

PITTSBURGH, PA.

THE CONVENTION OF T. M. JOBBERS

(Continued from page 117)

his views about the great jewel robbery and the bomb outrage at the Havana Opera House.

Howard Shartle, Mrs. Shartle and W. T. Haddon, who are now listed among the "inland" citizens, seemed to take special delight in

W. T. Haddon, Ohio T. M. Co., and Mr. and Mrs. Howard Shartle, Cleveland T. M. Co.

flirting with the briny, and carried back into the West some beautiful shadings in sunburn and tan.

Mr. and Mrs. W. A. Condon easily ranked among the most popular and handsomest couples that stepped along the Boardwalk during convention days. Unfortunately the snapshot The World took was ineffective owing to unfavorable light conditions.

After watching a quartet of jobbers play "kelly pool" for an hour or so at a dime a corner, one is convinced that it is a fortunate thing that it does not require pool sharks to wholesale talking machines.

George E. Mickel, of Mickel Bros., Omaha, Nebr., entertained Miss Elizabeth and Mr. L. C. Wiswell at dinner Thursday evening, July 1st, at the Shelburne. During the dinner President E. R. and Mrs. Johnson visited the Mickel table and chatted for several minutes. After the dinner, the party was a guest of Mr. Mickel to a rollicking good time down the boardwalk. Mrs. George E. Mickel, Miss Gladys Mickel and Edward Lyman Bill were also present.

Everyone voted the Victor banquet and entertainment on Wednesday night to be the greatest musical and social event in trade history.

PERIOD TONE ARM

Mr. Talking Machine Manufacturer:

Before you place your order for tone arms and sound boxes, write to us for the new PERIOD UNIVERSAL TONE ARM.

PERIOD TONE ARM CORPORATION

55-61 West 17th Street **New York City**

Tel. Chelsea 4744-4745

W. J. Staats, treasurer of the Victor Co., and Mrs. Staats motored over to the convention. No brighter or broader smiles than theirs were

W. J. Staats, Treas. Victor Co., and Mrs. Staats

to be found in and around the well-known Traymore lobby.

THE JOBBERS' GOLF TOURNAMENT

Exciting and Close Contest Enjoyed by Nearly Two Score Trade Golfers—C. A. Grinnell Wins the First Prize, the Johnson Trophy

Atlantic City, N. J., July 2.—The much heralded golf tournament of the National Association of Talking Machine Jobbers at the Atlantic City Country Club Wednesday proved a distinctly exciting contest with the final results in doubt almost up to the last minute. In fact there was much "private session" activity among the committee judges on handicaps before it was found possible to announce the winners definitely. C. A. Grinnell won the first prize, the Eldridge R. Johnson trophy, with a gross score of 98, a handicap of 23, and a net score of 75. Fred P. Oliver won the second prize, the J. Newcomb Blackman cup, with a gross of 101, handicap of 25, and net score of 76. C. Alfred Wagner and Dan Creed tied for third place and the A. D. Geissler trophy, both having a score of 82 net. Mr. Wagner made 97 gross, less a handicap of 15, while Mr. Creed had 103 gross, less a handicap of 21. T. H. Towell won fourth place, and the Russell Steinert trophy, his gross score being 101, less a handicap of 18, or 83 net. Garrett Schenck finished fifth and won the Wurlitzer trophy with a gross of 109, a handicap of 25 and a net score of 84.

The first part of the match was played under most favorable weather conditions, the contestants finding the course in excellent shape. Just before the end of the tournament, however, there was some heavy rain which served to spoil part of the contest to a certain degree. The committee made every effort to match the players as evenly as possible, the handicaps ranging downward from a maximum of 25. Among those who participated in the tournament were Emanuel Blout, Louis Buehn, Clarence Campbell, L. W. Collings, Dan Creed, Ross P. Curtice, John G. Corley, W. C. Dierks, E. J. Dingley, R. L. Freeman, A. D. Geissler, H. S. Goldsmith, Max Landay, James Landay, F. B. Middleton, Jr., C. W. Miller, H. A. Murray, George E. Mickel, French Nestor, R. B. Reinick, B. G. Royal, G. F. Ruez, G. R. Schenck, Lloyd L. Spencer, R. S. Sterritt, W. J. Staats, T. H. Towell, C. A. Wagner, W. G. Walz, G. W. Bates, C. A. Grinnell, A. A. Grinnell, Roy Page and R. Wolf.

MILHOLLAND WITH COLUMBIA CO.

R. J. Milholland has been appointed a member of the sales staff of the Buffalo branch of the Columbia Graphophone Co. Mr. Milholland spent some time recently at the Columbia executive offices in New York and visited the factories at Bridgeport, acquiring an intimate knowledge of Columbia merchandising and manufacturing plans.

You are now well into the Summer season. How many of those resolutions to put your house in order have you carried out? If those few hot days took all the starch out of you take a brace and you will not regret it next Fall and Winter when you will have very little time to do anything else but sell.

New! New! New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction

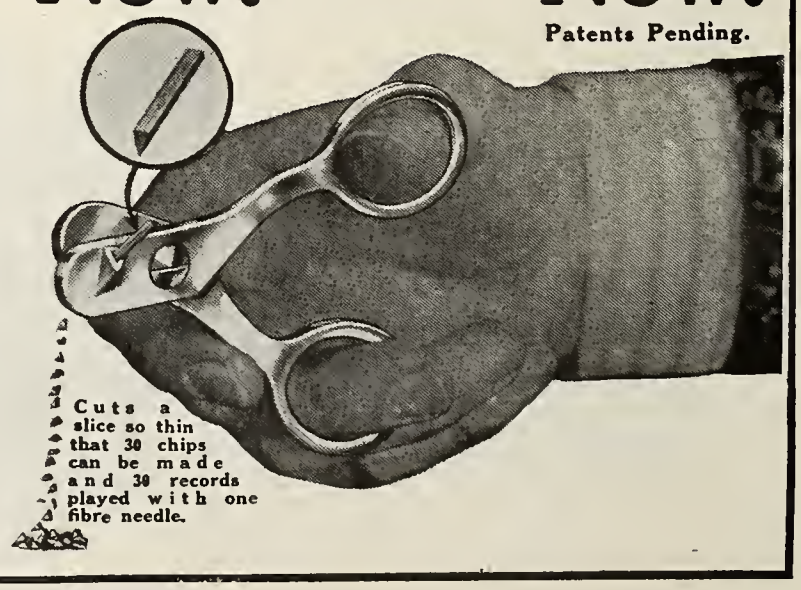
For sale through jobbers and dealers.

Retail Price $1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue CHICAGO

Patents Pending.



If
your die-cast parts do not perform perfectly you are not using
Doehler Die-Castings

The millions of Doehler Die-Cast Tone Arms and other phonograph parts in use are giving satisfaction.

The superiority of Doehler Die-Cast Tone Arms and other phonograph parts is produced by rigid adherence to the following manufacturing methods.

1. By the proper designing of the part.
2. By using only the best of raw materials in the alloys.
3. By producing a casting that is closely grained.
4. By temperature control of die as well as alloy.
5. By maintaining uniform conditions during the casting process.
6. By minimizing casting defects.
7. By extreme care while in process of cleaning.

By carrying out all these minute manufacturing details it has been found that Doehler Die-Cast phonograph parts faithfully respond to the finest vibrations of the reproducer and immeasurably add to the richness and fullness of the tone.

You can pin your faith to Doehler Die-Castings

THE WORLDS LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. — CENTRAL PLANT TOLEDO, OHIO. — WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

1024

Trade Mark Registration Applied for

He Will Find It Out—Tell Him!

Your customers, purchasing talking machines, are given painstaking advice regarding their proper regulation care and general upkeep. Once sold, they are counted among your permanent assets or liabilities, according as the machines continue to give satisfaction or the opposite. Each is a potent mouth-to-mouth advertiser of your success or failure.—

YET—

How many times do you neglect to inform the customer regarding the most vital element in retaining his confidence in your ability as a merchant?—the needle question.

The use of the proper stylus is passed over lightly, as of little importance. The purchaser is left to bury his original enthusiasm beneath an accumulation of ruined records—or to discover for himself the truth regarding the B & H Fibre reproduction.

If he continues a purchaser of records he will eventually come to the B & H Fibre Needle, and to the merchant who recommends it.

He will find it out—Tell him, and establish yourself in his confidence!

B & H FIBRE MFG. CO.

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

HOLMES WITH REMINGTON CORP.

Former Piano Man Enters Talking Machine Trade—Assumed New Duties on July 1

Everett H. Holmes announces his acceptance of the position as sales manager for the Remington Phonograph Corp., 1662 Broadway, New York City, of which corporation his father, James S. Holmes, is vice-president and general manager.

The young man is well known in the piano trade, having for the past six years occupied the position of Eastern sales manager of the

Everett H. Holmes

Hobart M. Cable Co., LaPorte, Ind. Mr. Holmes, who entered upon his new duties July 1, has also been elected a director of the Remington Phonograph Corp.

While Mr. Holmes will make his general headquarters at the New York offices of the Remington Phonograph Corp., yet his friends among the music dealers of the country may expect his frequent personal visits.

Mr. Holmes carries with him to his new position the sincere best wishes from a host of friends in the music trade industry.

ENGINEERS AT AEOLIAN CO. PLANT

Meriden Branch of American Society of Mechanical Engineers Holds Annual Meeting at Aeolian Co. Factory in That City

MERIDEN, CONN., July 1.—The annual meeting of the Meriden branch of the Connecticut section, American Society of Mechanical Engineers, was held last Thursday afternoon and evening at the factory of the Aeolian Co. in this city, in order that the members of the society might make a direct inspection and study of the modern piano and Pianola manufacturing plant. In the afternoon the engineers were taken on a tour of inspection throughout the factory, and at 6:30 were entertained at supper served in the drafting room. During the supper music was furnished by the Aeolian Co.'s orchestra.

After supper the annual business session was held with the election of officers as one of the features. C. K. Decherd was elected chairman, and Frank L. Rowntree, secretary and treasurer. Following the business meeting a professional session was held at which H. L. Thompson, superintendent of the record department of the Aeolian Co., read a paper on, "Manufacture of Talking Machine Records," and E. W. Carruth, production manager of the Aeolian Co., read a paper on "The Manufacture and Use of Talking Machine Spring Motors."

Without exception the engineers, to the number of forty-five, were deeply interested in the various processes and the engineering problems connected with talking machine, record and Pianola manufacturing.

MARCEIS WITH SPEAR & CO.

Jean J. Marceis, formerly with the talking machine and piano departments of Gimbel Bros., New York, is now in Pittsburgh as manager of the Spear & Co. department.

JACK NORWORTH AGAIN ON STAGE

Prominent Pathé Artist to Assume Role in "My Lady Friends" Played by Clifton Crawford

It has been announced that Jack Norworth, popular singing comedian and exclusive Pathé artist, is to go back on the legitimate stage. The Jack Norworth records in the Pathé list have

Jack Norworth

always proved very popular, and judging from the distribution of the records it would seem that this Pathé star has a large following in every city, town and hamlet in this country. Mr. Norworth will play the part in "My Lady Friends" created by Clifton Crawford, who met a terrible death the night he arrived in London. Mr. Norworth will appear in his new role at Atlantic City July 31.

You can't always tell what's in a bottle by reading the label. The old saying applies these days all right.

The Player-Tone
IT'S SIMPLY GREAT

THE GREATEST TALKING MACHINE VALUE OF TO-DAY

A Phonograph of unusual distinction—a finished product—combining in one superb instrument every good feature found in all others, plus many additional *exclusive* points of value.

Model 311
Height 46"
Width 21"
Depth 23½"

Built of finest materials by master craftsmen, who know what a high standard of perfection a successful phonograph must measure up to. Every detail of construction, finish and mechanical appliance is closely supervised by men who know only what is "best."

Superbly cased, a glorious musical instrument, it becomes the standby of the reliable merchant, and creates an ever growing demand because—it is even better than we say it is.

"When Sold They Stay Sold"

ONE OF THE MOST INTERESTING FACTS

The Player Tone Phonographs are so *moderately priced*—quality considered—that they assure the dealer real profits. Six models in all finishes. Write for our booklet and special dealer's discount. You will be interested.

Desirable territory open for live representatives. Write *today*.

The
Player Tone Talking Machine Co.
Executive Offices, 967 Liberty Avenue
PITTSBURGH PA.

Model 316
Height 51½"
Width 24"
Depth 25"

Edison Message No. 74

There is talk of deflation in the air, but no talk of deflation in Edison Phonograph prices. There was no inflation.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

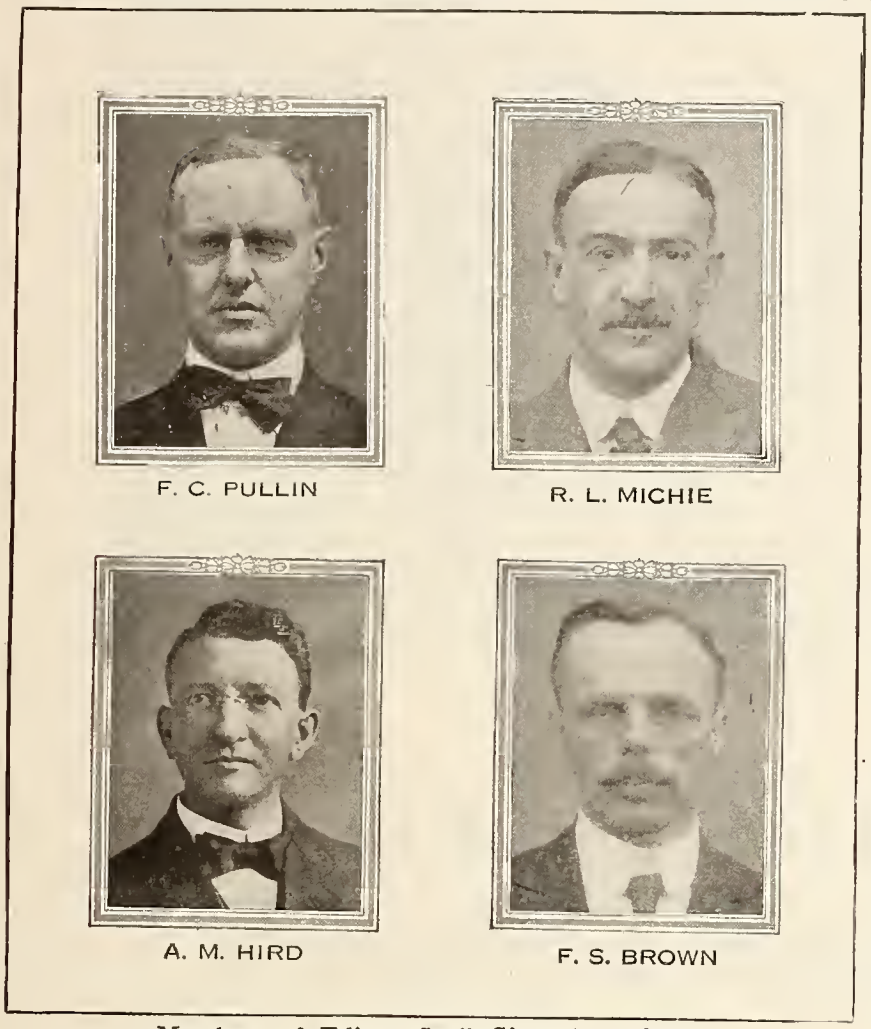
NEW EDISON APPOINTMENTS MADE

Four Prominent Edison Men Affected by Change at Orange Laboratories

Much importance is attached to a number of new appointments just announced at the Edison Laboratories at Orange, N. J.

R. L. Michie, heretofore manager of the order and service department, succeeds F. C. Pullin as manager of the record service department; the latter having been made manager of the disc recreation manufacturing division.

F. S. Brown, who succeeds Mr. Michie, is succeeded as office manager by A. M. Hird, heretofore assistant to the manager of the musical phonograph division. Each of the above has been connected with the Edison Laboratories for a number of years and needs no introduction to the Edison trade.



Members of Edison Staff Given New Posts

ADS WHICH SELL

Bulletin From Associated Advertising Clubs of the World Describes the Qualities Which Characterize Advertisements of Real Trade Value

Advertisements which fail, for any reason, to foster the thought of buying are poor advertisements, declares a bulletin from the Associated Advertising Clubs of the World, dealing especially with the use of the word "profiteer" by thoughtless merchants who hope to increase their own sales by indicating that there is something decidedly wrong or dishonest about the methods of some other business man.

"Advertising is a form of salesmanship, and the knack of selling calls for getting the buyer into the buying mood. It should make him think about buying, instead of thinking of not buying," says the bulletin. This bulletin quotes the following timely statement recently issued to Iowa business men by the Better Business Bureau (vigilance committee) of Des Moines, which is a part of the advertising club movement, and the advertising association particularly commends the thought to all who use advertising as a means for promoting sales:

"A number of advertisements have been called to our attention, in which the word 'profiteer' is used—generally to the effect that the advertiser is helping the dear public to beat the game and to overthrow the said profiteers.

"We have handled several instances of this kind, in which we were able to convince the offending advertiser that such copy cast a reflection upon all other business men in the city, and that he would find difficulty in maintaining an attitude of being the only pure white light in a grey and cheerless world.

"These incidental services of the bureau are often of greater value to business as a whole than catching an out-and-out crook. We believe in constructive advertising and that the use of such statements cannot prove otherwise than detrimental."

EASTERN CO. OFFICES REARRANGED

Essex Street Warerooms Now Have Offices Partitioned Off by Glass

BOSTON, MASS., July 6.—The Eastern Co. has made a most advantageous rearrangement in the offices of the Essex street warerooms and now instead of all being separated only by railings each office is partitioned off by glass. While one can see through the series of booths occupants of each are assured of that privacy so necessary in the proper conduct of business in large establishments. G. Hovey Dodge and his wife motored over to the Atlantic City Jobbers' Convention, starting several days in advance of the convention. George Dodge also motored over.

You can do it—with the Kent

Can do what? Sell more machines, if you handle the Edison, or sell more records by catering to Edison owners, as the case may be. Your money invested in the KENT MASTER ADAPTER will yield you prompt and material profits, both directly and indirectly.

PLAYING LATERAL CUT RECORD

WHY? Because—

The
KENT
Master
Adapter
plays all
RECORDS
on the
EDISON

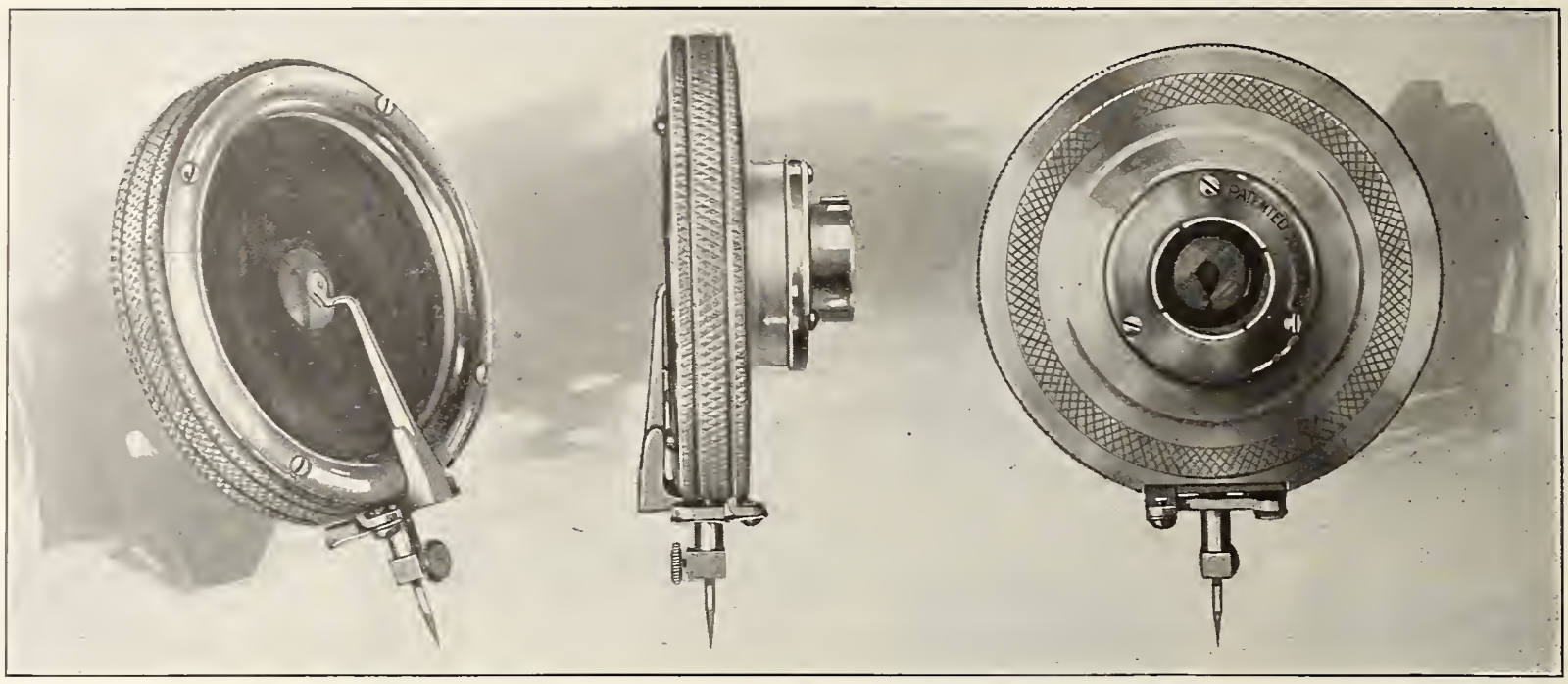
TRADE MARK KENT

Registered in U. S. Pat. Office

PLAYING HILL and DALE CUT RECORD

MANUFACTURERS OF
Tone Arms, Sound Boxes and Attachments for Edison, Columbia and Victor Machines. We also have on hand large supplies of Steel, Sapphire and Diamond Points.
KENT PRODUCTS "Win their way by their play."

F. C. KENT COMPANY
IRVINGTON
N. J., U. S. A.



This New ALUMINUM Sound Box Has Proven To Be a Sensational Success!

INQUIRIES and orders have been pouring in to us. Phonograph manufacturers and dealers who desire to secure a wonderfully pure, clear, pleasing tone are enthusiastic over the quality features of the new aluminum sound box which we announced recently.

The reason for the superiority of this sound box lies in the fact that it is made from advanced mechanical designs based on painstaking and successful research and experiment.

This is a proposition to be considered by both *manufacturers and dealers* who wish to have the best possible tone in the phonographs they sell. The quality of materials and workmanship in this sound box makes long life and complete satisfaction a certainty.

This sound box greatly increases the value of the phonograph on which it is placed. We are prepared to furnish this sound box bearing *your* label and trade mark. *Though every detail of this product is of the very highest grade, our prices are remarkably low.*

Today write for one of these handsome new aluminum sound boxes. Test it thoroughly. Hear the improvement in the tone. Then note our quotations and order the number of sound boxes you require. Orders are being filled promptly.

Presto Phono Parts Corporation

124-132 PEARL STREET BROOKLYN, N. Y.

PACIFIC COAST TRADE REPORTED ON A NORMAL BASIS

Machines and Records of Standard Makes Being Received in Greater Numbers and the Demand Continues Good—Interest in Edison Convention—Outing of San Francisco Dealers

SAN FRANCISCO, CAL., July 1.—General business conditions on the Coast are not as lively as they were, which conditions are said to be the result of the tendency of the banks to curtail credits, but as far as the talking machine trade is concerned the volume of sales is about normal for this season of the year. Standard goods are coming in with greater promptness and the demand for records of lighter character is heavy. The past month has been notable for many special sales in all lines of business. In talking machine goods there have been no very radical reductions in price.

Interested in Coming Edison Convention

The San Francisco trade is greatly interested in the Edison convention, which will be held here on July 19 and 20. The novel plan of holding three monster district gatherings instead of one national meeting appeals to the dealers as being a very sensible and practical idea. The program announced for the San Francisco gathering is surely peppy enough for the most progressive members of the trade. The meetings will be held in the Columbia Theatre and at this place also will be presented four plays on trade themes written by William Maxwell, vice-president of the Thomas A. Edison Co., Inc. Allison N. Clark, of the San Francisco office, has received assurance of a large delegation of Edison dealers from the western territory and he is most enthusiastic in his preparations for welcoming the visitors. Apart from the business and educational features of the San Francisco meet, there will be many entertaining features which should add to San Francisco's reputation for hospitality.

"The Little Traveling Salesman"

L. Gruen, Pacific Coast manager for the General Phonograph Corp., has a large stock of supplies on hand for distribution on the Coast and he does not expect any special difficulty from now on in getting sufficient Okeh records. The new factory at Newark is getting into full swing and the output of the company is accordingly greatly increased.

Mr. Gruen invented a device a few months ago which he calls "Our Little Traveling Salesman." This is a special trunk of small size which is built to hold a small phonograph with the new Okeh motor and two sets of tone arms. This outfit is sent to customers who wish to experiment with the goods in view of manufacturing talking machines. The trunk contains all that is essential for a thorough demonstration and serves as a substitute for a regular representative of the company when it is not convenient to send one in person. The little silent traveler has already made a number of successful trips by express and been the means of securing considerable business.

Outing of Talking Machine Men

The members of the talking machine trade of San Francisco enjoyed a delightful outing at Wildwood, near Saratoga, in the Santa Cruz Mountains, on Sunday, June 27. Over a hundred attended the picnic, making the trip in motor buses. A beefsteak luncheon was the chief attraction in the way of eats and there was outdoor dancing to phonograph jazz music. Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., engineered the picnic and he has been warmly congratulated by reason of his success in making the affair enjoyable in every way. The revelers returned home by moonlight, singing most of the way.

N. F. Milner Retires

N. F. Milner, manager of the San Francisco office of the Columbia Graphophone Co., will retire from business this week and start on a tour of the world which he expects will take him about a year. Mr. Milner has been with the San Francisco branch for two years and previously was with the company for six years as general sales manager of the dictaphone department. No successor has yet been appointed. To show their love and appreciation of the retiring chief, the office force in San Francisco presented him with a handsome walrus traveling bag.

Art Hickman's New Post

Art Hickman, whose records have made a great hit during the last year, has been appointed Western director of musical productions for the Columbia Co. Mr. Hickman now has his orchestra in New York and it is expected that while East he will make some new records.

Found Trade Most Optimistic

A. C. Love, assistant manager of the local office of the Columbia Co., has just returned from a motor trip to Southern California. He found the trade very optimistic and says that most of the dealers have enjoyed a larger business thus far this year than they did for the same period a year ago. The banks down the San Joaquin are still very liberal in advancing money on commercial paper and there is apparently no basis there for predicting a financial stringency.

To Handle Victors Exclusively

The California Phonograph Co. and the Emporium talking machine department will deal exclusively in Victor goods after July first. Other well known local concerns are expected to adopt a like policy very shortly. Victor goods are coming in steadily now and ample supplies are promised for all dealers in the near future.

A Budget of Brieflets

R. B. Young, who is manager in San Diego for the Wiley B. Allen Co., has just been paying a visit to headquarters in San Francisco.

Clark Wise attended the big Shriner concatenation in Portland, Ore., last week, and this week he is welcoming Shriner pilgrims in San Francisco.

Walter King, who conducts the new talking machine shop in the Heine Piano Co. building on Stockton street, has several irons in the fire. He is the director of the Olympic Club orchestra and has now made arrangements to go into the music publishing business with Forrest Brocket, owner of the Melodie Shop on Haight street. Mr. King has composed a number of songs which have been well received. The new company will be called the K. & B. Publishing Co.

Walter S. Gray, the "Needle King," has gone on a business trip to Southern California after spending a short vacation in the Yosemite Valley.

J. F. Mahoney, manager of the Brunswick wholesale branch of San Francisco, has returned from a State tour in the interests of his line.

Fred Sherman, of Sherman, Clay & Co., being pressed for time, this month visited several branch establishments of the company in the South by aeroplane, thereby saving a week of land traveling.

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts

INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
DAVID NEWES BLDG.
SAN FRANCISCO

The Needle Once Used—Always Enjoyed

BEST SEMI-PERMANENT **STYLUS**

Plays 300 Records *No Scratch, No Hiss*

You owe it to yourself and to your customers to sell "THE MOST SATISFACTORY NEEDLE ON THE MARKET."

After once using the "BEST semi-permanent STYLUS" your customers will never use any other.

The attractive discounts, coupled with the superiority of our Needles, make the handling of the "BEST STYLUS" an asset in your business.

Samples and full particulars upon request

THE ANSONIA NEEDLE CO. **ANSONIA, CONN.**

The Spirit of a Product

MICHAEL ANGELO, the great sculptor, demanded that one of his statues speak to him; Dickens wept over the character Scrooge; Andrew Carnegie once said that every piece of steel had a message for him.

The artist sees the statue grow until it appears as if it must have spirit; the author lives with his characters until to him they are living, breathing people; the manufacturer works to perfect his product until to him it is more than just a form of iron and steel.

We have no place in our hearts for the one who says that there is no art in business; for the one who claims that business is entirely a cold, commercial transaction, dominated solely by the spirit of profit. We have no place in our hearts for such a one because we know full well that there is room for the manufacturer who would build his product to an ideal, who would labor over it until it seems to him that it must be a living, breathing thing.

When we feel that this business must be conducted on any other basis, when we feel that the spirit of gain must be substituted for all that is worth while in life, we shall close these doors and turn our faces toward the Land of the Setting Sun.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

MAKERS OF THE STEPHENSON PRECISION MADE PHONOGRAPH MOTOR

BRUNSWICK DEALERS AT BANQUET

Southern California Representatives of Brunswick Phonograph Entertained by Brunswick-Balke-Collender Co. in Los Angeles

LOS ANGELES, June 28.—Brunswick dealers of Southern California were entertained by the local distributors on Monday, June 21, at a banquet given in their honor. Howard L. Brown, sales manager of the phonograph department of the Los Angeles branch of the Brunswick-Balke-Collender Co., planned a most attractive program for this "Harmony Meeting" and, in addition to a very pleasing dinner, there was music with some tenor solos by Edward Humphrey, manager of Hamburger's music department, and interesting addresses by Messrs. Tucker, La Motte and A. F. Tanner. Mr. Tanner, who had just returned from a trip to Chicago and a visit to the Brunswick factories, spoke of the things which he had seen there. He said that the wonderful machinery and equipment was inspiring to a degree but that the harmony which existed among Brunswick employes had impressed him more than anything else. The treatment which these workers received from the Brunswick Co. was bound to instill loyalty, and loyalty plus good material and equipment meant first-class goods. E. P. Tucker, general manager of the Wiley B. Allen Co., Los Angeles, spoke of the talking machine industry and its elevation in the realm of music. A. D. LaMotte, general manager of the Thearle Music Co., San Diego, impressed his audience with the paramount importance of advertising and selling quality rather than terms. J. O. Smith, general manager Lyon-McKinney-Smith Co., Los Angeles, talked of the impression which the talking machine business had made on himself and his firm. A. G. Farquharson, secretary of the Music Trades Association, summed up briefly.

The following Brunswick dealers and their sales forces were present: Merickel & Gillett of Whittier; Thearle Music Co., of San Diego; Wiley B. Allen Co., of San Diego; Louis Danz of Anaheim; Riverside Music Co.; Matson Bros., Redlands; A. F. Tanner Co., Monrovia and Covina; Long Music Co., Pasadena; Henry Lezy Co., Santa Barbara; R. M. Matson, Long Beach; A. J. McAllister, Santa Monica; Padghem & Son, Santa Ana; Wiley B. Allen Co., Los Angeles; A. Hamburger & Sons and Lyon-McKinney-Smith, Los Angeles.

Experience, unless you sell it to others for more than it cost you, is a dead loss.

DEATH OF MRS. E. D. WILSON

Mother of Associate Editor of The World Passes Away at Her Home in This City—A Cultured Gentlewoman of the Old School

The death is announced of Mrs. Elizabeth D. Wilson, mother of B. Brittain Wilson, Associate Editor of The Talking Machine World, which occurred at her home, 74 West 102nd street, New York, on Sunday, June 27, after a protracted illness. Mr. Wilson was at Atlantic City at the time of his mother's death, attending the various convention activities, and hastened homeward when the sad news reached him. Mrs. Wilson was born in the South and was of the Brittain family who have long been prominent in that section. She was a cultured woman who possessed many charming traits of character, a loyal friend and a good neighbor. She was noted for her broad sympathies, always seeking to aid and to encourage those around her. All who knew Mrs. Wilson intimately loved and admired her, and her passing is to them, as to her family, a source of extreme sorrow. The funeral services took place at the home of the deceased on Tuesday, June 29, and were largely attended. The interment was in Oakland Cemetery at Yonkers. Mrs. Wilson is survived by her husband and an only son, B. Brittain Wilson.

NEW PATHE DEPARTMENT MANAGER

Miss Gertrude Krantz Now in Charge of Doll & Sons' Talking Machine Section

Miss Gertrude Krantz has joined the sales force of the retail store of Jacob Doll & Sons, Inc., Forty-second street, New York, succeeding Sam Herrmann, who left with his orchestra for Lake Hopatcong some time ago. Miss Krantz will have charge of the Pathé department of the store. She was formerly with F. A. Jenkins in Honesdale, Pa., where she has had several years' experience in selling machines and records.

BUREAU EDITORIAL WELL RECEIVED

Newspapers Commend First Article of New Editorial Service Instituted by National Bureau for the Advancement of Music

The growing influence which the National Bureau for the Advancement of Music is exerting in the newspapers of the United States is being felt on all sides and the results of the first editorial sent out to the press have been distinctly gratifying. This editorial was sent out to a selected list of newspapers as the first step in a regular monthly editorial service in the interests of the cause of music. Several of these newspapers have sent letters to the bureau commending the editorial. The Florida Metropolis of Jacksonville, Fla., placed the bureau's editorial as the leading article on the editorial page. The editor of this paper declared that he was willing to co-operate in every way for the advancement of music in his community. He further said that since the inauguration of a music page in the Metropolis the interest in things musical has greatly increased in Jacksonville.

Other papers which commended the work of the bureau and the value of the first editorial were the Washington Times and the Lancaster (Pa.) Intelligencer. The editorial in question was based on the tribute paid to music by Bernard Shaw in a recent address.

GET ALL YOUR ACCESSORIES FROM ONE SOURCE

Standard Phonographs
Lundstrom Converto Cabinets
Record Albums
Record Delivery Envelopes
Motrolas
Record-Lites
Fibre Needle Cutters
Cirola Phonographs
Phonograph Cabinets
Table Cabinets, All Kinds
Talking Machine Toys
Brilliantone Needles
Velvetone Needles
Red, White & Blue Needles
Polishes and Oils
Ready File Cabinets
Repeaters and Rotometers
Wall-Kane Needles
Record Cleaners
Dust and Moving Covers

All from One Source

OTTO GOLDSMITH
President

Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Look at the Simplicity of the Brooks Automatic

Good Salesmanship?
Yes.
Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

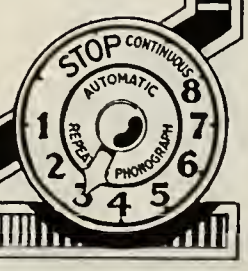
Can You Sell Such a Machine?

Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.

SAGINAW MICHIGAN



PITTSBURGH TRADE WAITING FOR BETTER SHIPMENTS

Freight Transportation Tangle Proves Embarrassing—F. J. Drake Heads Mellor's Retail Department—Fine Educational Work in Steel Mills—New Manager for Spear & Co.

PITTSBURGH, PA., July 6.—Trade conditions in the talking machine line during June were reported to have shown a marked increase over the same month a year ago. The present movement in talking machines is rather brisk, according to statements made by the various managers of the principal distributing houses here and the managers of the leading talking machine shops. The railroad freight situation has been a handicap to the talking machine trade inasmuch as shipments of records and talking machines have been much delayed. The chances now favor a speedy adjustment of the railroad situation in view of the plan to announce the new wage scale for the railroad workers about July 20. This will have a tendency to get a more prompt movement of trains and in turn benefit the talking machine trade.

Announcement has been made of the promotion of Fred J. Drake, of the C. C. Mellor retail Victrola department, to the managership of the retail department. Mr. Drake, who is a well-known Victor salesman, having for some time been connected with the sales force of the Victor Talking Machine Co., has been in Pittsburgh for some months and proved his ability as a Victor promoter. The retail Victrola department of the Mellor Co. has been given new life since the entry of Mr. Drake into its affairs, aided by a corps of efficient sales persons. It is now planned by the Mellor Co. to have John Fischer assume the sole managership of the wholesale Victrola department, which is located in the new Mellor warehouse, at the corner of Penn avenue and Twelfth street. Mr. Fischer, who is now spending his annual vacation on a fishing trip on the Potomac River, near Oakland, Md., has mapped out plans for an extensive campaign in his department this Fall and those who know Mr. Fischer and his capabilities, reinforced by his staff of roadmen, anticipate that he will "bring home the bacon."

Miss Lillian A. Wood, of the educational department of the Mellor Co. Victrola department, who spent nearly all of the month of June in visiting the welfare branches of the Carnegie Steel Co., at Munhall and Homestead, where she gave exhibitions of folk dancing, etc., left this week for her home at Bradford, Pa., to spend her vacation. Miss Wood stated that the Fall educational work would be most extensive and on a scale much more stupendous than heretofore carried on.

Jules Tallow, manager of the talking machine department of the Kaufmann & Baer store, is well pleased with business conditions and closed a very satisfactory volume of business for June. The department over which Mr. Tallow presides handles the Victrola, the Aeolian-Vocalion and the Columbia Grafonola.

H. E. Young, manager of the Victrola department of McCreery & Co., stated to The World representative that the Victrola and Victor record sales for June showed a decided increase over the same month a year back. Mr. Young also emphasized the fact that July was starting out well with sales of high-priced Victrolas. He is confident that the Fall trade in Victrolas in his department will be one of the best in the history of the department. Mr. Young has supervision over a well-arranged and well-equipped Victrola department, which is located on the eleventh floor of the McCreery department store building.

H. Milton Miller, of the Philadelphia Show Case Co., who distributes the Sonora phonograph in the Pittsburgh territory, is very optimistic concerning business conditions and pointed out that there was a pronounced demand for high-grade instruments. He said: "Our sales of Sonora machines and Okeh records are showing up real well, considering the handicap under which we have been placed due to the railroad situation. We feel that there is every reason for preparing for a brisk market, judging from the demands that are made upon us for merchandise." Mr. Miller has a large amount of territory under his direction, with a number of live dealers. Mr. Miller's hobby is to have many small dealers in preference to one large dealer. He is of the opinion that he can obtain better results in dealing with a score or more of small merchants than with one leading dealer. He says that, while it is a great deal more troublesome, it is a plan that works out satisfactorily.

Miss Mary Sigler, who is connected with C. M. Sigler, Inc., Victrola dealers of Harrisburg, Pa., has returned from Camden, N. J., where she took a two weeks' course in the Victor School of Salesmanship.

The Sheekey Drug Co., of East Pittsburgh; Rapport-Fetterman, of Connellsville, Pa.; M. Pearl, of Masontown, Pa., and F. Schutz, of Turtle Creek, Pa., are the latest additions in western Pennsylvania to the list of Sonora dealers.

Some thirty or more Edison dealers in the Pittsburgh Zone plan to attend the Edison Caravan session in New York City. A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributors, has sent out to all the Edison dealers in his territory letters calling attention to the Edison caravan. Assistant Manager H. M Swartz, of the Buehn Co., will head the delegation from Pittsburgh.

Among the new Amberola dealers in the Buehn Co. territory are Fred Peffer, of Evans City, Pa.; C. R. Henry & Son, of New Lexington, Pa., and M. C. Czigan, of Auburn, W. Va.

R. W. Bolton, of the International record department of the Columbia Co., and S. W. Lukas, of the Warren street, New York City, offices of the same company, were visitors to the Pittsburgh offices of the company.

Charles L. Hamilton, secretary-treasurer of the S. Hamilton Co., one of the oldest piano houses in the State, and who also has a large and extensive talking machine department, with Victrolas and Columbia Grafonolas on sale, returned from Princeton, N. J., where he attended the twenty-fifth annual reunion of the class of 1895. A feature of the reunion was the novel exhibit made of the various articles made or sold by the former students. Mr. Hamilton had as his exhibit a Columbia Grafonola and a Chickering-Ampico grand piano. In addition to this Mr. Hamilton distributed to his classmates a Columbia record which bore on one side a recording of the class song and on the other an address by the president of the class.

W. A. Hipp, of Connellsville, Pa., is the latest addition to the list of Pathé dealers who will be supplied by the Pittsburgh Talking Machine Co., Pathé distributors. H. J. Brennan, manager of the company, stated that sales for June showed a very excellent movement of merchandise.

Jean J. Marceis, formerly of Gimbel's piano department, New York City, is the new manager of the piano and talking machine departments of Spear & Co. In the talking machine department the Victrola, the Sonora, the Aeolian-Vocalion, the Vitanola and the Silvertone are on sale. Miss M. Kusterman has charge of the record sales, with Misses Mae Harnette Crider and Edith Vensel as her assistants.

The celebrated Kimball phonograph has been placed on sale in the Pittsburgh territory by Newton B. Heims, the distributor. Mr. Heims has a full line of the Kimball instruments on exhibition in his salesrooms and offices in the Jenkins Arcade Building. Mr. Heims is also the Pittsburgh distributor of the Brooks automatic repeating phonograph. Both instruments, he stated, are having brisk sales in his territory.

Columbia dealers who called at the offices of the company, in charge of S. H. Nichols, were A. A. Clark, Connellsville, Pa.; M. Slaven, of Morgantown, W. Va.; F. Lincoff, Weirton, W. Va.; J. M. Wilson, Sharon, Pa., and Mr. and Mrs. H. Polagrin, of Farrell, Pa.

George R. Madson, of the Cheney Phonograph Sales Co., of Cleveland, O., distributors of the Cheney phonograph in western Pennsylvania, Ohio and West Virginia, was a business visitor to Pittsburgh. Gray & Martin and the Dauler-Close Co. are the retail Cheney dealers in Pittsburgh. Mr. Martin, of the former firm, closed a deal for a $250 type Cheney phonograph that was heard by the purchaser just a half-hour before closing time. Mr. Martin says that frequently some of his best sales have been made just before the close of what is generally termed a very dull day.

I. Goldsmith, president of the Player-Tone Talking Machine Co., accompanied by Sales Manager Hollander, is spending several weeks at the noted Furniture Show at Grand Rapids, Mich. They have on display there several types of the Player-Tone. One that is much admired is a Console type. Mr. Goldsmith anticipates a record-breaking business this Fall.

Emerson Records

Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET

PORTLAND SPOKANE, WASHINGTON SEATTLE

Emerson Records

Thoroughly Covering Washington, Northern Oregon, Northern Idaho and Western Montana as Factory Distributors for

Emerson Records, Brooks and Paramount Phonographs

and a complete line of Phonograph Accessories, including

BRILLIANTONE AND WALL KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a $100,000 corporation officered by men thoroughly familiar with the musical instrument business as a result of many years' experience, we can assure dealers in our territory at all times

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

INQUIRIES SOLICITED FROM DEALERS ONLY

ANNOUNCEMENT TO THE TRADE

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.

HAS AT PRESENT AN

EXECUTIVE REPRESENTATIVE VISITING EUROPE

IN THE INTERESTS OF THE INDUSTRY

whose services are at the disposal of "IMICO" consumers gratis for the purpose of investigation and comparing any particular market and to ascertain any information possible that might be desired by the talking machine trade in general for their individual benefit and for the good of the industry

"IMICO" and "SERVICE" are SYNONYMOUS—DON'T be BACKWARD in COMING FORWARD

All applications for the above will have prompt and careful attention by addressing:

DIAPHRAGM SALES DEPARTMENT (Foreign)

REMEMBER THE "RUSH" *BE PREPARED THIS TIME*

A BUDGET OF PATHE NEWS

600 Workers Taken On at Brooklyn Plant—Large Warehouse in Chicago Gives Greater Facilities—Annual Welfare Outing to Be Held September 4 Instead of June

The Pathé Frères Phonograph Co. now occupies four floors in the new building of the group which constitutes the Pathé plant in Brooklyn, N. Y. Accordingly, six hundred more employes have been added to the already large Pathé family.

Additional facilities in Pathé distribution have been secured in the acquisition of a large warehouse in Chicago, with floor space of over 200,000 square feet. This warehouse is destined to provide increased facilities for the distribution of merchandise to Pathé distributors in the Middle West.

The official launching of the "Actuelle" will occur in August. Great publicity has been planned which will include extensive advertising in the leading publications throughout the country.

M. Jacque Pathé, who is in charge of the London offices and plant of the Pathé Frères Phonograph Co., is expected to arrive in this country in July for one month's stay.

Eugene A. Widmann, president of the company, has just returned from a tour through the Middle West, during which time he addressed a large Pathé Jobbers' Convention at St. Paul, Minn., on July 1.

The annual outing and games of the Welfare Association, of which practically every Pathé employe is a member, will be held on Saturday, September 4, this year, instead of during the month of June, which has been the usual custom. The entire Pathé family will leave the plant in Brooklyn at 10 o'clock for Duer's Whitestone Landing, where time will be equally divided between sports, dancing and "eats."

In the current edition of Pathé Records, published by the Pathé Frères Phonograph Co. for its associates, a unique idea is carried out in a double-page spread showing the photographs of a large number of the future generation of Pathé employes.

The new Pathé twenty-four-sheet poster, in colors, which measures approximately nine feet high by twenty-one feet long, is being used extensively by Pathé dealers, as may be seen through the large number of requests for these posters being received at Pathé headquarters. The poster is very striking in appearance and is the work of Cúgot, the eminent French artist.

L'ARTISTE OFFICIALS IN BOSTON

BOSTON, MASS., July 6.—Wholesale Manager Monroe, of L'Artiste, returned to Boston a few days ago, after a productive trip through portions of New England, and he was able to interest a number of dealers in this machine.

E. S. White, of the Smith, Kline & French Co., L'Artiste distributing managers for the Philadelphia territory, was in town a short time ago conferring with C. C. Moir, the New England distributor, relative to the Fall business for this machine.

What More Can You Ask

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

Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Natural Voice Phonograph Co.

ONEIDA, N. Y.

Style 175

Style 125

Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.

ONEIDA, N. Y.

Distributors of this Line Wanted in every State.

IF IT'S FOR THE PHONOGRAPH WE HAVE IT

SEASONABLE SUGGESTIONS

Banjuke No. 50

Played exactly like the Ukulele. Has the distinctive banjo twang. Has 7-in. maple shell.

Extra Fine Tone

Banjo Head

Three-piece Neck

Retail Price $15.00

Price to Dealer $6.50

Highest Grade Made

UKULELES

No. 100. Very popular style. Plain neck, genuine mah. Retail $6.00. Dealer $3.00.

No. 125.—Same as No. 150 except not inlaid on edge. Retail $10.00. Dealer $4.25.

BANJUKES

No. 40.—Mah. shell, 7 in. 20 in long. Single piece neck. Retail $10.00. Dealer, $4.25.

No.60.—Finest inlaid Banjuke, size same as No. 40. Retail $30.00. Dealer $10.00.

Ukulele No. 150

This Ukulele is made of genuine Mahogany, hand rubbed. Sound hole ornamented with inlaid colored woods.

Three-piece Neck

Retail Price $15.00

Price to Dealer $6.50

Highest Grade Made

DEAN STEEL NEEDLES

FINEST AMERICAN MADE

Extra Loud - Loud - Medium - Soft 50 cts.

PER THOUSAND
10 THOUSAND LOTS

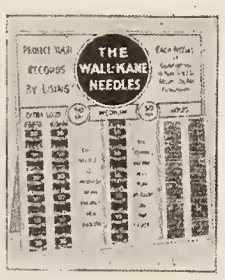
FIBRE NEEDLES

The Only Original Fibre Needle

B. & H. Needles are used the world over by those particular in their care of records. A perfect reproduction with no surface noise.

Packages— 50 Retail	$0.25
Packages—100 Retail	.50
Dealer's Price, Per Thousand	3.00

This display container handsomely finished in the same color scheme as the boxes, holds 100 packages of a kind, loud, extra loud or medium. Costs the Dealer **$7.50** per container, retails for **$15**



This handsome metal enameled display stand holds 60 packages. 2 doz. extra loud, 1 doz. medium and 2 doz. loud, each package containing 50 WALL-KANE needles. Complete stand costs the Dealer **$4.60,** retails for **$9**

The *New* Apex Fibre Needle Cutter

"SIMPLE"

Nothing to get out of order; no springs to break; no blades to fall out; easy to operate; cannot come apart. It is not possible to properly cut a fibre needle unless the cutter is in perfect order

"EFFICIENT"

Each time the needle is inserted the result in the same. Not the slightest variation in the position of the needle, the angle of the cut or the size of the cut.

"ECONOMICAL"

The NEW Fibre Needle Cutter will take at least thirty cuts off a needle, which is double the possibilities of any other cutter on the market and makes the use of Fibre Needles more economical than steel needles.

Retail $1.50, 40 and 10% Discount.
Dealer's Net Price, Per Doz., $9.72

DISTRIBUTORS

OKeh Records

WADE "SUPERIOR" SERVICE WILL INTEREST YOU—GET OUR PROPOSITION—IT IS A REAL MONEY-MAKER.

COAST TO COAST SERVICE

ORDER FROM

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

DO IT TODAY

12-22 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS

THE STORY OF WALLACE BROWN

Successful Detroit Brunswick Dealer Is Theme of Story in Business Magazine—Has Methods All His Own Which Have Proven Their Merit

The progressive business methods of Wallace Brown, the active Brunswick dealer of Detroit, Mich., have attracted the attention of the trade and in the July issue of "Business," published by the Burroughs Adding Machine Co., there is a comprehensive article outlining in full Mr. Brown's way of doing business. The article is written by William C. Sproull and traces the story from the days when Wallace Brown made his move into East Grand River avenue and began to sell the Brunswick machine by radically new methods, to the present time when he is recognized as one of the most successful salesmen in the game.

Brown believes in selling his product at his own store. He does not do any bell ringing to enlarge his trade, but has found that by real salesmanship in his own warerooms he can accomplish the desired results. He advertises consistently and well. In his advertisements he talks to the public as he talks to them in the store. He talks facts. He finds out what he wants to know about the customer and then does all the rest of the talking himself. He meets the prospect on his own ground and shows him just where the Brunswick will prove superior to the machine now in his home. He relieves the customer's mind of all uncertainty as to just what the proposition involves. To quote from Mr. Sproull:

"For example, he knows that a woman dislikes to figure interest. If she pays $25 down and $15 a month she does not understand why she has to pay $6.87 at a future date to cover something people call interest. For this reason he adds a flat charge of $5 or $10 to the original price, and deducts the amount from cash sales.

"The record problem is another example. Everyone asks the question, 'How many records do you 'throw in?' The dealer cannot afford to give records away, yet he knows the customer expects it. Mr. Brown includes $5 extra in his price to cover the charge for a half-dozen records. In other words, he states his proposition to be that for $165 he will sell you this machine, give you six records and allow you a year to pay it. That is the agreement. There is no uncertain quantity such as interest or cost of records."

A VICTOR DOG THAT GROWLS

Emerson Piano Co., Decatur, Ill., Find New Way for Attracting Attention of Public

Decatur, Ill., July 3.—A Victor dog which growls good-naturedly attracts much attention from passersby to the Emerson Piano Co. store. He has been a familiar object in Decatur for some time but his tendency to growl about it came recently when a Claxton horn was fitted to a board and pushed into his head, and a dry battery and a button inside the store did the rest.

At the same store, the ingenious Manager McDermott, to relieve the monotony of the streamer, "The June Victor Records Are Here," used for each month's Victor record announcements, arranged packages of Victor needles (steel and Tungs-Tone) to spell out the same message on the floor of his window.

HAS 450 RECORDS IN HIS LIBRARY

Wondering just how many records she might have been selling to him, Miss Langley, of Bulpitt Bros., Taylorsville, Ill., asked a customer to list them for her. He had 450 records and was still buying. A recent sale to him were the records of the instruments of the orchestra, that he might identify certain instruments whose sound he did not know, for he is not a musician.

COMPANY TAKES OVER ARTOPHONE

Artophone Corporation Formed in St. Louis With Capital Stock of $100,000—Another New Concern Just Organized Called Olympic Co.

St. Louis, Mo., July 3.—The Artophone Corp. of this city has been chartered with a capital stock of $100,000 and has bought the stock and fixtures and trade name of the Artophone Co., talking machine manufacturers and distributors, now of 1113 Olive street, but which have leased the building at 1103 Olive street. The officers of the new company are Edwin Schiele, president, who has been a stockholder in the Artophone Co. for the past nine months; Herbert Schiele, his son, vice-president and treasurer, and J. Kramer, secretary. The latter is Edwin Schiele's son-in-law. They have taken over the lease of the five-story building at 1103 Olive street, recently secured by the Artophone company, and will occupy it in a short time. They expect to add pianos and player-pianos. For the present it is the intention to devote their attention to the retail and mail order trade on the Artophone, but may later engage in the wholesale business extensively.

R. H. Cone, Sr., and Albert T. Gardner, formerly sales manager of the Artophone company, have organized the Olympic Co. and announce that they will enter the wholesale talking machine trade in an extensive way. They will place the Olympic talking machine on the market at once. They have ample factory facilities, they state, and will be in a position to furnish the trade, in the Olympic, with an excellent product and assure prompt shipment and an all-round balanced service. The new concern has opened offices and attractive salesrooms at 800 Columbia Building, Eighth and Locust streets, this city.

But of all wasted power, the greatest waste is inside the human skull, that "temple of ivory" in which everything is possible.

"Easier to sell
than any other
phonograph in the world"

That's the way salesmen talk about

The Aeolian-VOCALION

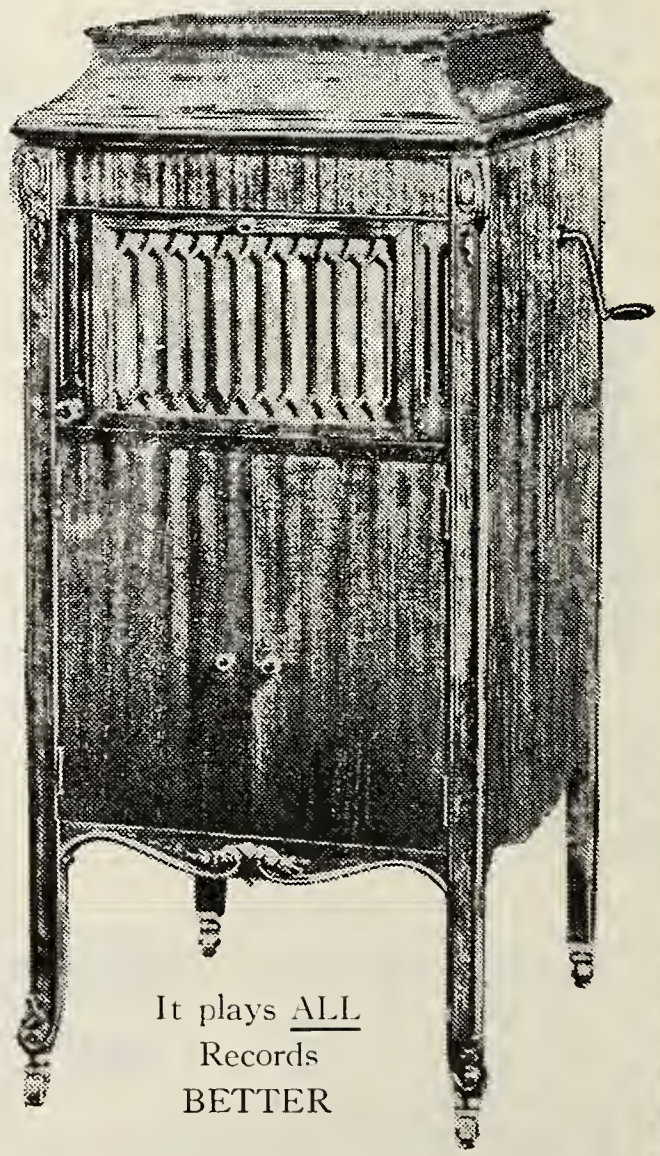
The new and greater phonograph

VOCALION RECORDS — Two distinct styles of records. A lateral cut and a hill and dale. You can therefore sell EVERY phonograph owner in your community.

Ask for our Dealers' Proposition
We are Western Distributors, prepared to give you the goods you want WHEN YOU WANT THEM.

FIRST OF ALL RELIABILITY
CONSOLIDATED MUSIC COMPANY
ROYAL W. DAYNES, MANAGER

13 to 19 East 1st, South - - - - - Salt Lake, Utah



It plays ALL Records BETTER

Empire
PHONOGRAPHS and RECORDS

A Rare Combination of Fine Qualities

The Empire combines in one instrument the fine qualities that distinguish all other high class phonographs.

It gives you that perfect balance of desirable features—that satisfying *completeness*—which *wins* and *holds* public favor.

The Empire is *not* an "assembled" phonograph. Its component parts, from reproducer to cabinet, were *designed and made for the Empire.*

Each Empire model represents *value in excess of its price.*

Empire Records
"Simply Irresistible"

Empire records—made under an exclusive patent—are the very latest development in record making. Compare them with the best of other brands and judge for yourself. No "freak" numbers, no "slow sellers" but the popular favorites, new and old, that *keep the cash register busy.*

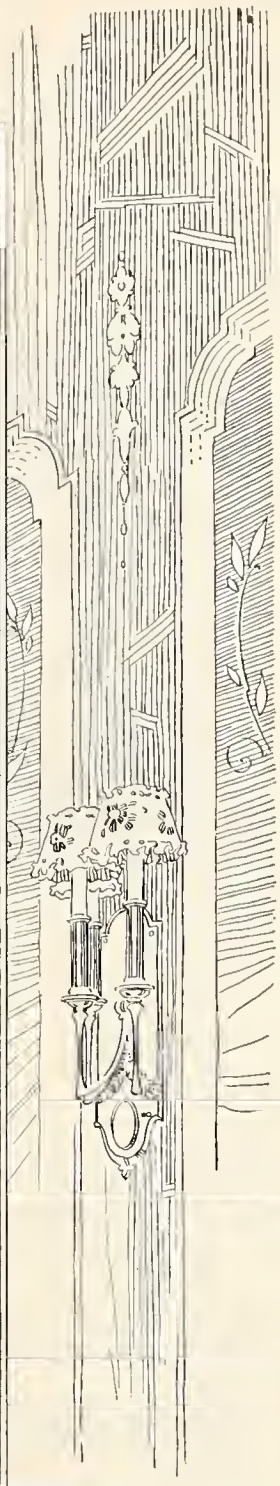
Order a trial assortment of Empire records and see how quickly they will be snapped up.

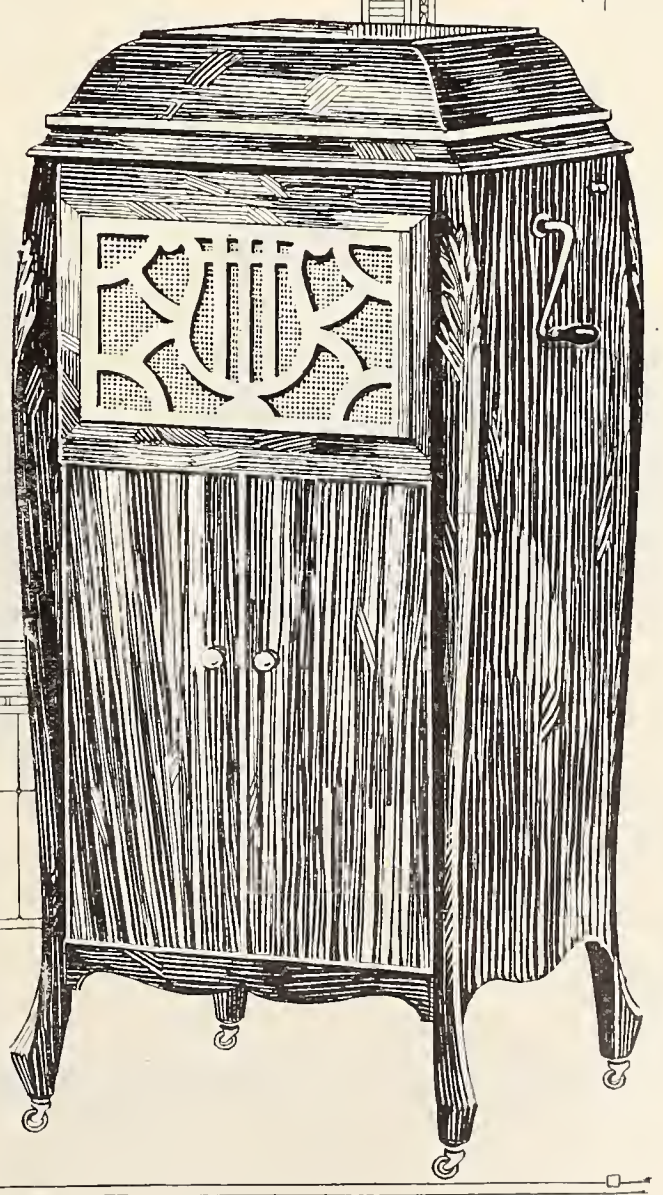
The sixth Release of Empire records is now ready.

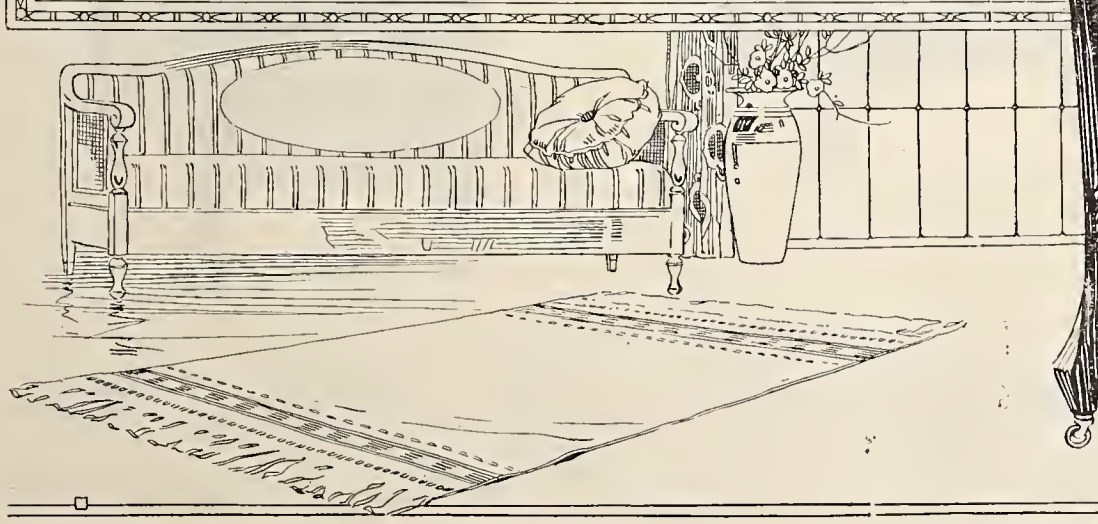
Get the Empire Agency Special Proposition

Write for attractive agency proposition and full details of our extensive program of newspaper advertising and dealer cooperation. Empire Phonographs and Empire Records are a powerful sales combination. It will interest you. Write today.

Empire Talking Machine Company
JOHN H. STEINMETZ, President
429 So. Wabash Ave. :: Chicago, Ill.



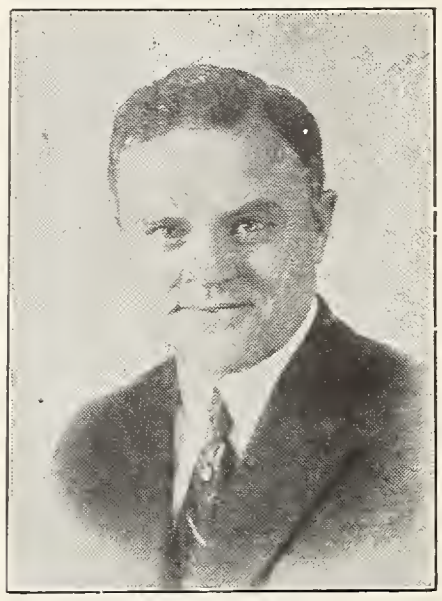




"BILLY" MURRAY NOW "EXCLUSIVE"

Signs Contract With Victor Co. Whereby This Company Controls His Recordings from July 1, 1920—One of the Great Favorites

Camden, N. J., July 3.—C. G. Child, director of recording for the Victor Talking Machine Co., has officially confirmed the rumors that have been abroad recently to the effect that "Billy" Murray had been signed up as an exclusive Victor artist, from July 1, 1920.



Billy Murray

Billy Murray certainly ranks as a great national favorite and the sales of his records have undoubtedly been as large or larger than those of any popuiar artist recording at the present time. His name is known to talking machine owners from coast to coast, thousands of whom have placed standing orders with their dealer for every Billy Murray record that is produced. His voice is recognized as particularly adaptabie to recording purposes and his enunciation has won the enthusiastic commendation of musical critics. He is "an old timer" but is to-day going stronger than ever. Originally he was a Victor artist, but for the last two years has been singing for a number of record companies. The news of this famous tenor's becoming an exclusive Victor artist will please Victor dealers.

MUSICAL INSTRUMENT
CASES COVERS
RECORD CASES
Write for Catalogue
J-D-HUNT MFG-CO-INC
TRAVELING GOODS
TRADE MANUFACTURERS MARK
939 947 MASSACHUSETTS AVE. INDIANAPOLIS, INDIANA, U.S.A.
"A SAMPLE WILL CONVINCE YOU"

GEORGE PARKER LEAVES FOR COAST

Boston, Mass., July 3.—George Lincoln Parker is leaving on July 5 for the Pacific Coast and is therefore unable to attend the Edison convention. He will spend a part of his time at Berkeley, Cal., where the headquarters of the American Photo Player Co. is located, and then will go to Van Nuys, where the Robert Morton Organ Co. has its plant. The trip is partly for business and partly for pleasure. Mr. Parker will go West over the Canadian Pacific system and return via the Santa Fe route, so that he may visit the Grand Cañon.

COLUMBIA STORE IN DES MOINES

W. A. Wilson has opened a new Columbia Grafonola store in Des Moines, Ia. The building which he has just occupied has been entirely remodeled and four demonstration booths have been built.

You don't swallow food whole. Why should you swallow names and words whole. Read with an encyclopaedia and a dictionary near at hand. You may think yourself well educated, but there is always more to learn.

EDISON JOBBERS VISIT ORANGE

Albert Buehn and Robert L. Proudfit Remain in City for Caravan Convention—Latter to Travel to Coast With Delegates

Visiting jobbers to the Edison laboratories during the past week were Albert A. Buehn, treasurer of the Buehn Phonograph Co., Pittsburgh, and Robert L. Proudfit, president of the Proudfit Sporting Goods Co., Ogden, Utah.

Despite the railroad tie-ups, the results of which continue to make themselves felt throughout the western Pennsylvania district, business in general, according to Mr. Buehn, is looking forward to a substantial increase in July. Mr. Buehn states further that the Edison dealers in his territory, who are carrying out the 1920 sales promotion plans originated by the Edison laboratories, are enjoying a largely increased volume of business, illustrating that there is little or nothing in general conditions to prevent live dealers, who go after business in the right way, from reaping a generous share of the prevailing prosperity.

Mr. Proudfit expected to remain in the East to take part in the New York sessions of the Edison caravan convention. He plans to accompany the caravan on its entire tour across the continent, the last stop being San Francisco, where he expects to meet most of the Edison dealers from his territory. He is most enthusiastic over the program prepared for the conventions by the Edison Co.

GARFORD "BABY" PHONOGRAPHS
A Popular Line of Toy Phonographs
"Nothing More—Nothing Less"

THE "BABY" MODEL
RETAILS AT $6

Description of "Baby" Model
Plays Little Wonder or 7-inch records
Metal Cabinet finished in bigh grade Ebony Enamel with nickel trimmings.
Length 8¼ inches Helght 7½ inches
Width 5½ inches Weigbt 3½ lbs.
Provided with one spring worm gear motor. 5¼-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

MODEL X
RETAILS AT $10

CLOSED

OPEN

Description of Model "X"
Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany
Helgbt ..... 17¼ inches Width ..... 8⅝ inches
Deptb ..... 9⅝ inches
Provided with one spring worm gear motor. 5¼-inch tnrntable. High grade sound box, with wonderfully clear reprodnction. Speed regnlator.

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio
FORMERLY NAMED THE GARFORD MFG. CO.

Here's a favorite model of our Console creations in

The Windsor Phonograph.

a work of art in design and workmanship worthy to be classed with the rest of the furniture line we have been making for the best trade since 1885.

Brochure of views sent on request.

Originator of the Console and Period Designs in Phonographs

WINDSOR FURNITURE CO.
Chicago, Ill.

THE MID-WEST

Western Division of The World, Chicago, July 10, 1920.

When we were composing the brilliancies and the coruscations which illuminated these pages last month, the air of this metropolis was heated to the point of evaporation by the oratory of the human phonographs of the Republican party, oratory which strangely and feverishly contrasted with the silence of the seven (or was it nine) gentlemen whose manipulations—described by their enemies, of course, as machinations—brought about the nomination of the gentleman who has now become the Presidential candidate. Well, now, all that is over and the folks out at San Francisco are just getting through with their troubles. But we simply don't know what rest means out here. The Best People On Earth have descended upon us, as the Assyrian came down, although whether they or we will turn out to be the wolves is a matter which history will have to take care of. All that the Western Division of The World knows is that it is very hard indeed amidst all this excitement even to find the point-of-view of the Mid-West, not to say, give it any adequate expression. How, one asks, is it to be done? How on earth—or in The World, as one might say—is one to be witty and wise, charming and informative, with the B. P. O. E. yelling their heads off all over State Street and the rumblings of the Third Party's Convention machinery already beginning to fill the circumambient on the Lake Front and elsewhere? This is no sort of a job for hot weather and we so declare it. But of all slaves the newspaper slave is the most slavish. The printer's devil is running after him at all hours; and so long as the wireless, the telegraph, the telephone or the airplane mail conduct their business between Chicago and Manhattan, the Western Division know that the wrath of their editors followeth them day and night. With which preliminaries, dear brethren, we address ourselves to the task of representing the feelings and beliefs of the great middle empire, so far as these relate to the talking machine industry, for the benefit of The World in general.

Polly Ticks Prevail!

Of course we are feeling the freight tie-up. How could it be otherwise? But a good many of us are wondering whether it is not just a bit too simple an explanation, when we say "car shortage" and let it go at that. The fact is that some authorities who ought to know tell us that there is no car shortage at all and that we are suffering from a vicious system of distribution and from nothing else. The other day we were looking at some car service figures which showed that during the middle week of June as many as two hundred and thirty-five thousand cars were reported tied up or delayed in transit. Of these no less than eighty-five thousand were reported as awaiting switching facilities at junction points. It is as plain as the proverbial nose on the proverbial face that this state of affairs means lack of labor, not lack of cars. It is equally plain, if the Federal Trade Commission is to be believed, that faulty distribution of motive power and rolling stock is also largely to blame. Mr. Colver, of the Commission, is quoted as saying recently that there will never be a return to normality in freight conditions until the motive power and rolling stock of all the railways are pooled in such a way that they can be distributed, at the behest of a single controlling body, just as may be needed from time to time. Apart from political considerations, this is surely something worth careful thought. In a few weeks the great crop movement will be in full swing. As a natural consequence, the present congestion will be intensified and we may consider ourselves fortunate if there does not arise a cry for priority decisions. All of which of course will be at our expense. Now it seems to us out here in the Mid-West that it is pretty nearly time to stop messing around about these things and to begin to look at them as a whole. The railway question is not, and cannot be, a local question. Unless and until it is considered as a whole, in all its bearings, considered nationally and not sectionally, we shall not get very far with any schemes for improvement. It is as sure as anything can be that the music industries in general will have reason to complain ere long if they do not put their thought into these matters. We are dealing with a national problem which has to be solved. If it is not solved someone is going to suffer severely.

Nationwide: Not Local

The furniture expositions are with us again and there is much excitement around the Boul Mich at Thirteenth and Fourteenth Streets. Incidentally, if one wishes to create trouble amongst furniture men, one only has to forget to mention one of the exposition buildings and concentrate one's attention on the other. It does not matter which one. The man one is talking to always has his goods in the building one is forgetting. Wherefore, we pause to remark that in the above statements we include the "1411" building and the "1319" building: both. Now some of our divisional news sleuths have been sleuthing up around the Xpo buildings and they report that the talking machine exhibits are few in number; fewer than in any previous year. At the same time, they tell us that the quality of the exhibits in general is higher than ever. Whether as to finish, quality of woods used, interior workmanship and construction or mechanical devices, there is every reason to feel happy over the goods which are being shown by our phonograph and talking machine makers. Much the same may be said about the exhibits at Grand Rapids, according to the reports made by The World's Western Division man who attended the opening of the big July Show in that city. This is all, of course, as it should be. Regrettable as the statement may appear, there is no use in concealing the fact that a good deal too much shoddy was patched up and thrown out on the market during the earlier days of the industry. There was a time indeed when manufacturers were engaged in a continual struggle between their sense of honor and their sense of expediency. The demand for goods of any kind was so great that the pressure to get out quickly almost any old thing was hard to resist. Among the blessings of the present time, we might as well include the existing opportunity to take time and thought over the construction and finish of the manufactured product.

Our Own Little Xpo!

There was another noticeable feature about the Furniture Expositions. No one could help noticing the very large number of Period styles, so-called. In fact, it seemed as if every manufacturer who aimed at doing something attractive had made a creditable attempt to design cabinets in one or more authentic reproductions of the famous Periods. The styles of Chippendale, Heppelwhite, Adam, Queen Anne, Sheraton, the Louis. the James, the Charles, William-Mary and the Georges were to be seen in abundance. Moreover, there was another side to the matter. It was not merely an attempt to reproduce the superficial decorations and mannerisms of the great designers, whilst leaving the general outlines untouched. On the contrary, there was the strongest effort to assimilate the entire structure to the requirements of each Period. Chests, high and low curio cabinets, escritoires and every sort of piece well known to the great masters of domestic design have been studied, with results often as delightful as surprising. Now this again makes us feel happy. The Mid-West has been the home of the later development of the talking machine to such an extent that we feel a sort of quasi-parental pride in any artistic achievements which may be attributed to it. Our makers, in a word, are coming out of the exuberance of childhood and are settling themselves down into maturity. This is well. It is very well indeed. And there is another, more immediate, side to the whole matter. It is being noticed by the keener merchants that the "period" machines are making a great hit with women buyers. Now, women, in fact, have quite as much to do with buying talking machines as men have. Their tastes and their prejudices must be considered. Those who do not consider them will surely suffer. Period styles appeal to women. Partly this is because they possess the air of distinction which all women of taste admire. Partly it is

The Style and the Period

POINT OF VIEW

because they are "different." Mainly it is because they are beautiful. One looks to see the talking machine designs leaning further and further towards reproduction of classic furniture.

THE rumors and gossip, the excursions and alarums, which periodically pester the mind of the busy and harassed trade paper editor, leave very little time for thought as to their origin or value. This is, after all, not as unfortunate as some might think, for of them all it is usually correct to say that they come like water and like wind they go; if one may slightly paraphrase the translator of Omar Khayyam. To take a quatrain from that same lovely garden of Persian roses:

Just Ropes of Sand

"Myself when young did eagerly frequent
Doctor and Saint; and heard great argument
About it and About: But evermore
Came out through that same door wherein I went."

which, whether or not it represents a historical, certainly represents a psychological truth. We are always frequenting the doctors, those who are supposed to know: and we are always hearing great argument, about it and about. Likewise, we find, distressingly often, that the door through which we are let out is identical with the portal which we so confidently and hopefully entered. Rumors, gossip, rumors: talk, talk, whisper, whisper: it is all very stupid and very tiring. We are to-day a great and busy industry in a great and busy nation. We have, unhappily, our share of black sheep, even of sheep whose color is positively ebony. But the flock in general is a very nice flock and it is subserving a very useful purpose, on the whole. Not all the men one meets are angels indeed: but most of them are a good deal nearer the angelic than the diabolic. Our industry has its ups and downs; but it is safe and secure, if so it be that those who run it use a modicum of good sense. There is so much more of good than of bad in the industry that of its security and future progress no wise man can for a moment doubt. But it is quite certain that it was a wise Greek who, to his concept of Evil, gave the name Diabolus or the slanderer. Rumor, gossip and malicious talk are at the bottom of all the evil there is or can be. Wise men keep their ears stopped and refuse to listen. After all, gossip is only hot air: and hot air is about the lightest compound there is. Our industry is just beginning to sit up and take a healthy interest in life. Let us at least not strangle it in its cradle through our own stupidity. There is room in this great land of ours for the utmost possible expansion of an honest talking machine industry during the whole of the next decade: and after that there will doubtless come a new development which will start us all over afresh. One finds it hard to get up worries over the future of the talking machine industry.

WE HAVE cited from time to time some evidence of misunderstanding concerning the method of settlement for goods received known as the Trade Acceptance. The criticisms which have been made are not all espoused by us, but we give them for what they may be worth. In effect, it is claimed that dealers have found themselves in a difficult position when they have given acceptance for goods against Bill of Lading and afterwards have found the goods not up to standard. In such cases, it is said, the dealers have sometimes declined to pay the paper when it has fallen due; and in consequence there has been trouble for the manufacturer. Well, this may or may not be; but one thing is quite certain. The whole theory of the acceptance is based on mutual confidence. It requires as its foundation the notion of reliable goods bought and paid for on faith and coming up to expectations when received. It is quite certain that on any other basis the whole procedure becomes in the highest degree uncertain; and is, in fact, a positive danger. But, of course, it follows, or ought to follow, that the men who are asking merchants to do business on the basis of acceptances should be beyond criticism. The very moment you allow the suspicion to exist that there is, or is likely to be, something wrong with the product which a manufacturer is turning out you destroy the confidence and trust which are the common basis of commercial honor; and you render the acceptance an unwieldy and even dangerous tool for business purposes. Here, too, the attitude of the banker must be considered. The banker has to take this paper on the basis of a belief that true value lies behind it. If there is any suspicion as to this value the banker cannot retain this confidence; and consequently his attitude towards those who do business on this basis must be unfavorable. We decidedly want to retain the trade acceptance as the basic tool for the expanding work of our industry. But: it must be based on quality goods. That is the secret. The system is good; in fact, it is very good: but it presupposes quality goods. Let us not forget that.

But What Do We Accept?

"You must wake and order early, order
early, Dealer, Dear!"—Tennyson Revised.

OF COURSE you must; if you expect to have any goods to sell this Winter. It's "old stuff," of course; but old stuff has to be retailed, early and often, when it is both correct and unhappily neglected, not to say treated with scorn and contumely. Sometimes one can get new ways of looking at old stuff; and we think we have one at least. This industry of ours cannot keep going as it should if it is to be run on a seasonal basis. For one thing, such a system is wasteful and stupid. For another thing, it keeps costs up and production down. For still another thing, it renders impossible prompt delivery and good service. Now, one cannot pretend that the people will buy as many talking machines during the vacation months as they will in November and December: but the fact is that until dealers learn to keep their floors filled with machines and records all the year round they will never make a serious effort to do Summer business. If dealers knew that they could not get goods in Winter unless they ordered in Summer there would be no excuse to postpone orders till the last moment. Well, now, the truth is that the industry cannot keep going in a healthy state if it is to be half shut down during three months of the year. That is wasteful and stupid. The time to order for future requirements is Now. The goods won't come the day after. Nobody need worry about that. The railroads will see to it that they take their time in arriving. But: the man who orders now will be in shape when the other fellow is howling his head off and calling down imprecations on every manufacturer.

Old Stuff, but Timely

P'ST, c'mere! Great Secret! F. D. Hall is going to take a vacation. For the first time in eighteen years or thereabouts, he is going to cut out business and have a good time. Which is very nice. Everybody who knows the B & H Fibre needle will wish the boss thereof all the good times in the world and will agree that he has earned any holiday he chooses to take. He will be in California with Mrs. Hall for a couple of months or so and we hope that when he gets back he will feel fit as a fiddle. We do not know exactly how fit that may be; but however much it is, we want him to feel just that way. There are very many of us, some thousands of us in fact, who feel personally indebted to the B & H Fibre needle; and all our good wishes will go with the creator of this first aid to poor reproduction.

Listen: Big News!

OUR friends, the Starr Piano Co., who make the Starr talking machine, are trying out something new down in their retail store on Wabash Avenue, which is in Chicago. Our very good friend Rousseau, who manages things for them there, has taken on as one of his sales force a young lady who combines talents for salesmanship with even greater talents for the vocal art. Talk about equipment for selling talking machines! Think of the advantage which comes from being able to let the customer hear the song from a human voice along with the record, at all times and in all places! To Miss Jelsa we extend felicitations.

Le Sage, Monsieur Rousseau

NEW YORK
Talking Machine Co.
119 West 40th St.

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

Victor Wholesalers Exclusively

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

CHICAGO, ILL., July 9.—The outstanding feature of the Western trade at present is its comparative quietness in both the wholesale and retail branches. This condition is due entirely to the arrival of the warm months when, unfortunately due largely to habit, business is traditionally slow. Dealers do not seem to realize the opportunity of developing Summer business Anyway our faces are to the future and we must prepare for the excellent Fall business that is bound to come. Just as someone once said: "In time of peace prepare for war," so the slogan of the far-sighted talking machine dealers during the coming thirty days should be "In time of slack demand prepare for large."

It is undoubtedly true that some talking machine dealers have well-stocked warerooms at the present time, but there are many who have failed to contract for anywhere near as many instruments as they are absolutely certain to sell in the Fall.

It is safe to assert that next Fall and during the Winter holidays the trade will equal, if not exceed, the phenomenal business of the past year. This being true, the experiences undergone by talking machine retailers during the past two big seasons will be repeated in 1920. But the reason this time will be different. Heretofore the shortage has been almost entirely due to the lack of machines. This year it seems evident that a similar shortage is inevitable, but this time because of the inadequate transportation facilities. The car shortage affects us in the Middle West as pointedly as it affects any other part of the country. Right now the writer has in mind certain manufacturers who have been unable for several weeks to get carloads of instruments and supplies shipped into this city.

The Freight Situation Is Serious

That the freight shortage is urgent is shown by the fact that the Chicago Piano and Organ Association, which includes in its membership the important piano men of the city, together with some representatives of the talking machine industry, has taken definite action in asking all of its members to aid in securing a quicker turnover of freight cars. Co-operation immediate and definite is necessary to alleviate the very serious shortage in cars. The Association, through a special committee, consisting of the head executives of the Kimball Co., the M. Schulz Co. and Lyon & Healy, has mailed out letters to all members urging them to combine in an effort to expedite the handling of freight. As a further aid to overcoming this condition the Association seriously urges dealers now to estimate their Fall requirements as nearly as possible and to order sufficiently in advance to assure the use of the railroads during the present less congested period. This letter, which has been sent out to hundreds of piano merchants throughout the Middle West, concisely expresses the whole problem confronting the trade and is printed as follows in full:

"An exceedingly serious car shortage throughout the country is obvious and there are no indications of any material improvement within the year. Only a few cars were made during the period of the war and very few since. As cars are required to move material from which cars are made relief from that quarter must be slow. With the impending crop movement upon us, the movement of coal this Summer and Winter, together with a tremendous tonnage of raw materials and finished products, you can readily understand that under the most favorable conditions we cannot expect any improvement affecting general transportation by rail for many months. It is recommended, therefore, that we make the best use possible of present facilities.

"If one thousand car users will load or unload one car one day earlier one thousand cars per day will be released for service. After a very thorough investigation of the situation your committee vigorously recommends a sincere and concerted effort on the part of the musical instrument manufacturers and dealers to relieve the present and pending car shortage, and also that this organization be committed to a policy of co-operation with and support of those who are trying to deal with this serious situation.

"In view of the foregoing, it is the manifest duty of all members of our trade, whether manufacturers, jobbers or retailers, to anticipate their transportation needs as far as possible and stock up during June July and August, so as to make the least demands upon transportation facilities later in the year when agricultural products, fuel and other commodities necessary to sustain life must be moved.

"We recommend that orders be placed now for shipment as early as the goods can be moved for all requirements for the balance of the year. It is better to lose interest on the investment for a short period than to be without necessary supplies for the Fall trade. An earnest, tangible effort on the part of our trade to assist transportation authorities, as above outlined, will go far toward preventing priority orders or any action tending to deprive us entirely of transportation facilities."

Prospective Increase in Freight Rates

In an interview with a number of officers of the above Association, the writer heard that there is in prospect a raise in railroad freight rates of from 25 to 35 per cent. It is said this raise will take place in September, which only presents another excellent reason why dealers should order at the present time.

Business and Pleasure

The talking machine department of Mandel Bros. have devised a scheme for increasing the sales of Vocalions as follows. The talking machine salons are on the ninth floor, where also are the lunch rooms. The employes of the talking machine department spend the noon hour each day in the lunch room and have lately been given an incentive for creating Vocalion customers by a special commission of five dollars to every employe who brings in a customer-friend from the dining room. The idea not only has brought in new customers but has acquainted hundreds of Mandel employes with the fact that an Aeolian concert may be enjoyed during the noon hour without leaving the store.

New Federal Agency

S. H. Siegel, of the Federal Phonograph Corp., reports that a new agency has been established by his concern for the jobbing of Federal talking machines in the Pennsylvania territory. The agency is located in Philadelphia, Pa. The Federal organization is speeding up production at their new plant in expectancy of a large Fall business.

Washday Music

In a letter to the Daily News Charles Nielson, head of a laundry company on the Northwest Side, here, comments on a news item from Bath, England, which recounted how a talking machine had been installed in a laundry there to provide music while the employes worked.

(*Continued on page* 141)

"ORIGINALITY"

says Webster "..... is the state of being 'first in order'; not copied, but offering something from which copies are made."

The Wade Fibre Needle Cutter was the first on the market; therefore it was the ORIGINAL.

What more need be said? Webster's definition makes it clear.

Just add the words "Dependable" and "Quality Unsurpassed" and the tale is told.

WADE & WADE

3807 Lake Park Avenue CHICAGO, ILL.

We think the VICTROLA justifies the most beautiful advertising of the day. Our aim is always to get the best obtainable.

LYON & HEALY

VICTROLA DISTRIBUTORS

CHICAGO

The Lyon & Healy Victrola newspaper advertising service sets a new standard for quality. These attractive illustrations are available for the use of the one best Victrola Dealer in each city.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

"To some people this would appear to be a novelty, but I believe that an investigation will show the use of phonographs, pianos or player-pianos in a great many institutions in this city," writes Mr. Neilsen. "For instance, the laundry company of which I am president has a player-piano which is played morning, noon and night and at recess periods in the morning and afternoon, also. We have found it a valuable asset and would miss it very much now if we did not have it. We believe it cheers everybody up and makes us happy and helps us to forget our troubles, if we have any. The old saying that 'music hath charms' is certainly true, and its accuracy is demonstrated by the presence of such equipment in commercial institutions."

Get Emerson Machines

F. W. Clement, of the Emerson Phonograph Co., has received the initial shipment of the new Emerson talking machine. A special room has been prepared for housing the sample, which will be used as a dealer demonstration room. Mr. Clement looks for a considerable demand next Fall for Emerson talking machines and states that the Eastern factories are producing at full speed in order to meet the expected call for the instruments.

Supply Men Optimistic

One of the best barometers of the industry is found in the talking machine supply houses. Chicago's three principal supply houses report the Summer business as quite normal, which is to say rather low during the warm months. The supply men seem to be placing orders with their manufacturers to the fullest extent on the assumption that there will be a large Fall business.

Wm. Wade, of the Wade Talking Machine Co., feels that the present condition of the market is purely temporary and incidental to the season of the year. There is no surplus of musical instruments or merchandise of any kind in retail warerooms, he says, for which reason he looks for a return of a business as great as, if not in excess of, last Fall's business.

Wm. Fricke, speaking for the Lakeside Supply Co., states that sales are well up to the average of the season. The Lakeside Supply Co. is taking advantage of the warm months of lessened demand to embellish their stocks.

Cole & Dunas report a very satisfactory demand for such instruments as ukuleles, banjos, table model talking machines, and so forth; in fact, they find themselves in a difficult position in the matter of meeting their customer's orders for Summer musical merchandise.

Lyon & Healy Victor Dealers' Concert

One of the interesting events in the Lyon & Healy talking machine department last month

Listening to Victor Artists at Lyon & Healy's

was the concert given in the recital hall by Miss Margaret Young and Princess Watahwaso, both popular Victor artists. Many of the Lyon & Healy Victor dealers were present and had an opportunity of meeting these artists, whose records are creating more and more interest.

Makes New Needle Cutter

Joseph Brandstetter, designing engineer of long experience in the talking machine industry and formerly connected with Sears, Roebuck & Co. as a designer of special devices and special machinery, is the inventor of the Alto fiber needle cutter, manufactured by the Alto Mfg. Co., of this city. Mr. Brandstetter claims for his cutter the advantages of quantity production —that it is manufactured from specially treated and tempered tool steel in order to lengthen the life of the cutting point. It goes through fifty operations and a number of special machines have been designed by Mr. Brandstetter to achieve more efficient manufacturing processes.

A Tip to Record Salesmen

"Freddy" Firestone, manager of the Smith Piano Co., states that he has a remarkable list of records prepared for a certain type of customers which he says frequently visits the store. "It was many years ago, when a man entered a store in which I worked," said Mr. Firestone, "and asked if I knew of a talking machine record that could out-talk a woman. I thought a moment and replied that I had. I sold him a certain record which was remarkable for its voluminous tone and later on made up a small list of such records. I always have this list ready and whenever a sort of henpecked individual enters the store I know just what he wants: a record to out-talk his wife."

Rothschild's Takes Brunswick

The Brunswick line of talking machines and records have been taken on by Rothschild's department store, of this city. This concern previously handled the Victor and Columbia lines exclusively and have always had one of the most progressive of the department store talking machine departments in the city.

Recitals Go Big

W. C. Ekhart, sales manager of the Phonograph Co., reports great success for the Edison recital department, organized some months ago under his supervision. The recital department develops plans for promoting Edison concerts throughout the city. The Edison Co. headquarters offer $5 rebate for every recital given by the dealer who has spent at least $10 during sixty days prior to the actual holding of the concert. Mr. Ekhart's recital organization is working with dealers on this factory plan. It has been most successful. Engagements have been booked all over the city in churches, lodges,

(*Continued on page* 143)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

ANNOUNCEMENT

Phonograph Motors Corporation Contracts with "H. G. Saal Co.," to Make and Sell "Johnson" Electric Motors

The Phonograph Motors Corporation has completed arrangements with the H. G. Saal Company of Chicago, one of the largest Spring Motor Manufacturers for Phonographs, whereby the Saal Company is to manufacture and sell the well known Johnson Electric Motor.

All of the important bearings, worms and special wearing parts will be made in the Saal factory under contract. This arrangement has already worked to a distinct advantage to the Motor.

The Saal Company, as well as most Phonograph Manufacturers and Dealers, has realized for some time the gradual but pressing demand for electrically driven Phonographs.

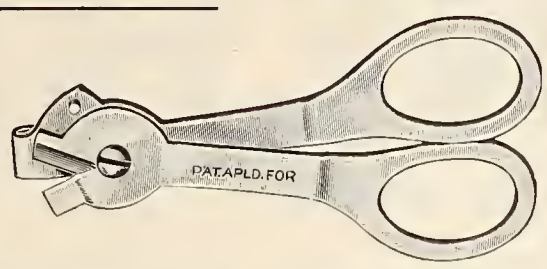
It is the conclusion of the Saal Company to live with the Electric Idea, not as a present substitute for the Spring Motor, but an evolution in Phonograph Motor Construction and one which must be reckoned with in the near future.

The Saal Company believes that its present contract with the Phonograph Motors Corporation and the association of the "Johnson Idea" with the Saal Factories will enable it to offer soon The New "Johnson" Motor in quantities, as a guaranteed, practicable and dependable Electric Drive for Phonographs.

H. G. SAAL COMPANY

SEND INQUIRIES TO
H. G. SAAL COMPANY
1800 Montrose Avenue
Chicago, Illinois

A Better Cutter For Less Money



The ALTO
Retail Price $1.00

THE Alto Fibre Needle Cutter is distinctly a quality product. The unique design, together with our highly specialized manufacturing methods, makes it possible to sell the Alto Cutter at this remarkably low price. Its construction from carefully tempered tool steel makes it the most durable cutter on the market. By handling the Alto you will maintain your reputation of selling the best at the lowest price. Order a dozen today.

Your Customers Will Appreciate The Value

ALTO MANUFACTURING COMPANY

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

clubs, moving picture houses and so forth. An average of seventy-five recitals a week have been pulled off, 40,000 people having been reached with the message of the Edison at present. It is the intention to cover the entire city before finishing with the work. "The artists," says Mr. Ekhart, "are not Edison artists, but are selected from local talent."

Columbia Dealer Entertains

C. B. Cordner, proprietor of the Symphony Music Co., 1020 Wilson avenue, entertained his Columbia friends on Tuesday, June 29, at his North Side store. There was a program of music, games and dancing, greatly enjoyed by those present. The balcony of the store was cleared off, the floor waxed and dancing was enjoyed to the music of Columbia records by Ted Lewis. A. J. Bell, of the record sales department of the local Columbia branch, entertained the visitors with a very excellent imitation of the famous "Frisco." Numerous games were played and prizes awarded to the winners.

Constructive Cheney Expansion

The Cheney Talking Machine Co. has just launched a campaign which will tend to expand the activities as well as the business carried on by this company in far greater proportions than at present. According to W. E. Burr, sales manager of the Cheney Co., all of the expansion plans which were formulated recently are now well under way. Several additions have been made to the direct sales organization, not only in the Central West, but in the New York office territory as well, and several new jobbing connections have been established.

Mr. Burr, who, by the way, is a pro-optimist, says: "In the whole Cheney organization there is no pessimism as to the stability or the future of the talking machine market, although there are numerous and perplexing problems confronting the trade in general now, which are causing much thought among manufacturers and retailers."

"The biggest problem we will have to contend with," continued Mr. Burr, "is the coming traffic strain on shipping facilities, due to the crop movement in the late Summer and the coal movement in early Fall. We are trying to overcome this by stocking our various district warehouses now and to the dealer who is trying to find an answer to the problem we are suggesting that he lay in his supply before the transportation facilities of the country are excessively burdened.

"Undoubtedly each manufacturer has in view the anticipated freight rate increase, which will necessarily be due to the proposed readjustment of the railroad employes' salaries, and this in turn will have some effect on raw materials and finished goods. A big market this Fall is anticipated by dealers everywhere and it is going to again create that shortage of materials, particularly when coupled up with the expected shipping conditions. All talking machine merchants with vision, leaving entirely aside the sound merchandising principle involved, are looking forward to handling at least two or three established and nationally advertised lines of merchandise. This is our analysis of the present market and we are therefore going ahead with our proposed plans, simply because we have that same optimism."

London Man Here

R. Gordon Willis, representing the British Polyphon Co., was in Chicago on the 14th of June, and while in the city called on various members in the talking machine industry, as well as on the Western division of The Talking Machine World. Mr. Willis is a mighty bright young man.

Remodel Smith Piano Co.

The talking machine department of the Smith Piano Co. has undergone extensive changes. A number of additional booths have been added and increased facilities for the handling of customers provided. The Smith Piano Co. has also installed a player roll department on the first floor. This is for them a new departure.

Open New Store

L. R. Cook and W. R. Bender have formed a partnership and opened a music store at 260 North Crawford avenue, where they will handle talking machines, records, pianos and players. These gentlemen have both had previous experience in the music business, Mr. Cook having been connected with the Cable-Nelson Piano Co., makers of the Dulcitone talking machine.

An Artist Sales Lady

Miss Katherine Jelska, soprano and saleslady of talent and accomplishment, has joined the retail sales force of the Starr Piano Co. at its store on Wabash avenue. Miss Jelska is a protege of E. F. Lapham, of Grosvenor-Lapham Co., who early recognized her abilities. Manager

(*Continued on page* 145)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

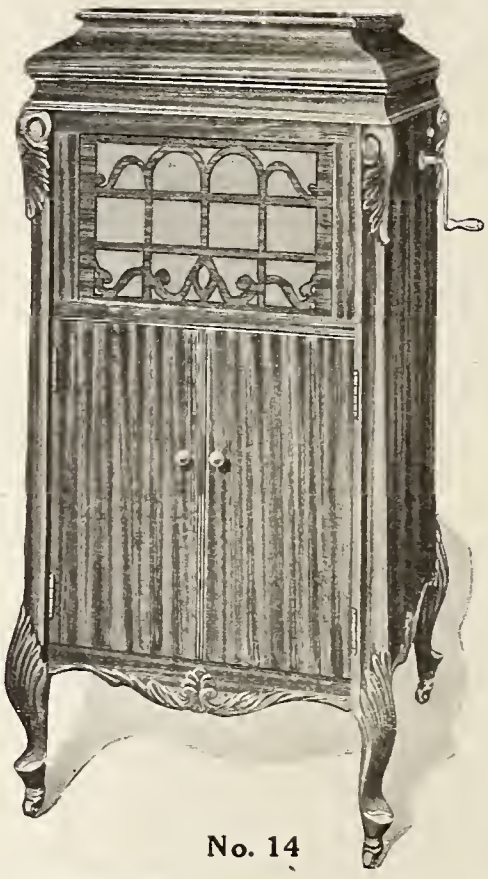
4 WINNERS

For Fall Business, Supreme In

TONE —— FINISH —— DESIGN

Federal Phonographs

are built up to a standard of art. The cabinets are unexcelled for beauty, the Federal design tone arm is unique, and the distinction of the name FEDERAL stands back of all our console and upright phonographs.



No. 14

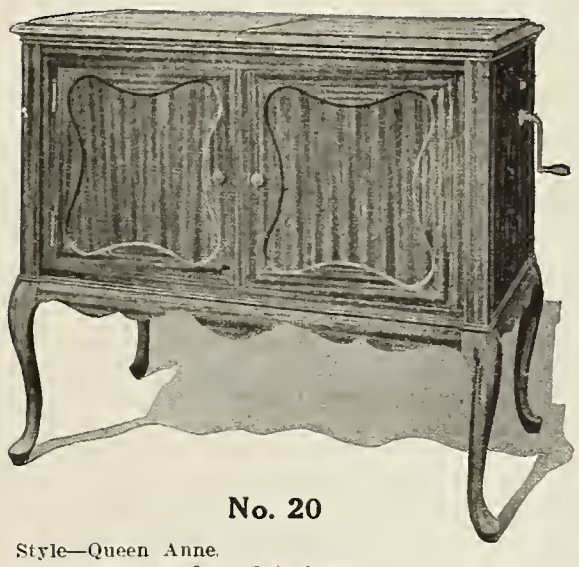
Style—Queen Anne.
Wood—Selected fignred mahogany with all haud-carved mahogany trimmings.
Dimensions—Height, 51 inches. Width, 23½ inches. Depth, 24 inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch alhums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $250.00. Gold Plated, $275.00.

Federal Phonographs

are made in our own factory, which has been famous for over 25 years in the production of high grade furniture. The material used is of the very best selected wood, and the equipment throughout is designed to please the most discriminating buyers.

No. 18

Style—Sheraton inlaid on doors and legs.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red. brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch alhums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $350.00. Gold Plated, $375.00.



No. 20

Style—Queen Anne.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $325.00. Gold Plated, $350.00. Walnut, $10 extra.

No. 16

Style—Adam.
Wood—Selected figured mahogany. All solid mahogany hand carvings.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $325.00. Gold Plated, $350.00. Walnut, $10 extra.

Federal Phonograph Corp.

1458-1464 W. Kinzie St.
CHICAGO, ILL.

Michigan and Pennsylvania Representatives:

Federal Sales and Supplies Corporation

34 FARMER STREET
DETROIT, MICH

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

Rousseau vows that her talents as a saleslady are as great as her ability as a singer, and that isn't all—she uses the one to help the sales of the other, giving demonstrations of voice and talking machine and voice and player-piano when making sales.

The place of the chief floor salesman of the Starr establishment made vacant by the resignation of Ward W. Stratton has been filled by W. H. Newton, who has been in the Starr employ since the opening of the store a couple of months ago. Mr. Newton has had enough experience in the retailing of talking machines. He was formerly employed by the Cable Company and with Adam Schaaf.

Another addition to the Starr wholesale force is H. S. Conover, who is in charge of the city sales of the Starr talking machine. Mr. Conover is a gentleman of considerable experience in the music business, being first with the Chicago Talking Machine Co. for four years and later with the Rudolph Wurlitzer Co. for eight years. He represented the latter concern in the States of Indiana and Michigan, with his headquarters in Detroit.

F. D. Hall to Coast

F. D. Hall, accompanied by Mrs. Hall, will leave Chicago around the middle of July for a well-earned vacation in California. Mr. and Mrs. Hall will be gone for about two months. The former has not been feeling extra well during the past twelve months and has planned to take a complete rest and relieve himself of all burdens incidental to the needle business which he has built up through many years of work.

H. J. Fiddelke, formerly of Lyon & Healy, takes the position of manager of the B & H Fibre Mfg. Co. during Mr. Hall's absence. Mr. Fiddelke, at the time he left Lyon & Healy, was acting as assistant manager of the talking machine department, under L. C. Wiswell. He has a most remarkable record with this concern for more than twenty years. He started as office boy and went through all the various stages of advancement up to the city credit department, where he acted as credit manager for ten years and then, three years ago, became Mr. Wiswell's assistant. All his activities have been in connection with talking machine sales and he is therefore excellently qualified to take the helm at the B & H plant during Mr. Hall's absence.

Improvements at Lyon & Healy

Lyon & Healy have considerably enlarged their retail talking machine department. The new department remains on the same floor, but is extended much further back toward the rear of the building, now giving this concern what is probably the largest retail record department in the country. The Lyon & Healy record department has long been known as one of the largest in the United States, doing an immense

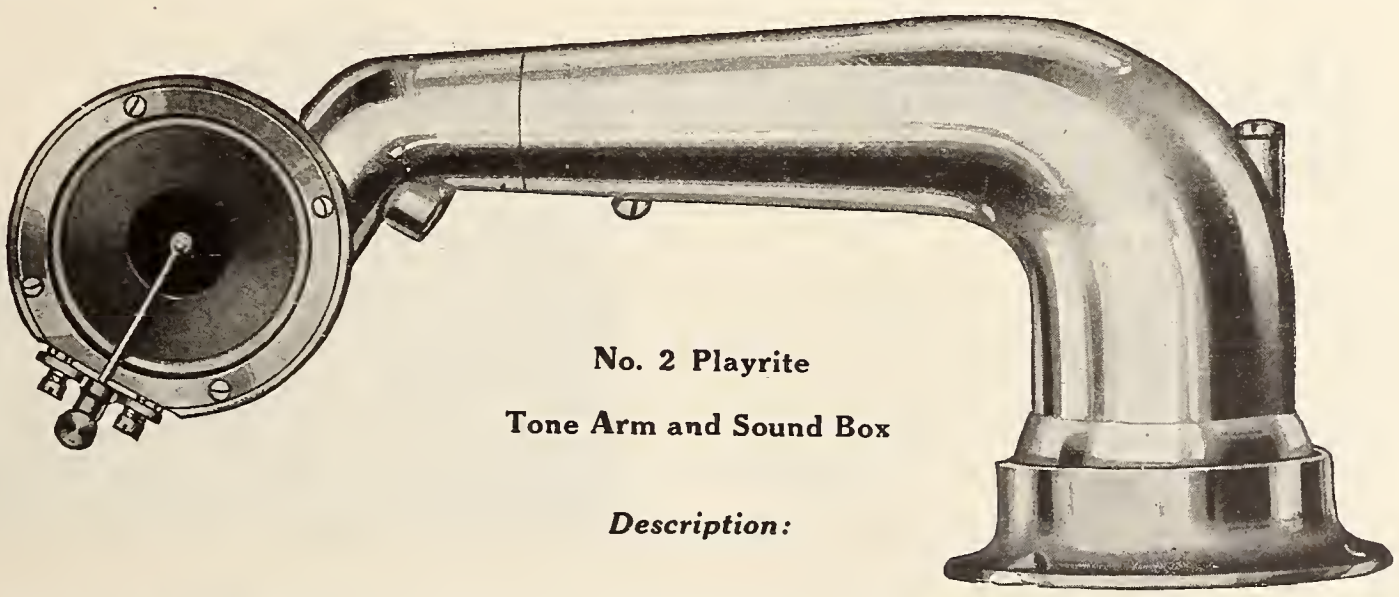
(*Continued on page* 147)

J. E. ROBINSON ESTABLISHED 1879 M. J. DECKER
TEL. HARRISON 420
ROBINSON THE PLATER
Platers to the trade — Gold our Specialty
500 W. VAN BUREN STREET
CHICAGO

NEW IMPROVED PLAYRITE TONE ARM

The No. 2 Playrite Tone Arm and Sound Box represents a great improvement over our No. 1.W. Tone Arm, which was one of the most widely used arms on the market.

The No. 2 Tone Arm assures more volume, better tone and less breakage than any other arm now available.



No. 2 Playrite

Tone Arm and Sound Box

Description:

This arm is heavily nickel plated and measures from center of flange to needle point 8⅝"; height 4¼". There are absolutely no loose joints. It has a ball bearing universal device, and centers when in position for playing either lateral or hill and dale records. There are also a number of other features including weight adjustment.

Write for samples and quantity prices at once. Sample Price $5.00

AMERICAN PHONOPARTS COMPANY

35th Street and Normal Ave. *ESTABLISHED 1914* **CHICAGO, ILL.**

Hiawatha

Production

Service

Delivery

Hiawatha Production

Will guarantee you splendid service, and immediate delivery in all models. The increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

Quality is Our Watchword

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.

Hiawatha Phonograph Company

209 SO. STATE ST. CHICAGO, ILL.

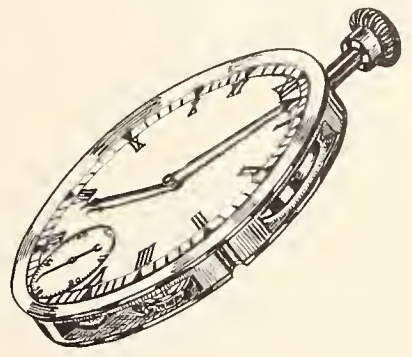
A Watch Without a Case—

no matter how good—could not be kept in running order very long. Could it?

Dust and grit would constantly scratch and grind the gears, shafts and bearings. Oiling would only make it easier for dirt to stick and gum it up.

Put it in a case. Dust and grit are shut out. Gears, shafts and bearings remain smooth and polished. A little oil—applied once or twice a year—lubricates every frictional surface by capillary attraction.

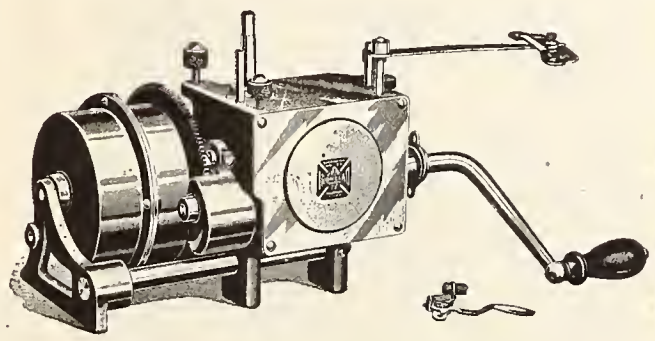
All phonograph motors were made like a watch without a case until we built



The Original Enclosed Motor

"IRONCLAD"

Silent as a Shadow



With every vital gear enclosed, with all its bearings in one solid casting, properly lubricated, it stays adjusted and remains quiet—giving constant silent service.

MADE IN SIX SIZES

B-2—2 1-in. springs; plays 4 records
C-2—2 1¼-in. springs; plays 5 records
B-3—3 1-in. springs; plays 6 records
C-3—3 1¼-in. springs; plays 8 records
C-4—4 1¼-in. springs; plays 12 records
C-6—6 1¼-in. springs; plays 16 records

ONE QUALITY

CHERINGTON MFG CO PHONOGRAPH IRONCLAD MOTORS WAUKEGAN ILL. U.S.A.

CHERINGTON MFG. CO.

Main Office and Factory:
WAUKEGAN, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

volume of business, and the necessity of still larger space speaks most eloquently of L. C. Wiswell's successful administration of the talking machine department. Perhaps the most remarkable feature of the Lyon & Healy department is the genial atmosphere and quick courteous service rendered. One cannot but be impressed with this when getting off the elevator on the second floor. A young lady greets the visitors and immediately shows him or her to a waiting saleslady or a vacant record booth. The watchword of the Lyon & Healy talking machine department has always been "service to their customers" and the recent improvements are undoubtedly brought about with this idea in view. Here is a bit of copy inserted in the Chicago newspapers by Lyon & Healy, which expresses characteristically their attitude toward customers.

"There is always the other side to the street.

"When we feel we are getting too set in our notions we like to remember that, after all, a good many things are a matter of taste.

"In China, for instance, the men wear gowns and the women wear trousers. And a Chinaman, you know, never shakes hands with a friend, but shakes hands with himself. We like fresh eggs, but the Chinaman has a partiality for an egg that has been buried for about seven years. He blacks his boots white, strings his money on a stick and reads his books backward. When he takes a cup of tea he puts the saucer on top of the cup and not under it.

"Really there is something to be said for the other side of the street! We are all traveling the same journey, trying to make the world a little better for our stay.

"So in the matter of rules and regulations of this store there is always a willingness to receive suggestions. If our system doesn't seem right we are glad to discuss the matter.

"We wish to avoid, most of all, the mental attitude of Eliphaz, Bildad and Bophar. Job, you may remember, protested to his three friends in these words: 'No doubt but ye are the people and wisdom shall die with you.'"

Attends Sonora Convention

Walter J. Hanilin and L. Golder, of J. C. Van Houten & Zoon, left Chicago around the first of the month to attend a Sonora jobbers' convention in New York on July 12. From this point Mr. Golder starts his vacation and will be away for two weeks before his return to Chicago.

Attends Ad Convention

Charles E. Byrne, advertising manager of Steger & Sons' Piano Mfg. Co., accompanied by Mrs. Byrne, traveled through Bedford Springs, Pa., during the middle part of June, where the former attended the convention of the Association of National Advertisers. Mr. Byrne at this convention delivered a talk on the "Relation of the Business Paper to National Advertising."

Singer Makes Big Hit

Margaret Romaine, prima donna of the Metropolitan Grand Opera Co., made a decided hit while in Chicago at the North Shore Festival. Miss Romaine, it will be remembered, while here appeared also before the assembled Columbia dealers at the Congress hotel, where she sang for the dealers.

Three Good Window Displays

The Lyon & Healy corner store window has been dressed with a very pretty and attractive Summer display. A life-sized yacht of the Class C type has been floated on a pool of water and the scene made life-like by means of an electric fan, which blows wind upon the sail, making it swing to and fro.

The Talking Machine Shop invites passersby upon the street to "take a trip to fairyland for your vacation." A group of gnomes, bowling with talking machine records, with a fair queen presiding over the scene, create a very pretty effect.

The Cable Company, just before the Fourth of July, prepared an attractive patriotic window, in which records of patriotic numbers were prominently displayed against a painted background, which arrested the attention of the passerby.

On Auto Trip

F. S. Spofford and H. H. Hays, Sonora dealers in the Republic Building, spent a week touring through Indiana during the latter part of June and the first few days of July. They visited George Ade's home and stopped off for a couple of days at French Lick, Ind.

Cincinnati Visitor

E. M. Abbott, progressive music merchant of

(*Continued on page* 148)

REPAIRS

—ON—

All Makes of Phonographs Promptly and Efficiently—24-hour Service

Jobbers in all Repair Parts
Motors, Tonearms, Needles and Records

Central Music Sales Co.
173 Sixth Street
Milwaukee Wisconsin

Repair Service

For all makes of
Talking Machines and
MOTORS

Rosenberg Phonograph Co.
1252 So. Jefferson Street
Telephone Canal 4325 **Chicago, Ill.**

FROM OUR CHICAGO HEADQUARTERS

(*Continued from page* 147)

Cincinnati, was in Chicago, calling upon the local trade during the latter part of June. While here Mr. Abbott gave out the information that he is about to open another store at Sixth and Walnut streets, that city, where he will handle talking machines and player rolls exclusively.

An Attractive Window

L. Golder, of Van Houten & Zoon, Sonora jobbers, representatives of the Middle West, received the accompanying photograph from one of their dealers, namely, the Kennedy Music Co., Dixon, Ill. The window consists of the display of talking books and is filled with pictures of animals, birds and so forth, with a real live parrot to lend color to the whole. In the

Unique Talking Book Window

center, surrounded by sand, is a replica of a pool of water, made with a piece of glass. As a display it has obtained good results and attracted favorable comment of the public. These window ideas may be of use to other dealers.

Guarantee Roll Prices

The United States Music Co. is sending out to its dealers announcements to the effect that the U. S. player roll prices are guaranteed not to decline. Says President Arthur A. Friestedt in the notice: "Their market value is assured and the complete confidence of dealers and consumers is thereby established. Player roll prices are less now than ever before, despite labor and material advances of from 100 to 350 per cent. Regular rolls used to list from 75c to $1.75, with average mechanical royalties of less than 1c per roll, while current retail prices range from 60c to $1.25, with mechanical royalties averaging 10c, due to word roll rights, at 6c and 12c per roll, the latter price prevailing."

Windsor Man Killed

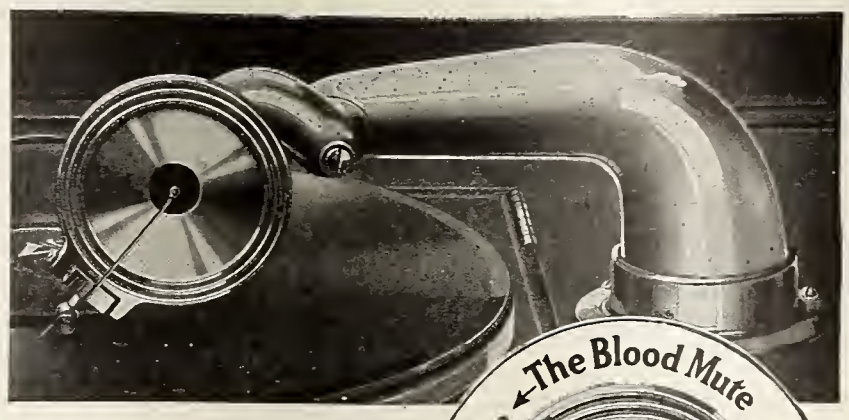
A tragedy which shocked Chicago occurred on Sunday, June 6, at the offices of the Windsor Furniture Co., manufacturers of talking machines, at 1420 Carroll avenue. Charles C. Dietrich, forty-seven years old, former secretary of the Windsor Furniture Co., was working at night and was seen by a night watchman while manipulating the combination of the furniture company's safe. The watchman, thinking Dietrich a burglar, phoned for the police. The latter appeared at the factory and ordered the secretary to give himself up. Dietrich, thinking the detectives were burglars, put out the light, slammed shut the door and started to run. The detectives fired and killed Dietrich. He is survived by an aged father and mother and a brother, Kline, who is a veteran of the world war and widely esteemed.

New Wilson Man

The phonograph department of Thomas E. Wilson & Co. is now headed by A. C. Moreland, lately with Elting & Co. Mr. Moreland is an experienced talking machine man and a

(*Continued on page* 150)

Blood
TONE ARM & REPRODUCER



Here's Your Chance

To build up a big business in phonographs by featuring the BLOOD TONE ARM AND REPRODUCER with Mute Attachment—every demonstration means a sale.

An exclusive sales feature that produces marvelous results

The "BLOOD," which is noted for its natural and lifelike reproducing qualities, is still further improved by the addition of this new and proven invention, so that we now offer you

Improved Tonal Quality *plus* Perfect Tone Control

What's the good word?

JEWEL PHONOPARTS COMPANY
668-670 W. WASHINGTON BLVD. CHICAGO

All Steel and Iron
Will absolutely square cases and will not wear out.
Labor Saving and Indestructible
Gives Speed and Accuracy

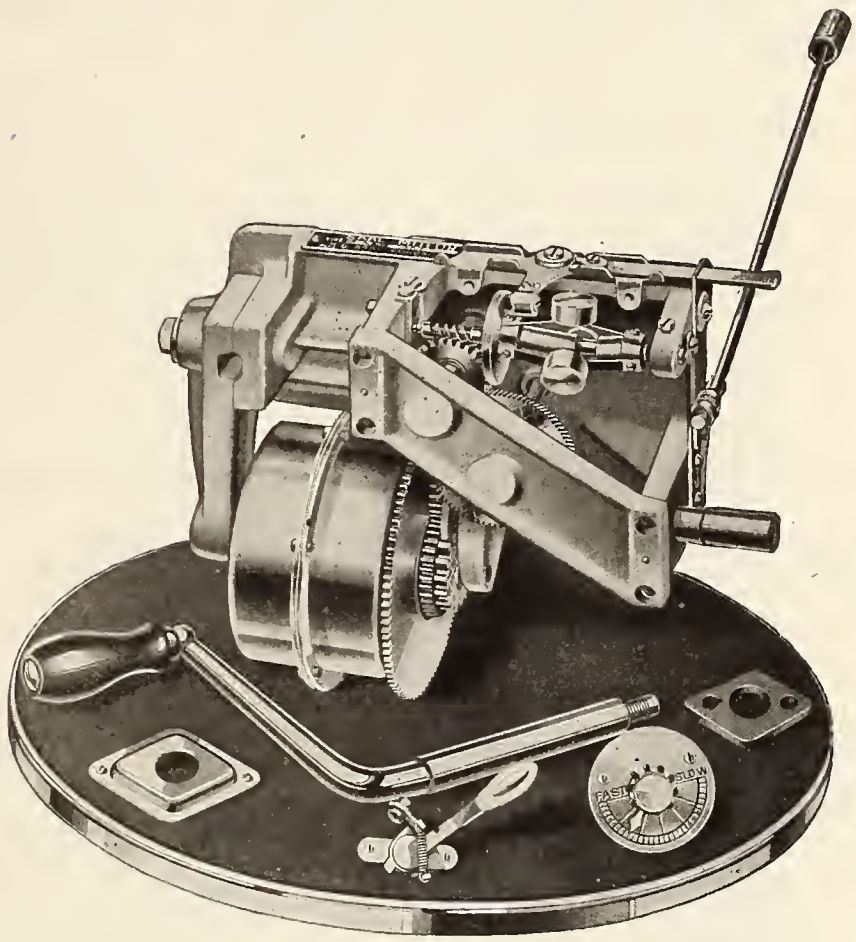
WE ILLUSTRATE THE
"HANDY" REVOLVING CASE CLAMP
WE ALSO MAKE IT STATIONARY
Nothing better made for Clamping and Squaring Talking Machine Cabinets
Write for Catalogue of Clamping Machines for "Domes" and for all purposes.
VENEER PRESSES AND CLAMPS
HANDY MFG. CO.
27 E. Madison St., Chicago, Ill.

AMBEROLAS
will sell themselves if given a fair chance.
We ship anywhere in the U. S.
J. I. LYONS
17 WEST LAKE STREET
CHICAGO

SILENT SAAL
PHONOGRAPH MOTORS

Saal Motors Represent Seven Years of Accumulated Knowledge.

In Them You Get—"Experience"—Not Experiment.



Motors

Insure a Service of Satisfaction

NO EXPERIMENTS TO OFFER—But a Motor which has stood the test of time—Proven its superior Qualities over practically all others in the hands of big users and most critical purchasers.

The "Saal Motor" not only sells Phonographs, but it keeps them sold.

Supply your customers with the Motor which spells "SATISFACTION" and New Orders.

Employ the greatest of all advertising mediums—"A Satisfied Customer"—that living example of "Your Money's Worth."

Send for illustrative and descriptive catalog.

H.G.Saal Company
1800 Montrose Ave. Chicago, Ill.

THERE IS NO SLACK SEASON FOR Repeater-Stop DEALERS

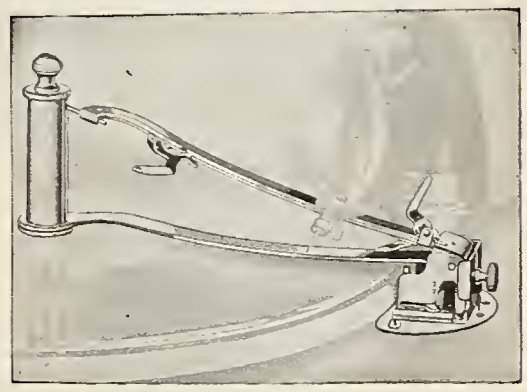
"Here is a little food for thought"

A dealer writes us he sold 7 Repeater-Stops in one day—4 in the forenoon and 3 in the evening, making a total profit of $21.00—at $3.00 for sales expense—this is a clear extra profit besides the sale of other things throughout the day made with the least difficulty and the chances for these 7 to bring back 7 more reorders through their exhibition are more than probable.

Dealers who build for permanency handle the Repeater-Stop, an instrument without competition.

THE THOUSANDS NOW IN USE

¶To produce—High Quality Perfect device.
¶To sell them at a price commensurate.
¶To market them through Jobbers exclusively.
¶To protect the trade and allow a good reasonable margin of profit.



THE RECORD REPEATER WITH THE AUTOMATIC STOP

That briefly is our policy, and back of it a wide experience—insures its success

REPEATER STOP CO.

115 South Dearborn Street - Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

capable executive. His enthusiasm and efforts in the interests of the Wilson talking machine will undoubtedly result in their increased popularity.

Standard Corp. Busy

Walter Magill, advertising manager for the Standard Phonograph Motors, Inc., reports a slight alleviation of the labor situation, which has aided somewhat in increasing the Standard production during the past thirty days. The Lake Shore Drive plant is one busy little place and continues to operate at full speed.

New Records Go Well

J. H. Steinmetz, president of the Empire Talking Machine Co., is most enthusiastic over the new Empire records and the way in which they are being called for by dealers. The new records are listed in standard and popular numbers and an effort has been made to include only those which will find a quick turnover in the retail stores.

New Sixty-third Street Store

On Saturday, June 19, Lyon & Healy opened a new retail music store at 1018 East Sixty-third street. The opening was marked by a program of festivities and entertainment provided by Lyon & Healy for residents of the neighborhood. C. T. Landherr has been appointed manager of the branch establishment, under the supervision of L. C. Wiswell, manager of the Lyon & Healy talking machine department. Approximately everything handled by the downtown store will be handled by the Sixty-third street branch. The well-known Lyon & Healy slogan, "Everything Known in Music," will hold true at the new store.

"Sunday" to Be Recorded

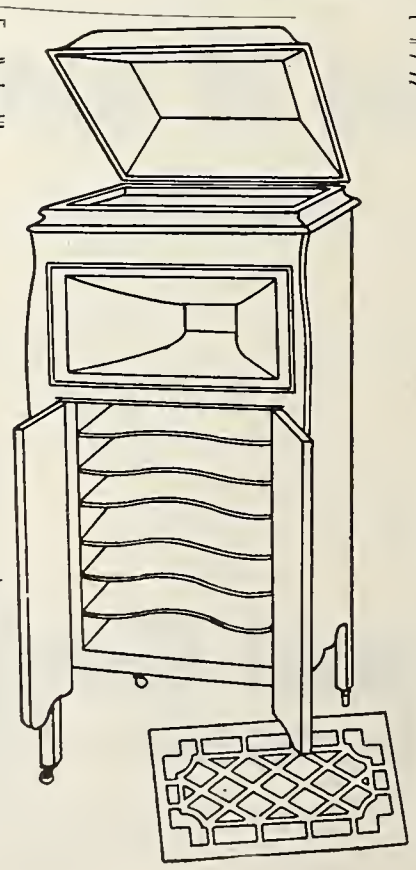
The late song success published by Forster, "I Love You, Sunday," with words by Charles Byrne, of the Steger & Sons Piano Mfg. Co., and the music by Charley Straight, of the Imperial

(*Continued on page* 152)

MELODIA Phonograph Company

The MELODIA furnished in five styles and sizes ranging in price from $75.00 to $325.00

WRITE FOR ATTRACTIVE DEALERS' OFFER

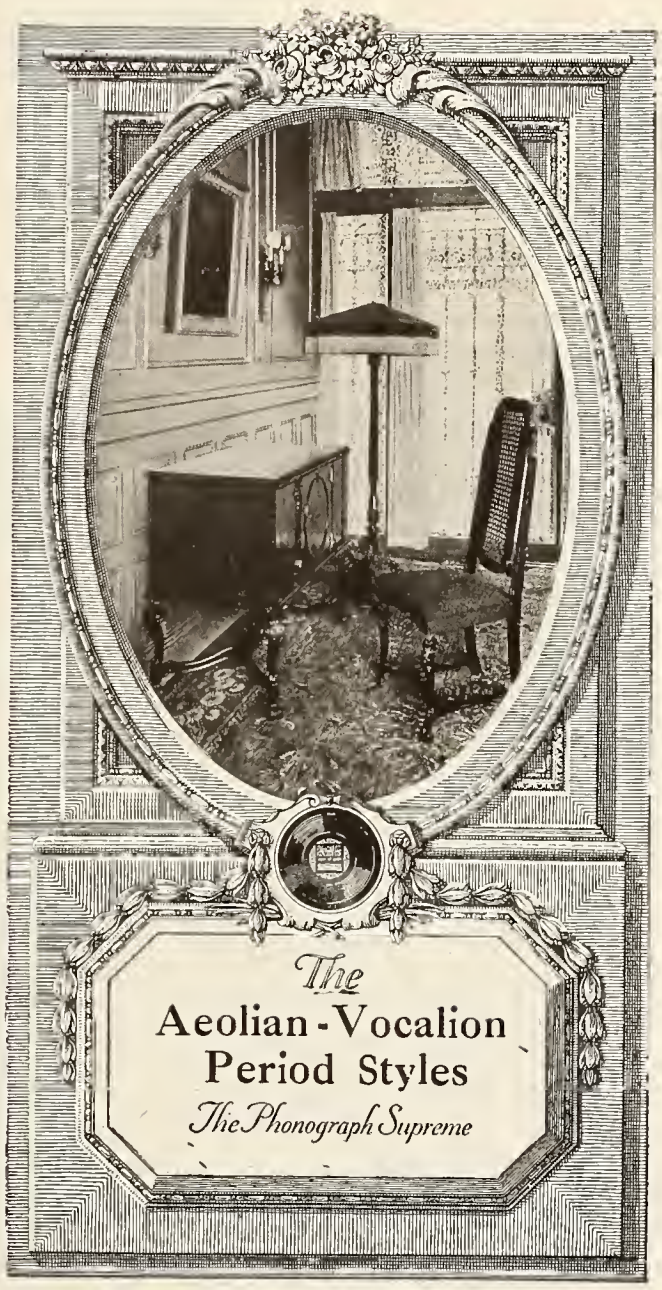


400 N Sangamon St. Chicago Ill.

Melodia now occupies the stage. Every machine is built of heavy five-ply stock. Furnished in standard finishes. The Melodia is unsurpassed in tone on account of its "Patent Applied For" tone chamber and its equipment of the best motor and tone arm. Played and indorsed by "Marinuzzi," director of Chicago Grand Opera Co. Live dealers wanted.

The Melodia Phonograph Co.
400 N. Sangamon Street
CHICAGO. ILL.
PHONE, HAYMARKET 3833

The AEOLIAN-VOCALION
IN PERIOD DESIGNS



THE AEOLIAN-VOCALION

"In its evolution upward the American public is fast attaining that desirable condition where each family feels it has the right to have beautiful things in the home."

—THE BUSH MAGAZINE

There is a nation-wide demand for the finest in period furniture which logically includes phonographs.

Many buyers of period furniture know what is good and what is not.

Vocalion Period Models may be offered to the most discriminating with the utmost assurance.

Business prestige is increased by the Vocalion. Period and conventional models both reflect design and craftsmanship of the highest order. Vocalion Records (lateral cut) are the supreme achievement of the art of recording. Their quality is apparent on any standard phonograph.

THE AEOLIAN COMPANY
529 South Wabash Avenue
Chicago, Illinois

YES, THIS IS

The Oro-Tone

QUALITY FIRST

THE PERFECT EDISON ATTACHMENT

WE CAN PROVE IT—IF YOU WILL SAY—

"Send sample on approval" or ask your jobber

Retail Price, Nickel Plated, $8.50 Highest Grade Gold Plating $12.50

The New ORO-TONE Safety Point Steel Needle Now Ready
Sample Thousand 60 Cents

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

ILLUSTRATION SHOWS THE ORO-TONE ATTACHED

The Oro-Tone Co.

QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

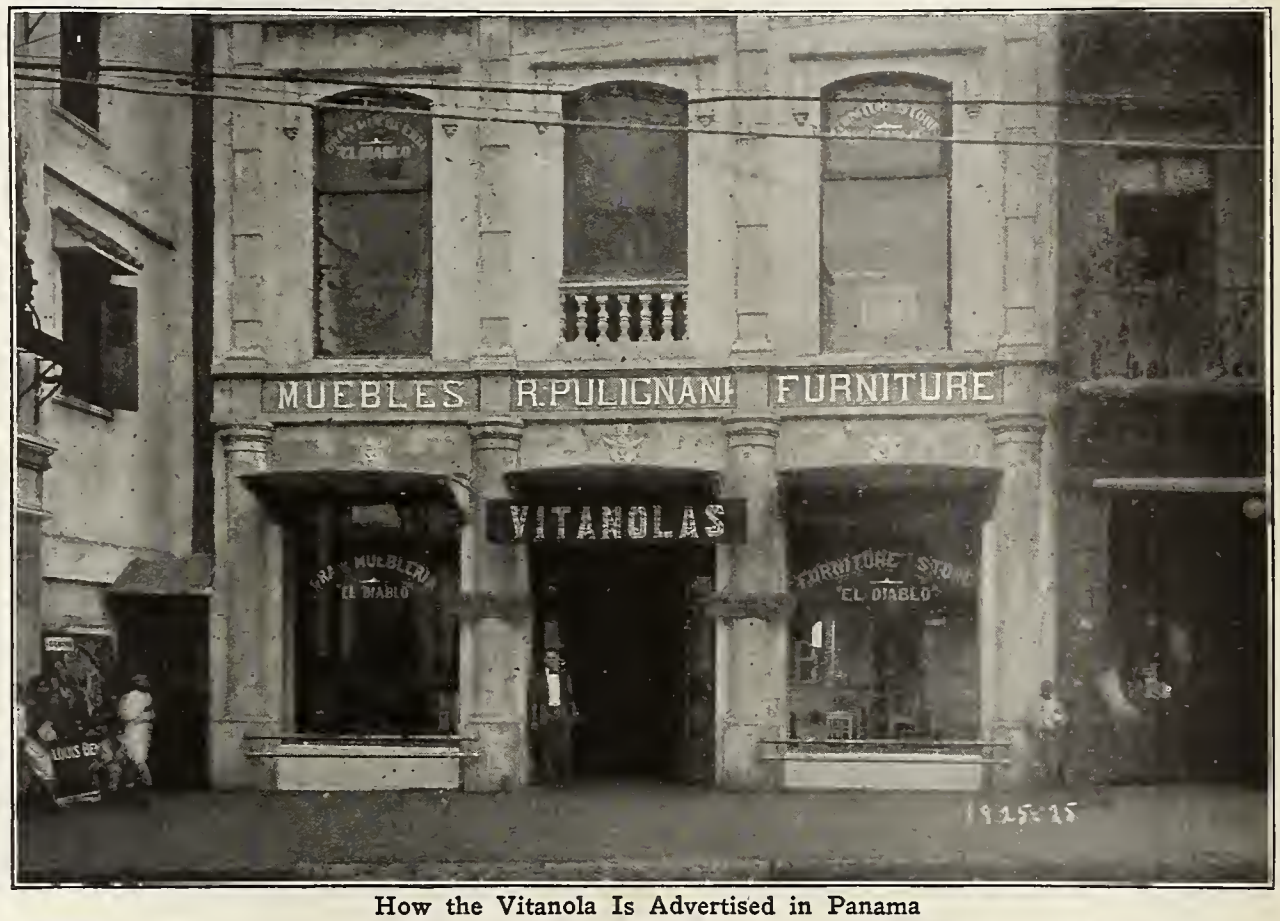
1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

Player-Roll Co., seems to be meeting with considerable success; in fact, it has proved so popular that a number of record and player roll concerns are now contemplating the recording of it on talking machine records and player rolls. "I Love You, Sunday" possesses a simple, winning melody and attractive "singable" words, which will undoubtedly make it a popular song of the day.

Vitanolas in Panama

The modern progressiveness of the Latin-American dealer is shown in the accompanying illustration of a Vitanola dealer in the Republic of Panama. The electrical sign in the main entrance of the store shows the merchant to be "on the job," perhaps more so than he is ordinarily credited with by manufacturers here in the States.



How the Vitanola Is Advertised in Panama

Six Best Sellers

The six best Victor sellers are: "Oh! By Jingo" and "Nobody but You"; "Alexandria" and "Oriental Stars"; "Who'll Take the Place of Mary" and "Marion"; "Greatest Miracle of All"; "The Woman of Cadiz"; "I Think I Will Get Wet in the Summer."

The Columbia best sellers are: "My Sahara Rose" and "Sudan"; "Oh! By Jingo" and "So Long, Oolong"; "I'll See You in Cuba" and "When the Moon Shines on the Moonshine"; "Patches" and "Without You"; "Your Eyes Have Told Me So" and "Deep in My Heart"; "My Isle of Golden Dreams" and "On Miami Shore."

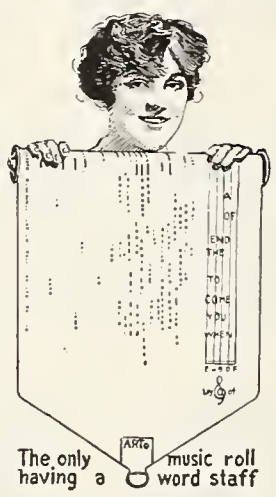
The six best Edison sellers are: "Dardanella" and "Make That Trombone Laugh"; "Aloha Land" and "Wait Until the Roses Bloom"; "La Zingarella" and "Singing to You"; "At a Georgia Camp Meeting" and "Liberty Bell March"; "Symnoves Song" and "Will o' the Wisp"; "Serenade" and "Drink to Me Only With Thine Eyes."

The six best Pathé sellers are: "The Hen and the Cow" and "Way Down Barcelona Way"; "Rings" and "In Shadowland"; "Karavan" and "La Guapa Muchacha"; "Your Eyes Have Told Me So" and "Weeping Willow Lane"; "The Little Whistler" and "By the Babbling Brook"; "Tarzan" and "My Sahara Rose."

The six best Vocalion records are "Manyana" and "Marion"; "The Moon Shines on the Moonshine" and "I'm the Good Man That Was So Hard to Find"; "Syncopated Dreams" and "Dance-O-Mania"; "Alabama Moon" and "Whose Baby Are You"; "Florodora Sextet" and "Florodora Selections"; "Lucia" Mad Scene.

The six best Brunswick sellers are: "Swanee" and "You're My Gal"; Venetian Moon" and "Mystery"; "La Veeda" and "So Long, Oolong"; "Sahara Rose" and "Jean"; "Whose Baby Are You" and "Someone"; "Bound in Morocco" and "On Miami Shore."

The six best Emerson sellers are: "Oh! By Jingo," vocal and instrumental; "Rose of Washington Square" and "Torcador"; "Bo-La-Bo"



ARTo MUSIC ROLLS

WITH WORDS $1 SUPREME QUALITY

You will give your customers ***best quality, most attractive boxes,*** the ***newest music, patented word staff; Artistic hand playing,*** and best of all ***good service*** by selling these quality Rolls.

Judged from any standpoint you may wish, ARTo Music Rolls are Supreme! Increase both your business and profits by ordering of us today.

Catalogues of Jewish, Polish, Italian, Spanish songs with or without words.

Consolidated Talking Machine Company

227-229 W. Washington Street : Chicago, Illinois

Here is the attractive PLAYERPHONE ad that ran in the SATURDAY EVENING POST, JUNE 19th. It will make over 10,000,000 readers good prospects for YOU.

Model "G"

The Day The

Playerphone

The QUALITY TALKING MACHINE

Enters Your Home

A New Era of Happiness Starts

¶ The charm of this beautiful instrument is felt by all. As pleasing to look at as it is delightful to hear, the PLAYERPHONE makes *your* home a more cherished, attractive spot.

¶ And with the PLAYERPHONE your choice of musical selections is unlimited—it plays every make of disc record without change of equipment, giving the fullest tone value to each record. This is possible because of the distinctive features of our own tone arm, reproducer and weight adjuster, exclusive to the PLAYERPHONE, which makes the operation so simple and accounts for the unusual sweetness of its rich tone.

¶ The beautiful PLAYERPHONE is our very own product, from the delicate tracery of the fine hand carving of the beautiful cabinets to the accurately constructed reproducer, done in our own great factory by master artisans of long experience.

¶ Before buying, see and hear the PLAYERPHONE—the talking machine with the human tone. Nine styles and sizes, ranging from $110 to $500. Each PLAYERPHONE is guaranteed to give entire satisfaction.

¶ RETAILERS—NOTE THIS: Write or wire for terms today to the nearest one of these well known jobbers. They carry our full line and back the PLAYERPHONE with their own name.

Van Vleet Mansfield Drug Co., Memphis, Tenn.
Houston Drug Co., Houston, Texas.
Chapman Drug Company, Knoxville, Tenn.
Clawson & Wilson, Buffalo, N. Y.
The Day Drug Co., Akron, Ohio
The Des Moines Drug Company, Des Moines, Ia.
L. S. DuBois Son & Company, Paducah, Ky.
W. J. Gilmore Drug Company, Pittsburg, Pa.
Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
Hornick, More & Porterfield, Sioux City, Iowa.
Kauffman-Lattimer Co., Columbus, Ohio.
Reid-Lawson, Inc., Birmingham, Ala.
Chas. Leich & Co., Evansville, Ind.
The Murray Drug Company, Columbia, S. C.
Oklahoma Book Company, Oklahoma City, Okla.
Orchard & Wilhelm Company, Omaha, Nebr.
Twin City Talking Machine Co., Uhrichsville, O.
F. M. Umphred & Son, Oakland, California.
Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
H. W. Williams & Co., Fort Worth, Texas.
Don's Music Store, Hastings, New Zealand.

¶ A few splendid jobbing territories still open. Add your name to this list in next month's advertisement. Write today to

PLAYERPHONE TALKING MACHINE COMPANY

4223-41 W. Lake St., Chicago

D. W. McKENZIE, President — W. D. CALDWELL, Treasurer

FROM OUR CHICAGO HEADQUARTERS

(*Continued from page* 152)

and "Sweet and Low"; "On Miami Shore" and "Swanee"; "La Veeda" and "Anvil Trot"; "Slow and Easy" and "Lone Star."

The six best Okeh sellers for the month are: "Venetian Moon" and "Oh! By Jingo"; "You're a Million Miles From Nowhere" and "When the Harvest Moon Is Shining"; "Song of Omar" and "Rose of Washington Square"; "Alexandria" and "Make That Trombone Laugh"; "So Long, Oolong" and "Ching-a-Ling's Jazz Bazaar"; "La Veeda" and "There She Goes."

The six best Empire sellers are: "Can't Yo' Hear Me Callin', Caroline" and "Kentucky Babe"; "When Irish Eyes Are Smiling" and "Mother Machree"; "My Wild Irish Rose" and "Annie Laurie"; "Nightingale Song" and "Bonnie Doon" "Old Folks at Home" and "Old Black Joe"; "Love's Old, Sweet Song" and "Woodland Echoes."

More Empire Service

The new Empire service department has brought out an attractive and highly practicable record window display stand for the use of their dealers. The stand is staunchly designed of wood, with a wooden backing for the record, to

An Artistic Window Display Stand

lessen the danger of warping the record when in the window. This is the first product of the new Empire service department and is in line with its plans for increased dealer service. Business with the Empire Co. is unusually brisk particularly in the record field. This department is showing tremendous activity.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

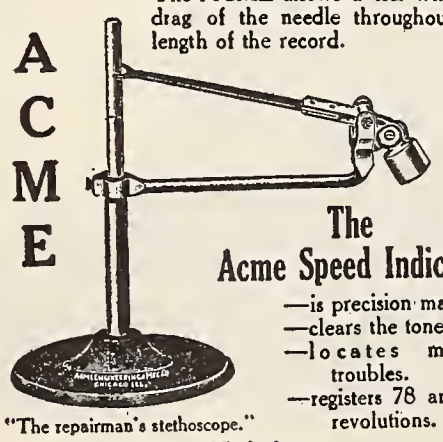
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A C M E



The Acme Speed Indicator

—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by

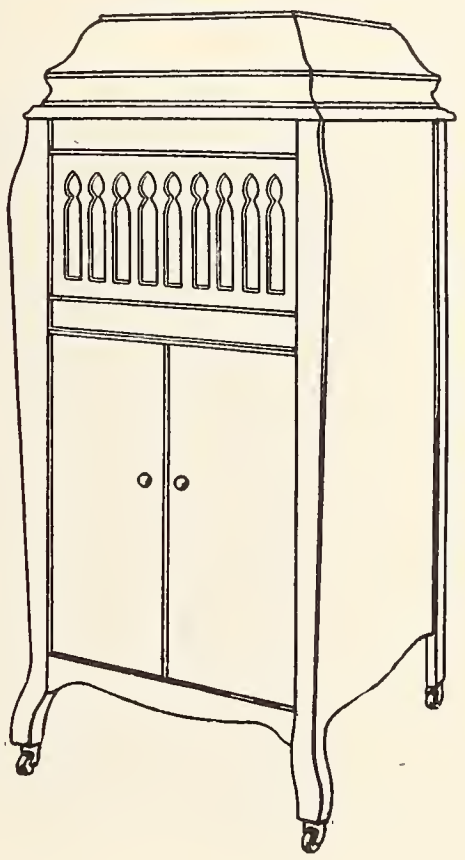
Acme Engineering & Mfg. Co.

1622 Fulton Street CHICAGO

LAKESIDE PHONOGRAPH PRODUCTS

WE CARRY A FULL LINE OF MOTORS, TONE ARMS, ACCESSORIES AND HARDWARE.

Send for Our New Catalog JUST OFF THE PRESS



CAN YOU BEAT IT!

LAKESIDE ELECTROPHONE

An Electric Driven Phonograph

DEALERS WRITE FOR DISCOUNTS

RETAIL $135.00

Furnished in All Standard Finishes
45" High, 18⅞" Wide, 21" Deep

Many Inquiries and Orders Already Received on "Electrophones"

Our new automatic stop now ready for distribution

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

Lakeside Supply Co.

Telephone Harrison 3840

416 S. Dearborn Street **Chicago, Ill.**

THE SAAL CO. TO MAKE THE JOHNSON MOTOR

H. G. Saal Co., Chicago, Contracts to Manufacture and Sell the Johnson Electric Motor—Hailed as Move to Increase Production

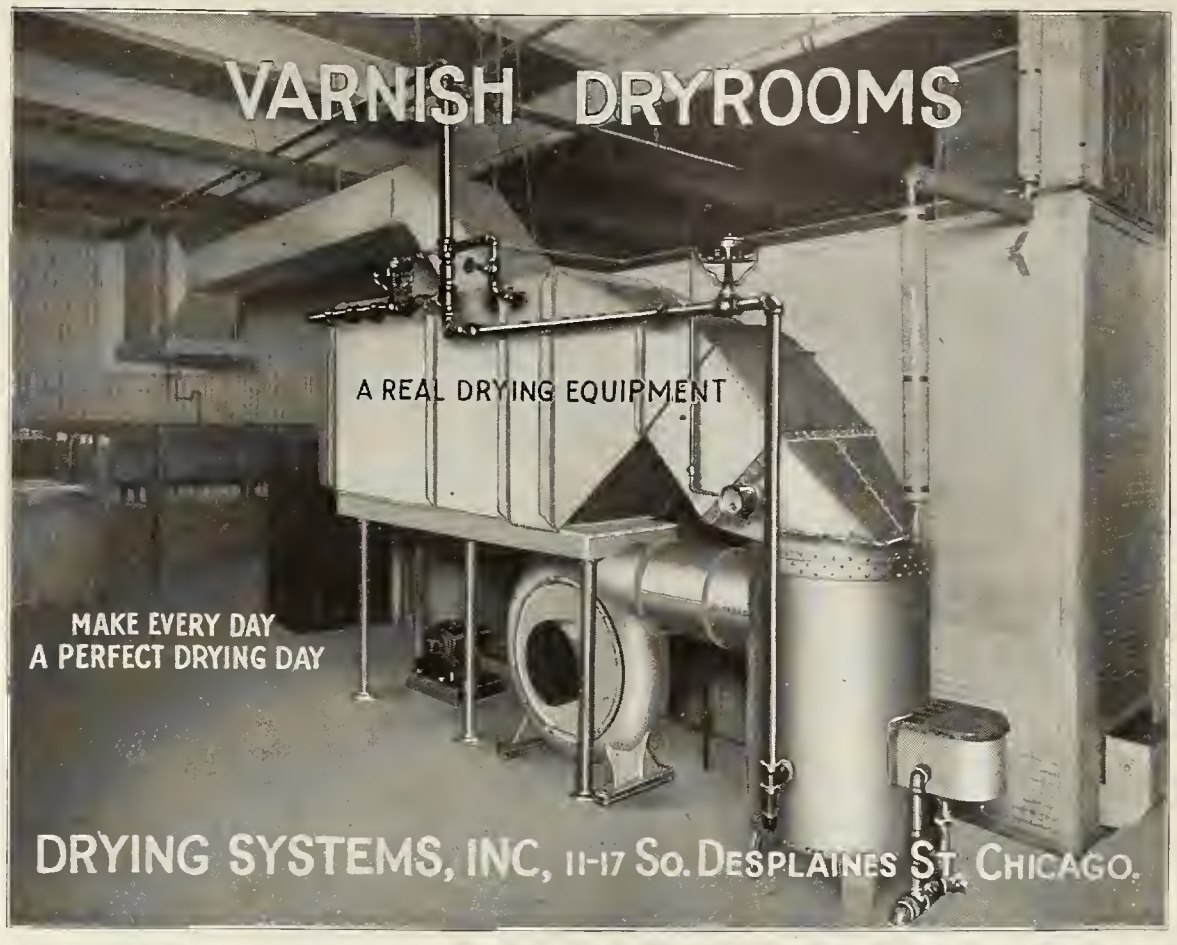
Chicago, Ill., July 10.—A business transaction of much interest to the talking machine industry has been brought about, whereby the Phonograph Motors Corp., formerly the Johnson Motor Co., manufacturer of high grade electric talking machine motors, made arrangements with the H. G. Saal Co., of Chicago, for the latter company to manufacture and sell the Johnson electric motor. All the important bearings, worms and special wearing parts will be made at the Saal factory under contract.

The Saal factories are so organized that each working unit maintains the highest order of efficiency, and this arrangement is already working to a distinct advantage in the production of the Johnson motor.

The H. G. Saal Co. was founded in 1900 by Henry G. Saal and was first known and achieved its reputation as a manufacturer of micrometer gauges, dies and precision instruments, of which absolute accuracy is the prime essential. This experience, when later applied to talking machine motors proved invaluable and has been one of the large contributing factors to the popularity of Saal motors.

It is understood that the Saal factories have been oversold for the past two years, and no attempt was made towards any abnormal increase in the production, because the Saal Co., working along conservative lines, saw that all of its old customers were adequately supplied, and therefore very little new business was added. The output of the Saal factory is said to be approximately 1,500 per day.

One of the most recent additions to the Saal property holdings is a very large daylight die casting plant, which is equipped with the most modern up-to-date machinery, and is well manned with expert die casters. The sides and roof of this building are entirely of opaque glass. The height of the casting room measures over thirty feet from the peak of the roof to the floor in which the machines are. The fumes made by the die casting machines are drawn out of the building by a large seventy-two centrifugal fan, which changes the air every three minutes. Another modern and well equipped building that has been added to its chain of factories and which by the way furnishes an additional 20,000 square feet to the old factory area is the nickel and gold plating plant. However, this entire space is not used up by the plating plant, as there is a part given over to the punch press department. A special building, or annex, has been apportioned off, and rebuilt with a special foundation to accommodate the new "Jumbo" punch press. The weight of this press alone is over 66,000 pounds and it has a pressure capacity of over 2,400,000 pounds. The principle use of this machine will be for the stamping of Saal turn-tables. In addition to this monster press in the aforesaid building, there has been installed twenty-five Brown & Sharpe and other automatic machines. This will enable the company to make in its own factory every screw, nut, gear, bolt and spring entering into the construction of not only the Saal motor, but the Johnson electric as well.



BRUNSWICKS IN THE ORIENT

Brunswick Wholesaler in Orient Reports Big Demand—Some Sales Peculiarities

Chicago, Ill., July 6.—Robert L. Ward, of the Euro-Chino Trading Co., who represents the Brunswick-Balke-Collender Co. in the Orient, with headquarters at Shanghai, China, reports an ever increasing demand for talking machines in the Orient.

The above company has established branches in the following cities: Shanghai, Yokohama, Seoul, Tien Tsin, Pekin, Hankow, Canton, Singapore, Rangoon, Bombay, Calcutta, Tokio, Nagasaki, etc.

The Euro-Chino Trading Co. has six hundred Chinese salesmen, carrying its wares to cities in China. The Chinese salesman is a most enviable sort of person. He has a definite following of customers, and no one else can sell the people he goes to. The Chinese do not always believe in being content with only one talking machine. Mr. Ward writes of an instance where he sold a Chinaman eleven. He asked the purchaser why he wanted eleven talking machines in his home. The latter replied, "'leven rooms, need 'leven phonographs." Neither is the Chinese customer satisfied with cheap instruments. Mr. Ward states that there have been a number of sales up in the thousand dollar class. All of which indicates that the talking machine business is highly successful in the Far East.

REPEATER STOP CO. FILES SUIT

Chicago Concern Asks for Injunction and Damages Against Wurlitzer Co. of Cleveland

On June 28 the Repeater Stop Co. entered suit against the Rudolph Wurlitzer Co., of Cleveland, in the United States District Court of that city. The Repeater Stop Co. asks an injunction and an accounting for damages on allegation that the Rudolph Wurlitzer Co. has sold the Repeatograph made by the Repeatograph Co. in infringement of the Repeater Stop patents No. 1,060,955, No. 1,062,369, No. 1,273,823 and No. 1,317,259.

TOURING THE MIDDLE WEST

D. Tauber, president of the Progressive Phonographic Supply Co., New York City, is making a trip through the Middle West in the interest of Wall Kane needles, which he represents.

The Oro-Tone
QUALITY FIRST
No. 1-VR

For Playing all Records on the Victor Talking Machine Using the Victor Reproducer

Attached in two seconds. Fits all Victor goose necks. Makes the Victor a universal machine for playing all records with the Victor reproducer.

Ask your jobber or we will send

Sample on Approval

Retail Price, Nickel $2.00
Retail Price, Gold $3.00

Cut shows Victor Reproducer attached

THE ORO-TONE CO.
1808-1810 Irving Park Blvd., Chicago, Ill.

Equip Your Phonographs With Perfect Automatic Brakes

Samples $1.00 Each
Cash with order
State make of tone arm used

Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

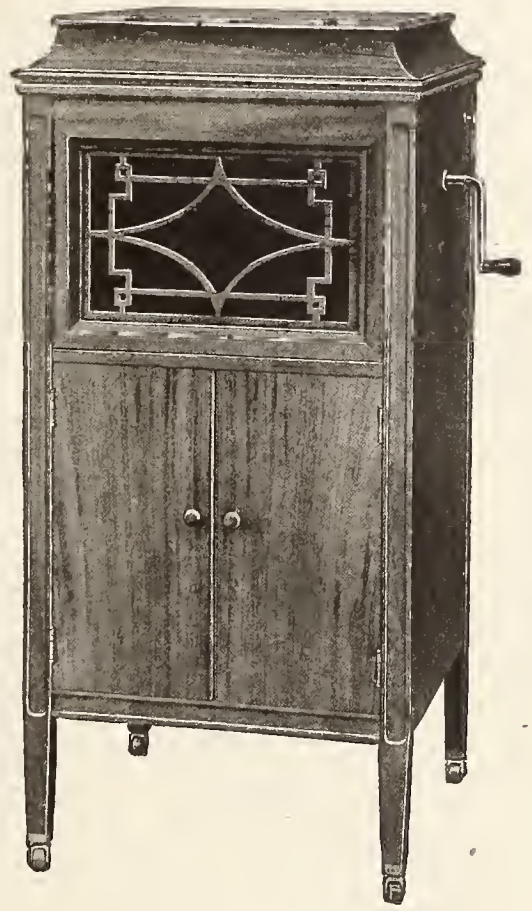
Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

That "WIDDICOMB ATMOSPHERE"

THE dealer in fine goods comes to feel toward them almost as he feels toward his personal possessions. There is an "atmosphere" about the fine things of commerce which only those who deal in them can fully appreciate.

It is this atmosphere which distinguishes the high-class dealer from his lower-class competitors, and which draws to the former the high-class cash-paying trade.



To Be a Widdicomb Dealer
Is to Enjoy
to the Very Fullest
the Advantage of the Unique
Widdicomb Reputation
Based on Fifty Years of
Character and Repute

The Widdicomb
A FINISHED PRODUCT

To dealers who want only the BEST, and can sustain the necessary business-like requirements of such representation, we have something interesting to say.

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

Columbia Records Grafonola

Here's the novelty record of the month, "Love and Money" and "Popular Neapolitan Melodies" by the Russian Balalaika Orchestra. String a mandolin at a lower pitch—several of them—and then you get the deep harmony heard in an orchestra of these instruments. E-4642.

Columbia Graphophone Co.
NEW YORK

IMFELD MUSIC CO. INCORPORATES

New Organization Formed in Hamilton, O., to Take Over Business of Late Ferd Imfeld—Will Enlarge Store to Handle the Victor Line

HAMILTON, O., July 6.—The Imfeld Music Store Co. has been incorporated at Columbus with a capital stock of $36,000 by Clement F. Imfeld, Elizabeth Games, Agnes Imfeld, E. Z. Cochran and Harry J. Koehler, Jr. The purpose of the company is to take over the business of the late Ferd Imfeld. This business was established in Hamilton in a rather small way twenty years ago, but through the energy and ability of Mr. Imfeld was developed into one of the most prosperous and important business houses of the city.

It is the purpose of the company to meet the growing needs of its business by greatly enlarging the present store on South Third street. The basement of the building now occupied is to be improved so that much of the business of the company can be carried on there. Under the new arrangement the entire first floor will be given over to the handling of Victrolas and Victor records, while other branches of the business will be distributed as judiciously as possible. While the company now has but three record rooms, under the new arrangement it will have ten record rooms, which will permit of a much greater and a better showing of the instruments and records which the company handles.

REAL CAMPING SCENE IN DENVER

Knight-Campbell Music Co. Has Attractive Window Display Featuring the Victrola IV

DENVER, COL., July 6.—A real mountain camp scene in the window of the Knight-Campbell Music Co. has been attracting much attention here recently. This window display, which was designed and set by Mrs. Ellen Glass, the regular window dresser, was complete in every detail and showed a camp scene which would give many a hardened camper a few useful hints. At one side is a small tent with the flap drawn back disclosing the interior with all the fittings that a well appointed camp tent should have. Outside are the fire and the coffee pot, grub box, fishing rod and basket and a Victrola IV ready for service. The Victor dog is comfortably seated listening to his master's voice, unmindful of the sly little animal making a raid on the grub box. In the pine tree at the left is a small bear and on a line in back of the tent a pair of woolen socks are drying in the sun. From this it can be seen that details are not forgotten.

PURCHASES NEW BUILDING

Talking Machine Co. of Texas Buys Spacious Structure in Houston to Be Devoted to Wholesaling of Victor Machines and Records

HOUSTON, TEX., July 5.—The Talking Machine Co. of Texas, Victor wholesalers, located in this city has just purchased a new two-story building located in the heart of Houston and within a block of all the railroad freight stations and across the street from the express depot. T. E. Swan, president of the company, in chatting with The World said the new building will soon be occupied and will be exclusively devoted to Victor wholesaling. The purchase price was $90,000 and floors measure 100 feet by 110 feet.

Wholesale Home of Talking Mach. Co., Houston

Mr. Swan, in addition to his Victor business and the chain of retail furniture stores he owns and operates in many Texas cities, has recently arranged to aggressively wholesale Q R S music rolls in Texas, Louisiana, Oklahoma, Arkansas.

B. F. WHITE WITH CLEVELAND CO.

CLEVELAND, O., July 2.—B. F. White joined the Cleveland Talking Machine Co., Victor wholesalers operating in Ohio territory, on July 1. He will serve as right-hand assistant to Howard Shartle, the head of the company. Mr. White's experience in the talking machine industry covers a period of over seven years, during which he was active in the complaint, repair, record exchange and machine order departments of the Victor Talking Machine Co. at Camden. He served for two years in the infantry during the great war and participated in much active overseas fighting.

B. F. White

Mr. White has made many friends in the Ohio territory and members of the trade wish him the best of success with the Cleveland Talking Machine Co.

DEMAND FOR LUCKY 13 LINE

D. Bartelstone, head of the Lucky 13 Phonograph Co., New York, recently stated that the demands his firm has been receiving for diamond, sapphire and steel needles had not diminished in recent weeks. The call for jewel needles has been especially heavy, and it is expected to be almost continuous throughout the balance of the year.

The Lucky 13 Phonograph Co. has arranged a new system of sending out quotations on their various lines. These are sent out in the form of a series of circulars each month.

FOUR SPECIALS ON OKeh Records

Order Now—Immediate Delivery—**The Most Popular Hits of the Day**

4118 { IN SWEET SEPTEMBER—Fox-Trot, Ray Miller's Black & White Melody Boys
MY SAHARA ROSE—Fox-Trot.....Harry Raderman's Jazz Orchestra

4119 { ROSE OF SPAIN—Fox-Trot....Ray Miller's Black & White Melody Boys
KISMET—Fox-Trot.....Green Brothers' Novelty Band

4120 { TELL ME, PRETTY MAIDEN—Fox-Trot.....Rega Dance Orchestra
POLLY—One-Step.....Joseph Knecht's Waldorf-Astoria Dance Orchestra

4121 { LE WANNA—Fox-Trot.....Green Brothers' Novelty Band
JEAN—Fox-Trot.....Harry Raderman's Jazz Orchestra

Phone Barclay 2493 **ZIEGLER, BAKER & JOHNSON** Service In or Out of Town
100 Chambers Street, New York City

CHARMAPHONE

"DISTINGUISHED BY ITS TONE"

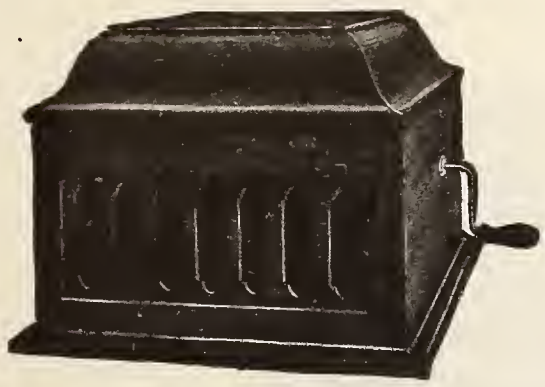
QUALITY
AT
POPULAR PRICES

Well made, attractive styles, with quality Mahogany Finish—equipped with smooth running Heineman double spring motors.

Our Dealer arrangement is a proposition you should investigate—NOW.

Make Charmaphone Phonographs your leaders and cash in on the quick profits from these sales features.

CHARMAPHONE MODEL No. 4
"THE *Universal* PHONOGRAPH"
Height 42 inches
Width 18 inches
Depth 23 inches
RETAIL PRICE $75.00



CHARMAPHONE MODEL No. 3
Height 12 inches
Width 18 inches
Depth 20 inches
RETAIL PRICE $45.00

LIBERAL DISCOUNT TO DEALERS

Write For Our New Catalog Illustrating Our 1920 Line

CHARMAPHONE COMPANY

39 West 32nd Street, New York City Factory: Pulaski, N. Y.

Samples of Our Long-Playing Two-in-One Records

Profiteering Blues
SUNG BY BILLY MURRAY
Tiddle-dee-Winks
SUNG BY BILLY MURRAY
Was There Ever a Pal Like You?
SUNG BY MEL EASTMAN
Nobody Knows
SUNG BY MEL EASTMAN
All four songs complete on the back and front of one record, No. H2007, $1.00.

Silver Threads Among the Gold
SUNG BY HENRY BURR
In the Gloaming
SUNG BY HENRY BURR
Carry Me Back to Old Virginny
SUNG BY STETSON HUMPHREY
Darling Nellie Gray
SUNG BY STETSON HUMPHREY
All four songs complete on the back and front of one record, No. H2008, $1.00.

Up the Street March
MILITARY BAND
Cruiser Harvard March
MILITARY BAND
Second Regiment March
MILITARY BAND
Boston Commandery March
MILITARY BAND
All four marches complete on the back and front of one record, No. H4003, $1.00.

Washington Post March
MILITARY BAND
Liberty Bell March
MILITARY BAND
Manhattan Beach March
MILITARY BAND
King Cotton March
MILITARY BAND
All four marches complete on the back and front of one record, No. H4004, $1.00.

Grey Gull Records, Two-in-One Style, play from 4½ to 5½ minutes, and usually have four complete pieces on each record. Yet they cost no more than the ordinary record. If there's any surer way to increase your record business than by giving a twice bigger money's worth than has ever been given before, we have yet to learn of it. The business you build in Grey Gull Records, Two-in-One Style, is *all your own*. There is no other record anything like it to be obtained elsewhere.

We will gladly send you samples, at 70 cents each, parcel post prepaid. Use coupon below.

Grey Gull Records
Boston

INCORPORATED

295 HUNTINGTON AVE., BOSTON

FILL OUT THIS COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

*Name*_____

*Address*_____

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the first of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

ASPECTS OF SOUND RECORDING

I—The Echo Difficulty

I think it will be generally acknowledged that the art of recording sound has been brought to very considerable perfection. The progress which has been made has not perhaps been traceable step by step; but one needs only to take a fairly long view to see how much has been accomplished. Consider, for instance, the records of piano-playing which were accepted ten years ago as representing the highest achievements in the art. To-day these records are regarded, and justly so, as obsolete. Similar statements could undoubtedly be made concerning the records of other stringed instruments, whether in solo playing or in large groups.

The human voice, on account of its flexibility and the singer's relatively great freedom of manipulation during the process of recording, is of all musical sources the most satisfactory for the purposes of the recorder. It is nevertheless certain that further progress can and should be made here too and that the art of recording can be pushed still further in this, as in every other, direction.

The great manufacturers of talking-machine records have always displayed a most meritorious readiness to investigate, and if possible make use of, all new ideas looking towards progress in the art of recording sound. They have not been contented to continue along the lines of least resistance, but have steadily branched out in all directions. They will therefore look with sympathy upon an effort to clear up disputed and obscure questions, on the correct solution of which depends, furthermore, the achievement of substantial perfection.

All makers of records, and all who have had practical experience with the actual process of recording, are aware that one of the principal difficulties they have to encounter is connected with what is called "echo." The phenomena of echoes are well known to all. Everybody has heard, or heard of, some famous echo which repeats a cry or a series of words many times over. Echoes are, however, much more frequent than this. Indeed, every room, every enclosed space of any kind, as well as innumerable places all over the great outside, are capable of giving, and do give, rise to echoes of greater or less intensity.

Physically, an echo is the result of an unusually acute and well defined reflection. When a compound sound wave, proceeding from some complex sonorous body, such as a musical instrument in action, impinges upon some surface which throws it back and reverses its direction without breaking it up into its component parts, we have an echo. The sound retains its form more or less perfectly, whilst its direction is reversed. As it were, when we throw a sound at certain surfaces, we find that the latter have power to throw the sound back virtually unchanged. These are examples of perfect reflection.

In point of fact, no enclosed space exists which is completely neutral in respect of the complete reflection which produces an echo. If therefore echoes are to be avoided, means must be taken to prevent reflection. Now reflection of sound waves depends upon physical conditions, mainly upon the angular outline of the enclosed space.

Experiments have been made at various times to determine methods for preventing echoes in large buildings. In general, the results have been negative, revealing what we ought not to do rather than exactly what we must do, to prevent the reflection of sound in such definite form as to produce echoes. Dr. Sabine of Harvard has shown that when the corners of auditoria are filled out with felt paddings, and salient angles are turned into re-entrant curvilineal angles, a great deal may be accomplished in the way of preventing the definite reversal of direction of sound-waves. Dr. Dayton Miller of Cleveland has experimented in the same direction. In general, it is certain that the formation of echoes can best be prevented by observing the following precautions:

a. Using non-conducting materials for walls, ceilings and floors.

b. Avoiding outlines which emphasize angles and pockets in corners.

Now all this is of the first importance for the practical manipulation of sound-records. Everyone who has ever listened critically to piano records knows that, in spite of all the wonderful improvements which have been made, there still persists quite a deal of reverberation, the effect of which is to blur the sustained tones and generally to impart an effect more or less banjoish to the reproduced sounds.

It is my conviction that a good deal of this defective condition could be remedied by more careful attention to the design and construction of the rooms in which the recording is done. It is also more than probable that special attention to the design and construction of the pianos used in accompanying or for solo work would assist likewise. Of this second point it will also be advisable to speak later.

My point, then, is that the principal remaining imperfection in respect to the art of sound recording is to be found in the persistence of reverberations and echoes, which find their way into the record during the process of recording. This happens because the design and construction, both of the musical instruments and of the rooms in which the work is done, lend themselves to distortions, diffusions and mass-reflections of sound. It is plain that if the causes can be eliminated, the effects will be eliminated likewise.

Here has been brought up a question of very considerable importance and one moreover which has not received in the past the attention due to it. With the permission of the readers of The Talking Machine World I shall wish to carry on some investigations through these columns which will, I think, provide some new and practical ideas looking towards the elimination of the principal among the few imperfections which still persist in the art of recording sound.

I have no patent remedies, but it is quite certain that there are no insuperable difficulties. The main thing is to obtain a thorough recognition of the actual physical facts. Once these are recognized, the provision of remedies becomes a matter of relative certainty.

(To be continued)

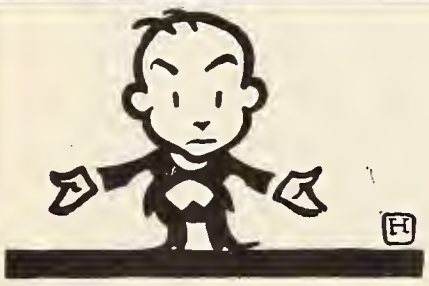
EDISON TONE-TEST IN PORTLAND

Marie Morrisey Delights Large Audience in Recital at White Temple, Under Management of Reed-French Co.—Harold Lyman Assists

PORTLAND, ORE., July 6.—The Reed-French Co. presented Miss Marie Morrisey, the celebrated contralto singer and Edison artist, in an Edison tone-test concert at the White Temple on June 18. The large audience which filled the auditorium was surprised and delighted at the perfection attained by the New Edison in re-creating the beautiful voice of Miss Morrisey.

The stage setting was particularly attractive and harmonious. A handsome New Edison phonograph, a grand piano and a number of plants and cut flowers, especially roses, made an attractive picture and the beauty of the ensemble was enhanced by the appearance of Miss Morrisey, who was assisted by Harold Lyman, flutist, who gave an interesting lecture in connection with the concert.

It was not always possible to tell when Miss Morrisey was singing and when the New Edison was re-creating. When Mr. Lyman played his flute solos, which were followed by the re-creations, the audience was very much impressed. After Miss Morrisey's contributions to the concert a record of Anna Case's was placed on the phonograph, "Charmant Oisean," a most wonderful reproduction. The New Edison made a big hit and gained many admirers.



Harding Is Nominated!

That sure was good news for Ohio Republicans. Here's some more good news for certain Ohioans.

Every Ohio Victor Dealer

who would welcome a few moments' diversion once a month can receive a series of delightful short stories by prominent authors merely by placing his name on our mailing list. There are twelve of these little books for you—absolutely without cost or any other obligation except your promise to listen to our story about Lu-Franc Envelopes—a monthly proposition, too. We use the books to advertise our envelopes; you should use the envelopes to advertise ***your business.***

To Victor Dealers In Every State

This offer is extended, but act today, the edition is limited. Fill in this coupon and attach to your letterhead.

Please send me that series of short stories by prominent authors, it being understood I am put to no expense whatsoever.

MY NAME IS..... MY FIRM IS.....

OUR ADDRESS.....

I shall be pleased to learn the details of your Lu-Franc Monthly envelope service.

LU-FRANC SALES SERVICE

1201 DIME BANK BUILDING DETROIT, MICHIGAN

The Emerson

ANNOUNCING

The New Emerson Phonograph

WITH THE BUILT-IN, SOLID-SPRUCE
ROUND EMERSON MUSIC MASTER HORN

A NEW phonograph built according to a scientific principle never before utilized in phonograph construction.

Almost too good to be true, isn't it?

Yet here it is—the new Emerson Phonograph—with the *Emerson Music Master Horn.*

Authorities on acoustics have proven that sound—*tone*—travels in spiral, circular, *round* waves. That is why the Emerson Music Master Horn is *round*—perfectly *round.*

In the Emerson Music Master Horn sound waves—tone waves—are encouraged to make the most of themselves—to come out pure, full, clear, *round.* They enjoy full play every inch of the way.

Why?

Because the Emerson Music Master Horn is *round.* It has no obstructing angles for tone waves to strike against—no corners for them to echo in.

This principle is roughly illustrated by the megaphone. Did you ever see a *square* megaphone? Of course not.

The music which flows from the Emerson Music Master Horn is full, clear, pure, *round*—because the horn is perfectly proportioned—perfectly *round*—made of solid, *rounded* spruce, the one wood of all others most resonant and vibrant.

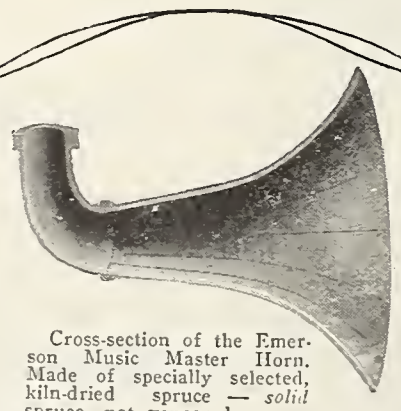
Hear the new Emerson Phonograph. Enjoy the marvelously full, *round* music which flows from the full, *round* Emerson Music Master Horn. Every note in every selection is full and *round,* because there are no corners for the music to echo in—no angles for it to strike against.

The Emerson Phonograph will be introduced to the country at large in the August 21st issue of the *Saturday Evening Post.* Meanwhile send for copy of the new Emerson loose-leaf catalog, showing the various Emerson models. It describes the Emerson Music Master Horn and explains why its full, *round* tone can come only from this full, *round* sound chamber or horn.

Emerson Phonograph Company, Inc.

NEW YORK
206 Fifth Avenue

CHICAGO
7 East Jackson Blvd.



Cross-section of the Emerson Music Master Horn. Made of specially selected, kiln-dried spruce — *solid* spruce, not veneered.

Emerson
Records and
Phonographs

Phonograph

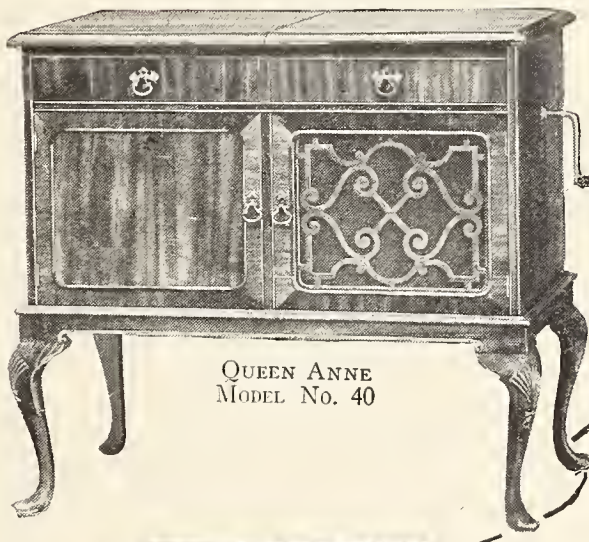
Model No. 11

Hepplewhite
Model No. 35

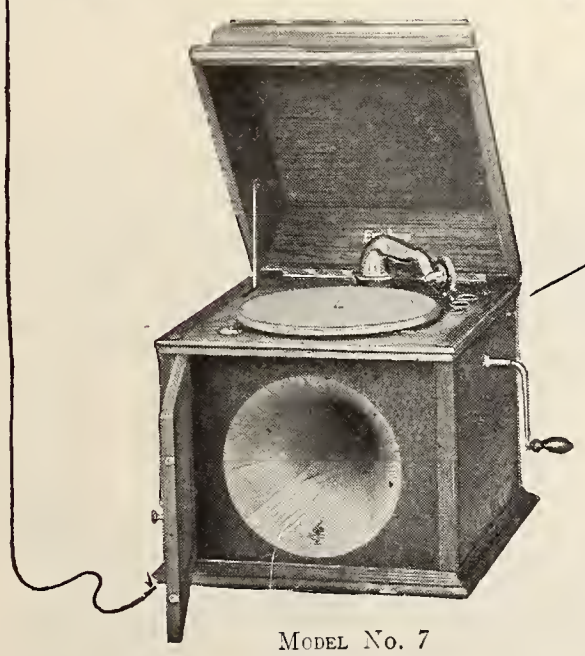
Model No. 14

Sheraton
Model No. 30

Model No. 20



Queen Anne
Model No. 40



Model No. 7

Model No. 17

APPOINTED WESTERN MANAGER

William H. Reed, Jr., Takes Charge of Western Offices of Van Veen & Co. in Chicago

An important addition to the already strong organization of Van Veen & Co., Inc., New York City, manufacturers of Van Veen "Bed Set Hearing Rooms" and record filing equipment, is to be found in the announcement that William H. Reed, Jr., has been appointed Western manager in charge of the Western offices of the company. Mr. Reed is well known throughout the trade and particularly in the territory in which he will devote his energies for Van Veen & Co.

W. H. Reed, Jr.

Mr. Reed was formerly president of the Reed Co., of Pittsburgh, the success of which largely was built up through his efforts. Van Veen & Co. have opened new offices at 7 West Madison street, Chicago, where Mr. Reed will make his headquarters. L. Tobias and William H. Reed, Jr., were in Atlantic City during the period of the convention of Victor distributors.

UNIQUE SALES CAMPAIGN

Jemtone Co. Will Give Cash Bonuses to Dealers Based on Sales

Omaha, Neb., July 8.—The Jemtone Co., of this city, manufacturer of the Jemtone tone improving device for talking machines, has developed an unusual sales campaign, which is attracting the interest of the trade.

According to its plans, the company will distribute $25,000 in bonuses among 144 retailers of phonograph accessories. The campaign is worked out in such a way that the dealer in a small town has just as much opportunity of earning the first bonus of $1,000 as the dealer in a city of a million population. Competition is encouraged in this plan, for the keener the competition the greater the dealer's opportunity of earning one of the bonuses.

The 144 bonuses will be distributed in cash: $1,000 each to the first seven dealers; $500 each to the next seven dealers; $250 each to the next five dealers, and $100 each to 140 dealers.

The company has issued its preliminary announcement regarding this unique plan, and dealers are evincing the keenest interest in the details of the bonus distributing arrangements.

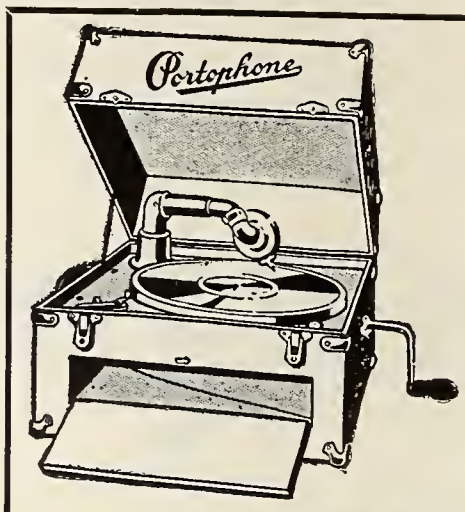
PLACES VERY LARGE ORDER

Emerson Record Sales Co. Orders 20,000 Phonographs—Making Plans for Active Fall Trade

In a chat this week with The World, Jos. I. Carroll, manager of sales of the Emerson Phonograph Co., New York, stated that the company's local jobber, the Emerson Record Sales Co., had placed an order for Emerson phonographs totaling 20,000 machines. This progressive jobber states that dealers in metropolitan territory are evincing the keenest interest in the new Emerson phonograph, and that every machine in this tremendous order has been sold before delivery.

The Emerson Record Sales Co. of New York has been paying particular attention to the rendition of practical service and co-operation to Emerson dealers in this territory, and the phenomenal success achieved by this jobber with Emerson records will undoubtedly be enhanced with the introduction of the Emerson phonographs. The local sales organization is keenly enthusiastic regarding this phonograph, and this enthusiasm cannot fail to be reflected in the sales in the metropolitan district.

During the past few weeks the Emerson Phonograph Co. has received large orders from its distributors in all parts of the country calling for the immediate delivery of Emerson phonographs. These orders indicate that Emerson dealers are preparing an aggressive campaign in behalf of this new instrument, and are planning to feature its musical and constructional qualities along high-grade effective lines .



At The Height Of Popularity

Dealers selling the Portophone are cleaning up. Why not be one of them? Mail your order at once. Prompt deliveries

There is no question but that the Portophone is the highest quality machine of its kind on the market. Double spring motor. Universal tone arm. Guaranteed. Carrying compartment for 12 Records.

Also a full line of accessories. Prices on request

Esco Music and Accessories Company

137 LAWRENCE ST., BROOKLYN, N. Y.

OSCAR ZEPERNICK JOSEPH A. KERR

NOT ONE VITAPHONE MOTOR IS FOUND IN THE

thousands of phonographs now lying in storage warehouses because the public is wise to poor talking machines.

All *Vitaphone Motored Phonographs* sell as quickly as built.

Seven years' experience has taught our engineers how to build the Vitaphone *right.* "Moral": Use the Vitaphone.

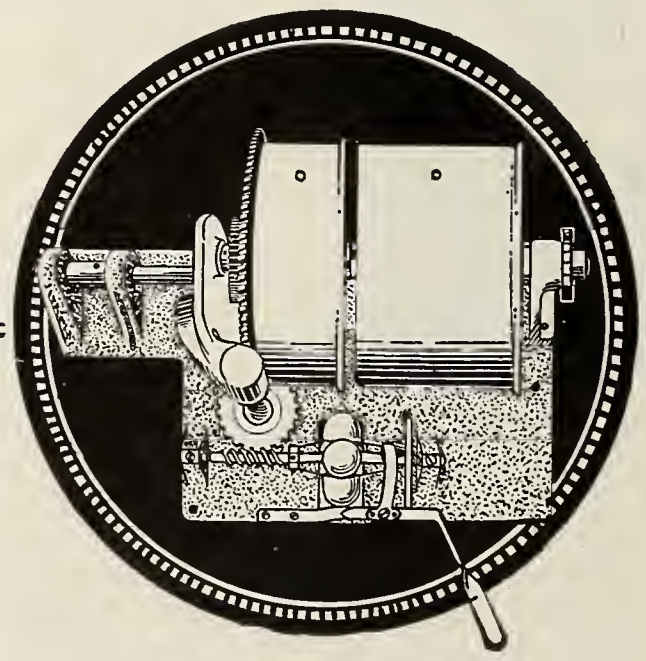
Export Distributors

CRAMER EXPORT-IMPORT CORP.

143 Liberty Street New York City, N. Y.

NATIONAL *Vitaphone* CORPORATION

C. B. Repp, *Pres.* PLAINFIELD, N. J.



NEW ORLEANS IS BUSY DESPITE INTERRUPTIONS

Getting the Best of Transportation Difficulties —Many New Dealers Appointed—Caruso Scores in Concert—Desire to Help Shippers—Victrolas Donated in Music Memory Contest —J. D. Moore at Convention—News of Month

NEW ORLEANS, LA., July 7.—With a street car and electric power and light tie-up threatening the city because of a menacing strike, the talking machine business continues as though nothing but warm weather was present to hinder it. All houses report very good business. There are the usual vacations of employes. Transportation difficulties seem to be of less consequence and all retailers and distributors are getting more records and machines than at any time in the last six months. Some are even able to accumulate a little surplus, but they are not bragging, because one or two delayed shipments would wipe it out.

The Edison branch reports it is getting shipments within eleven days and formerly it had to wait as long as sixty days frequently.

Miss C. Bienvenu, of Collins Piano Co.'s talking machine department, left July 3 for the Victor salesmanship class at Camden, N. J.

New dealers in the Edison line who signed contracts last month are: Lumberton Drug Co., Lumberton, Miss., and the Walker-Clower Drug Co., Biloxi, Miss. L. T. Donnelley and A. Schreiber, manager and assistant manager of the Edison branch, expect to be in Chicago to attend the Edison caravan convention July 12 and 13.

A. B. Creal, manager of the Columbia branch, left New Orleans June 28 for New York to attend a conference at the main office. He was accompanied by E. L. Estes and W. W. Twigg, salesmen, who went on to Bridgeport, Conn., to visit the Columbia factories. Robert Moran, of the Baton Rouge, La., Music Co., and L. C. Wicks, of the Hammond Way Furniture Co., Hammond, La., were visitors at the Columbia branch during the month.

New Columbia dealers in the New Orleans territory are: Folse & Wade, Oak Ridge, La.; Grantham Bros., Gatsville, Miss.; Palace Store, Ruston, La.; Jennings Furniture Co., Jennings, La.; Cannon Drug Co., Magee, Miss.; L. H. Conard Furniture Co., Demopolis, Ala., and Fish Drug Co., Monticello, Ark. They will receive their premier orders the first of the month.

The Maison Blanche department store reports it is selling more period designs of Brunswicks, Columbias and Victrolas than usual.

The Louisiana Railroad Commission has sent queries to many shippers asking them if the express service in the State has been satisfactory and if not, in what way it has been displeasing. This questioning was done with the idea of making the express companies provide more equipment and labor to handle shipments.

Three Victrolas and a number of records were donated by Philip Werlein, Ltd., Victor distributor in the New Orleans territory, and Dugan Piano Co. and Collins Piano Co. to the winners last month of a public school music memory contest, under the direction of Miss Mary Conway, supervisor of music in the schools.

Caruso, the famous Victor and operatic star, gave a concert to a packed house in New Orleans June 26 and it was unquestionably the great event of the musical season. He was in great voice. The call for Victor records at all the stores before the concert indicated that the public desired to "check up" on the great tenor, and after the concert the purchases were in greater quantity.

B. G. Powell, manager of the talking machine and player roll department of Maison-Blanche, recently underwent a serious operation.

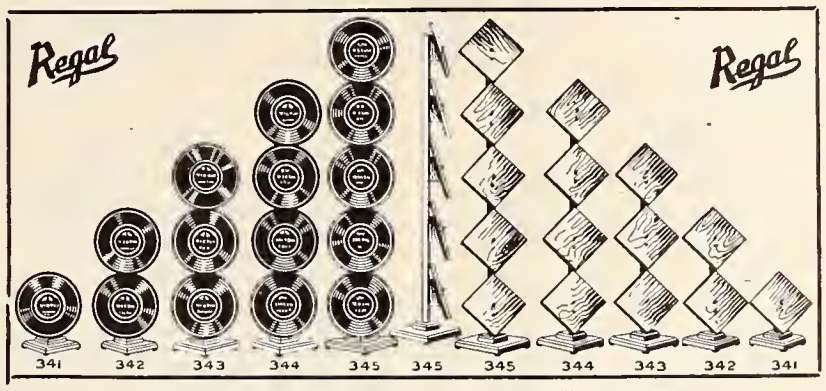
A school Victrola has been furnished Loyal University Summer school by Werlein's.

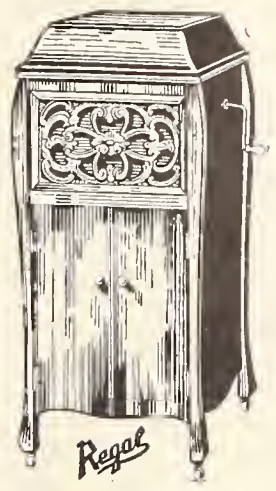
Edgar Newman, of Maison-Blanche, the member of the firm who takes quite an interest in the talking machine department, left June 24 for three months' rest in White Mountains, N. H.

Mr. Castleman, of the Victor Co., was a recent visitor in New Orleans.

J. D. Moore, manager of the wholesale Victor department of Philip Werlein, Ltd., attended the Victor jobbers' convention in Atlantic City. He was to return via Toledo, O., his former home. Parham Werlein, president of the firm, spent one or two days at the convention, also, but returned sooner than Mr. Moore.

Phonographs and Show Window Record Stands





These Show Window Record Stands will increase your Sales on records and help you make attractive window displays. Send for Dealers' Price.

THE OSCAR ONKEN CO., 6651 4th Street, Cincinnati, O.

NEWS FROM THE NATIONAL CAPITAL

Harry C. Grove Celebrates 25th Anniversary of Entrance Into the Trade—New Vocalion Agencies Recorded—Improvements in Stores

WASHINGTON, D. C., July 6.—A great majority of the talking machine dealers in the National Capital expressed themselves as being well satisfied with business conditions in general. Machines and records are coming through from the factories in increasing quantities, and although Washington's population drops offs materially in the summer for obvious reasons, the demand is keeping up surprisingly well.

Harry C. Grove celebrated the twenty-fifth anniversary of his entrance into the phonograph business last week. Mr. Grove left the employ of the Washington city post office to work with the Columbia Phonograph Co., located at that time, in Pennsylvania avenue between Ninth and Tenth streets. This quarter of a century spent in dealing with phonograph records has placed him in a position where his opinion carries considerable weight. So, when Mr. Grove says that the best selling records he carries are "Rail-road Blues," a jazz record, and "Baby Mine" and "Mammy Song" sung by Lucy Gates, they must be interesting.

Charles A. Watson, general sales manager of the wholesale department of the Vocalion branch of De Moll & Co., has just returned from a trip to the South. Agencies for the Vocalion have been placed with W. P. Moore, Bishopville, S. C.; the Callaway Department Store, La Grange, Ga.; F. E. Morgan, Richland, Ga.; and with Dr. D. P. Bushong, of Washington, D. C.

Mr. Watson will attend the convention of Aeolian-Vocalion traveling salesmen to be held in New York City the week of July 12.

Ansell, Bishop & Turner, Inc., are being complimented upon the rearrangement of their store, which has just been completed. The front room, previously occupied as a salesroom for Victrolas, now contains the counters for the sale of records. The cashier has been placed nearer the door. Victrolas are now displayed on the mezzaine floor.

They have placed electric fans in each of their twenty-five phonograph booths. All of the instruments in the booths are now equipped with the Motrola, which obviates the necessity of constant winding of the motors.

McHugh & Lawson, agents for the Pathé phonograph, report that business in records has shown vast improvement during the past two weeks.

FOR VICTOR SERVICE

PHILIP WERLEIN, Ltd.

OF NEW ORLEANS

THE LEADING SOUTHERN WHOLESALERS

TWIN CITY ASSOCIATION NOW BEING DEVELOPED

Meeting in Minneapolis Results in Formation of Tentative Association—To Attend Edison Convention — Beckwith-O'Neill Co.'s New Quarters—Opening of Benson's New Store

Minneapolis and St. Paul, Minn, July 7.—Preliminary action toward the formation of a Twin City association of retail talking machine dealers was taken at a gathering of Columbia dealers held June 29 at the Northwestern headquarters of the Columbia Graphophone Co., 18 North Third street, Minneapolis. There were some twenty-five dealers present and they were called together to discuss the advisability of adopting a rule providing for the collection of interests on deferred payments on goods sold on instalment plans. It soon developed that any rule might soon become ineffective unless supported by some authority and the only available authority, it was apparent, could only be vested in an association of the dealers themselves. All present promptly agreed to become members of an association and to abide by its rules. A committee, consisting of Robert O. Foster and P. Benson, Minneapolis; Stewart McLeod, of the Emporium and W. J. Simpson, Peyer Music Co., St. Paul, were delegated to enlist all the talking machine dealers in the movement. The present understanding is that membership will be limited to dealers in talking machines and phonographs.

Nearly a hundred Northwestern dealers will attend the great Edison convention in Chicago July 12-13. They will assemble in Minneapolis and will leave July 11 in special Pullmans on the famous Pioneer Limited. The Minnesota Phonograph Co. will take with it as special guest the saleslady making the best record for thirty days ending July 9.

Edison business in the Northwest is reported as highly satisfactory by Laurence H. Lucker, the jobber and general distributor. Wholesale orders are good, retail sales are good, collections are good and the prospects are good, and that's about all the goodies a commercial house reasonably can demand.

Within thirty days the wonderful Victor headquarters in Minneapolis of the Beckwith-O'Neill Co., 16-18 South Sixth street, will be shipshape and it will be a sight worth seeing to talking machine men. The decorative effects and color tints are dainty and delicate enough for a ladies' boudoir and the vista of the office with surrounding booths is about as different from the general impression of a jobbing house as could well be devised. Victor dealers in the Northwest are leading a more complacent life than was vouchsafed them in 1919 and while normal conditions hardly prevail they have not nearly so many things to annoy and disconcert them as formerly.

One of the interesting events of the past week was the formal opening of the P. Benson Music Co.'s enlarged store. Several hundred patrons and friends visited the place and showered the beaming proprietor with compliments for his fine establishment. John J. Roden, Victor manager for the Dayton Co., on his return from the Victor school gave it unstinted praise, because of the highly useful and practical nature of the course of instruction. F. M. Hoyt, of the Beckwith-O'Neill Co., who accompanied Mr. Roden, remained in the East to take part in the Atlantic City convention.

Gladys Hutchins, Victor manager for Davis & Rubin, has returned from a rather prolonged visit with her family in Oregon.

Victor business with the Powers Mercantile Co. is excellent. Manager Culp states that every month of 1920 shows a steady increase over the totals for the corresponding months of 1919.

There's not a kick in the entire Northwestern establishment of the Columbia Co., declares Manager W. L. Sprague. The travelers are sending in goodly orders and fine crop reports. The stock of instruments and records is the largest in the history of the house and there is every indication of a continuance of fine business from now until after the holidays.

Considerable advertising is being done in the Twin City dailies by the Vitanola Talking Machine Co. from the executive offices in Chicago. There are eight Vitanola dealers in Minneapolis and three in St. Paul.

George A. Mairs, head of the Victrola department, W. J. Dyer & Bro., after attending the convention in Atlantic City, has scheduled to have a long, earnest and heartfelt talk with the moguls of the Victor Co. anent large and frequent shipments of Victrolas and records. W. J. Dyer & Bro. could do a monster Victor business if they could get all the goods needed.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING GRINDING ROUGHING ROLLING and EXPERIMENTAL LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

YAZOO RIVER RED GUM

Specials for prompt shipment:

5 carloads	2″	1st and 2nds Plain Red Gum.
5 carloads	2″	No. 1 Common Plain Red Gum.
5 carloads	2″	1st and 2nd Qrtd. Red Gum.
5 carloads	2″	No. 1 Common Qrtd. Red Gum.
10 carloads	2½″	No. 1 Common and Better plain and Qrtd. Red Gum.
8 carloads	3″	No. 1 Common and Better plain & Qrtd. Red Gum
8 carloads	1¼″	No. 1 Common Plain Red Gum.
2 carloads	1¼″	1st and 2nd Qrtd. Red Gum.
5 carloads	1¼″	No. 1 Common Qrtd. Red Gum.
3 carloads	1½″	No. 1 Common Sap Gum.
7 carloads	1″	No. 1 Common Qrtd. Red Oak.
5 carloads	1″	No. 1 Common Qrtd. White Oak.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

WALTER S. GRAY COMPANY · THE BEST IN THE WORLD ·

Jobbers' Talking Machine Accessories

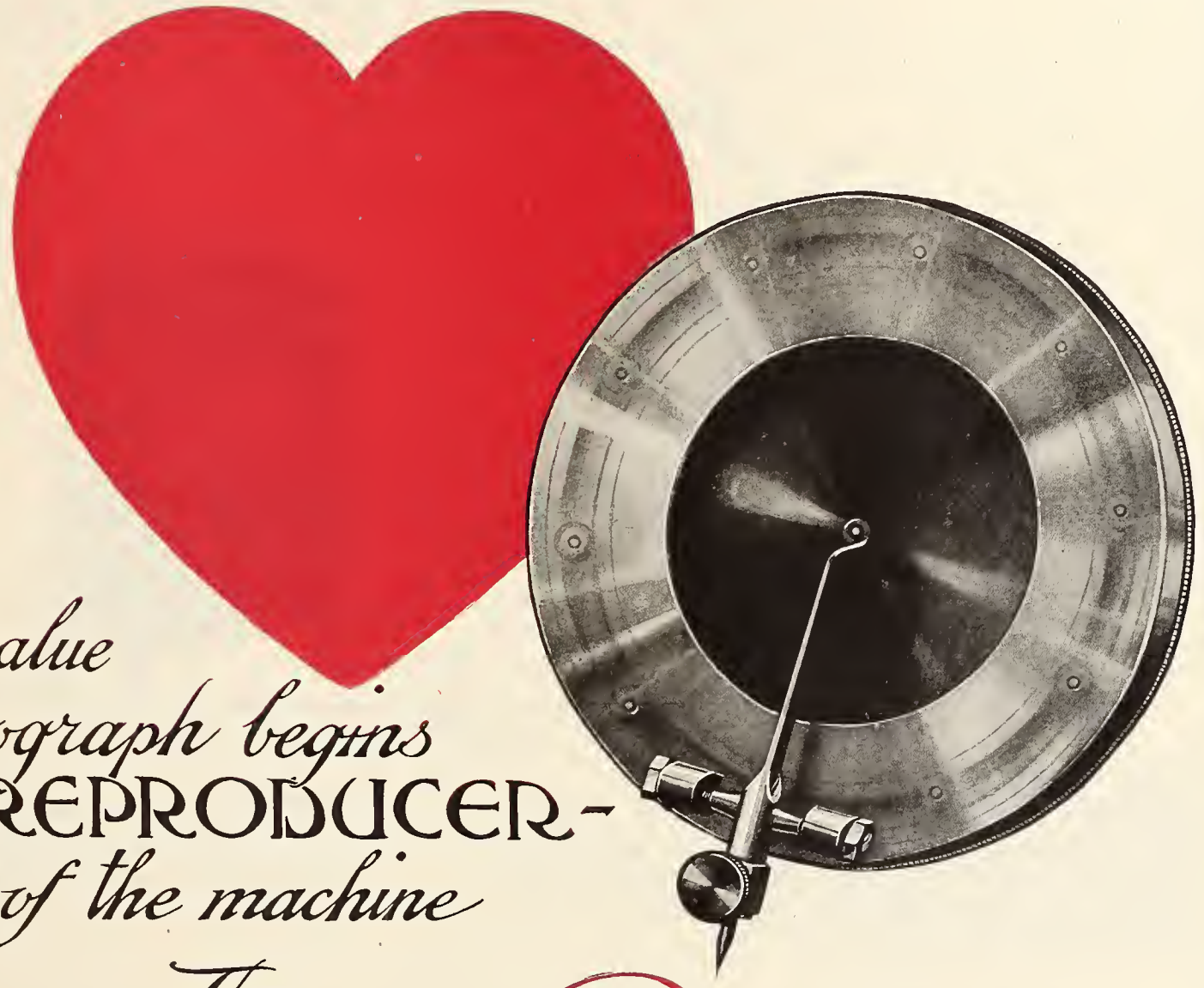
SAPPHIRES

IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

Life starts with the beating of the heart



The musical value of a phonograph begins with the REPRODUCER *— the heart of the machine*

The Remington Reproducer

THE HEART OF THE Remington Phonograph

REMINGTON PHONOGRAPH CORPORATION

1662-64-66 BROADWAY
NEW YORK, U. S. A.

Philo. E. Remington
President

James S. Holmes
Vice-Pres. & Gen. Mgr.

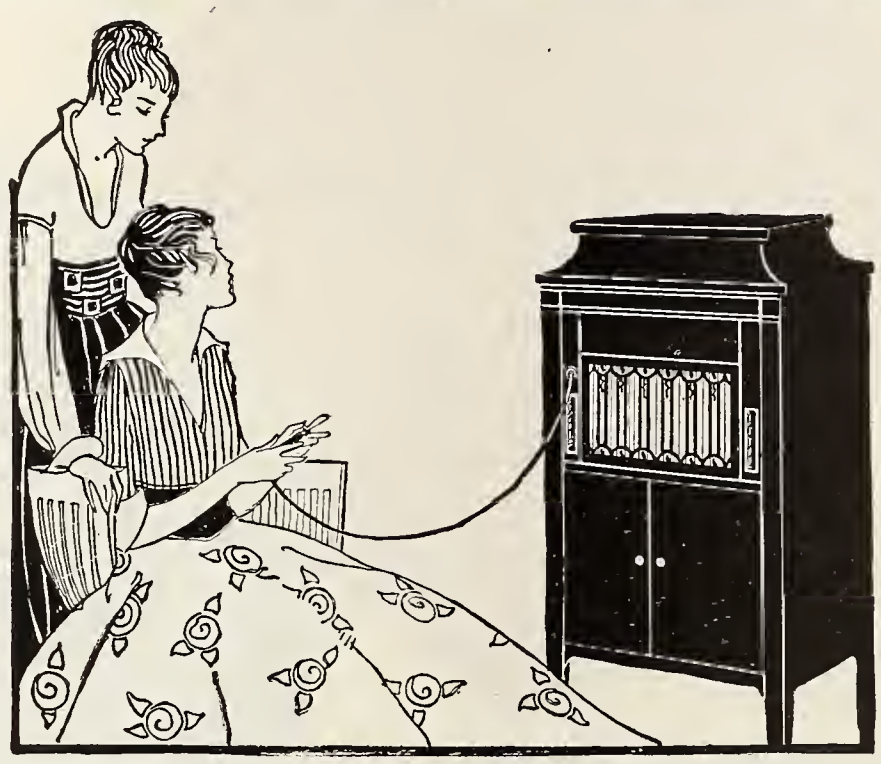
THE GRADUOLA FEATURE OF

THE AEOLIAN-VOCALION

PERMITS

PERSONAL INTERPRETATION

and gratifies the Creative Musical Instinct which every normal human being possesses to some extent



Playing an AEOLIAN-VOCALION with the Graduola

THE GRADUOLA is one of several features which combine to make the Aeolian-Vocalion a distinctive phonograph and which are selling points that a live dealer must recognize.

THE NEW (lateral cut) Vocalion Records are the result of the Aeolian Company's unparalleled corps of scientific and musical engineers.

THE AEOLIAN-VOCALION AND VOCALION RECORDS

Present today the finest in phonograph manufacture. There is no question of the excellence of these instruments or of the fidelity with which Vocalion Records repeat the singing and playing of the Artists

FOR FURTHER INFORMATION WRITE

STONE PIANO COMPANY

MINNEAPOLIS, MINNESOTA
STONE BUILDING

FARGO, NORTH DAKOTA
STONE BUILDING

DISTRIBUTORS FOR

MINNESOTA — NORTH AND SOUTH DAKOTA — MONTANA
WESTERN WISCONSIN AND UPPER MICHIGAN

JOBBERS OF THE CELEBRATED MEL-O-DEE ROLLS

VERY LITTLE DROPPING OFF OF BUSINESS IN BUFFALO

General Public in That City Still Remains Free With Money—Goold Bros. Open New Store in Niagara Falls—Many Dealers Remodeling and Improving Quarters—General News

BUFFALO, N. Y., July 5.—Prosperity—an overworked term during the past few years—is a feature of Buffalo's talking machine trade this Summer. In fact the same condition may be noted in many other lines. Despite the warning given by the Government and the banks that the people should save for "the lean days that are sure to come" the working people continue to spend money with a lavish hand, with no apparent fear of the future. In fact people in nearly all walks of life are following the same course. The Buffalo public simply refuses to become tight-fisted, so that talking machine sales in this city are very satisfactory. Within the past few weeks local workmen have recovered from their vernal restlessness and are showing a great tendency to stay on the job. This steadiness in industrial circles has produced a corresponding evenness in the volume of sales at the city's talking machine shops. Generous contributions to this trade have been given by quite an army of newlyweds. There were so many members of this class here in June that they were described by a local newspaper as "a solid phalanx of bridal couples bound for Happyland."

A large electric sign, bearing the Columbia emblem, has been placed in front of the Koenig Piano Co.'s store. Albert F. Koenig, Jr., twelve years old, is an energetic worker in the record department on Saturdays. He has a taste for good music and has a number of fine sales to his credit.

Buffalo's population has just passed the half million mark, having shown an increase of 19.6 per cent in the past ten years. The talking machine trade has kept pace with this expansion. The list of talking machine dealers has increased considerably since the last census was taken in 1910. The merchants who have stuck to their posts have forged ahead satisfactorily.

Goold Bros. recently opened a new piano and talking machine store at Niagara Falls under the management of Gordon Cattley, in the employ of Robert L. Loud for twelve years. The record section of Goold Bros.' store at Main and Utica streets, Buffalo, is in charge of Arthur Rice, who served Uncle Sam in France. Edward Williams, salesman, is planning a two months' vacation. William Goold, father of Goold Bros., expects to return in August from his journey to England.

Frank Schuler and B. Frank Harrington, manager of the Schuler store, recently returned from a successful fishing trip to a point several miles north of Toronto, Ont.

Miss Margaret Hatten, in charge of the record section of the Hoffman Piano Co., is booming business there. Charles F. Hoffman, president, and R. E. Smith, salesman for the firm, are active members of the Claremont Tennis Club.

Improvements are about completed at William Turner's new store at Main and Utica streets. Mr. Turner has added the Starr talking machines and Gennett records to his stock.

John Schuler, who handles the Sonora, Columbia and Brooks lines, has the following salesmen boosting his sales: Messrs. Marsh, Woods, Nevils, Johnson and Ballou. The latter was recently with the Columbia Co. of Boston. Mr. Marsh, who covers the country, reports unusually good times there.

Charles Hereth, who features the New Edison, has returned from a pleasure and business trip to Toledo, O. Mr. Hereth is living at his Summer home near Bowmansville, where he grows potatoes as a pastime.

Stephen T. Lockwood, federal attorney, has appointed E. J. Hengerer of the William Hengerer Co., Victor dealers, as a member of Buffalo's business men's advisory committee. The members are helping Uncle Sam in an anti-profiteering campaign.

"The freight conditions are very bad," according to a representative of the talking machine trade. Information on the same subject was recently given out at a regular meeting of the transportation committee of the Buffalo Chamber of Commerce. It was stated that an embargo more sweeping than the one placed April 9, when the switchmen tied up the freight terminals, has been put in force by the New York Central.

In spite of these handicaps W. D. and C. N. Andrews recently received a shipment of goods from the Victor factory on record time. The freight car containing this merchandise left Camden, N. J. on a Monday night and arrived in Buffalo at about 5 o'clock on the following Wednesday afternoon. To bring about this service the Buffalo firm had a representative in the East to get the car started and to see that it wasn't delayed for an indefinite period on the way to this city.

F. E. Russell, manager of J. N. Adam & Co.'s talking machine department, reports that the record recitals at that store will be resumed in the fall. He is receiving many inquiries regarding these popular programs. "The Victor and Columbia companies supply us with the best of record service," he said. "Our sales have shown a 100 per cent increase in the past year."

R. C. Hudson, president and general manager of J. N. Adam & Co. for the past seven years, has resigned that position for a very much needed rest. His successor is Alfred J. Jennings.

A complete line of foreign records, the product of the Columbia Co., is featured at the Winegar Co.'s branch store at 935 Broadway.

Mr. and Mrs. C. N. Andrews attended the recent convention of Victor jobbers at Atlantic City.

L. K. Scott, manager of the William Hengerer Co.'s Victrola department, has thoroughly recovered from a recent illness, which confined him to his home for six weeks.

AMERICAN

No. 8

The American line will bring you success. Nine models made in the popular finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.

No. 11

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

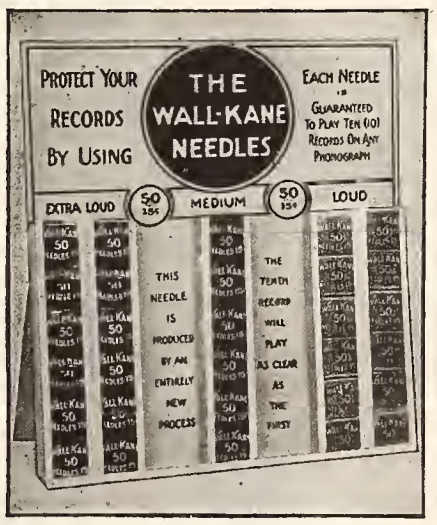
The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, and we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

Every WALL KANE NEEDLE is a great improvement of the highest grade steel needles of American manufacture, absolutely uniform in temper, length and taper. You may line up any number of any of the three grades of WALL KANE NEEDLES and you will find the above statement to be correct.

The point of the needle is greatly improved in the WALL KANE. Ordinary steel needles, owing to their fibrous structure, flatten out readily and bring more and more of the grain of the steel in contact with the record grooves. The point of the WALL KANE NEEDLES is treated by various chemical processes, several coatings being placed on it, thereby creating a layer of soft material that will not wear off until at least 3,000 revolutions are made and thus does not permit the grain of the steel to come into contact with the record grooves.

This material placed on the point, is softer than steel and such that it will greatly benefit the record, minimize the scraping sound, prolong the life of the record and play it better.

Any instrument or record will show off best when WALL KANE NEEDLES are used.



BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, $4.60; $4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a kind of WALL KANE Needles, cost the dealer $7.50; $8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

CINCINNATI STOCKING TO MEET FALL DEMANDS

Interesting Review of Trade Conditions—May Form Association—Phonograph Co.'s New Business Home—Progress of Ohio Talking Machine Co.—Vocalion Expansion—Stock Conditions Being Relieved—News of Month

CINCINNATI, O., July 3.—For the time being there is a lull in the market of the Middle West. This, in a way, is appreciated by the talking machine manufacturers and dealers since it gives both a chance to stock up in anticipation of the business later in the Fall.

That the trade believes this condition will prevail is shown by the attitude of the various houses which are grabbing all material possible and placing it in storage. In some instances the systems of the houses have been rearranged so as to care for a warehouse plan, the merchants evidently having little faith in a genuine restoration of normal shipping conditions for a year or more.

An instance of this is the remodeling work just completed by Wm. R. Graul, Government Square, now handling the Crystola, who has installed four demonstrating booths. It cost a little money, Mr. Graul said, but it will place his business away from the worries of shortage of stock.

A. M. Abbott, of the Abbott Piano Co., Seventh and Elm streets, wants to get in touch with every phonograph merchant in Hamilton county and across the river, with a view of forming an association which is to be allied with the Music Industries of Cincinnati. Mr. Abbott is some dealer in phonographs himself so the merchant of long standing will not be meeting with a novice when he files his membership application. He was recently elected president of the local organization, the object of which is to promote business harmony and permit competitors to have an opportunity of meeting each other occasionally and thereby learning that "they are not such bad fellows after all." "This movement," Mr. Abbott said, "will enable the individual, through an organization, to protect his business interests. No one chap can make as loud a protest as the association." Therefore, brethren, get busy and make yourself known to Mr. Abbott.

Manager Oelman, of The Phonograph Co., dealing in the Edison, spent the Fourth of July in superintending the arrangement of his new business home, on two floors of 214 West Fourth street. That Mr. Oelman expected to make the change three and four months ago is neither here nor there at this time. Labor had some ideas on the subject, not because of the owner or the tenant but wage questions in general. Anyhow, Mr. Oelman's office commenced to make the new move on Thursday and before the month is well advanced he expects to make his following happier than it has been in months by reason of better deliveries. He expects to take at least two special car loads of merchants to the Edison convention, to take place in Chicago, July 12 and 13.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., accompanied by Mrs. Sigman, attended the Victor convention this past week at Atlantic City.

The Ohio Talking Machine Co., now running in fairly good shape, is not quite able to meet the demands of the trade for Victor supplies so the corporation has adopted, for the time being, a policy of equal distribution which is expected to meet with approval from the merchants until shipping conditions are better. A. H. Bates, vice-president, stayed on the job, seeing to the prompt distribution of the July supplement, while W. T. Haddon, president, represented the company at the convention of Victor jobbers.

The Starr Piano Co.'s Cincinnati branch is shy on medium priced materials, due to the Richmond (Ind.) factory being unable to meet the demands of the trade.

Dan Stevens is happy over the manner in which the Vocalion is being placed on the map of the Middle West through the Cincinnati office. Mr. Stevens said:

"Seeing the importance of stocking up now for the Fall business the dealers are beginning to place their Fall orders. The present demands from the dealers have made it necessary to place two additional wholesale Vocalion travelers in the territory. There has been quite a number of new dealers added in the territory, one of the most important being the W. C. Moore Co., Columbus. This concern is going into the talking machine business in the proper manner and should do a very good business in the Vocalion way. There is a number of large deals pending at present which are expected to be closed very shortly. The advance in record prices does not seem to materially decrease demands for the records as the dealers are writing in every day with words of praise for the lateral cut record.

"Stock conditions are being relieved somewhat and we are looking for shipments to come through promptly in the near future."

The Baldwin Co., Cincinnati, is still "up in the air" so far as a phonograph line is concerned for the new store adjoining the wareroom on West Fourth street. The addition is virtually complete, but the phonograph is yet to be selected, according to Lucien Wulsin.

W. S. MEFFORD A VISITOR

W. S. Mefford, prominent Pathé dealer of Toledo, Ohio, accompanied by Mrs. Mefford, spent some time in New York during the past month. Mr. and Mrs. Mefford visited Pathé headquarters and reported that their business in Toledo was "wonderful," with a very bright outlook ahead. This enterprising dealer has a record of selling ninety-four Pathés in three days.

PRESERVE PHONOGRAPH RECORDS
WITH A

"TONAR"
TRADE MARK
RECORD BRUSH

Our special treatment not only removes the dust but *lubricates* the record so as to bring out the most delicate tone qualities

It Not Only Cleans the Records But Preserves the Tone

RETAIL PRICE, FIFTY CENTS

PARKS & PARKS, Inc. TROY, N. Y.

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

Deliveries from Stock of *High-Grade Low-Priced* Table Machines
THE GREATEST VALUES ON THE MARKET

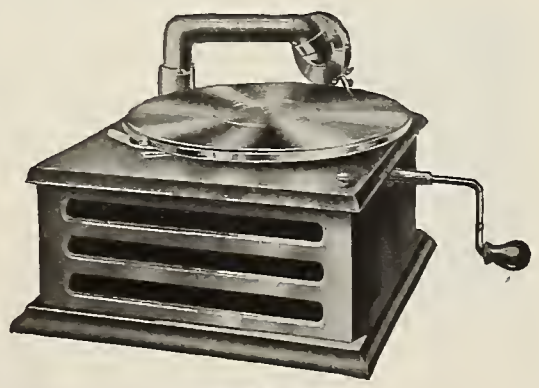
WONDER No. 15

WONDER No. 15—All metal machine, splendid tone quality, cast iron cabinet and cast iron frame motor. ***Universal*** tone-arm playing ***all*** records.

WONDER No. 23—Highly polished mahogany finished cabinet, all cast iron frame, ***worm gear*** motor. High-grade Universal tone-arm.

Priced from $4.20 up

Write for catalog and dealer's proposition



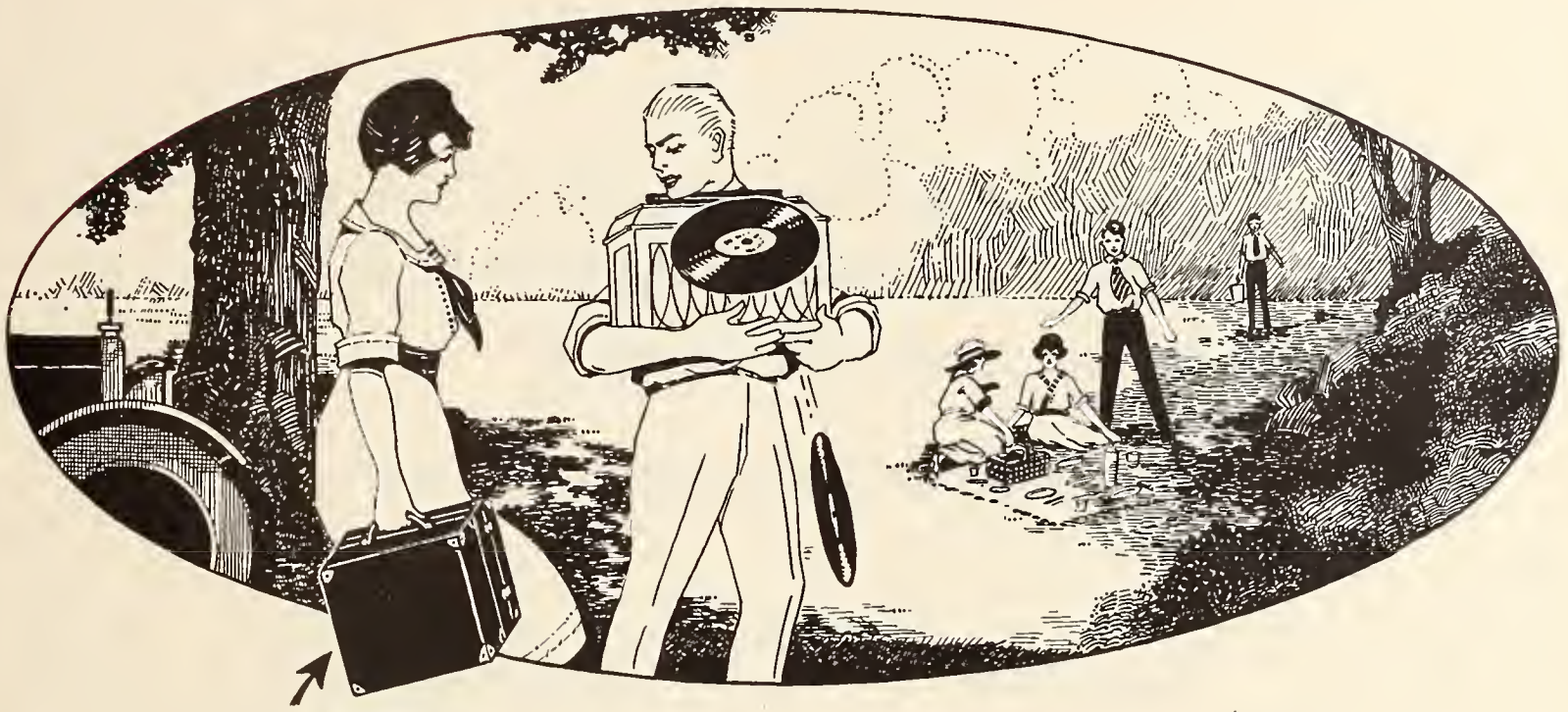
WONDER No. 23

WONDER TALKING MACHINE CO., Inc., 109 East 12th St., New York

Portrola
TRADE MARK REG.

THE PERFECT PORTABLE PHONOGRAPH

FOR HOME USE FOR OUTINGS



A PORTROLA
"My Records Are Inside"

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMERS WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

Chicago, Ill.	Wade Talking Machine Co., 14-20 N. Michigan Ave.
Dallas, Tex.	Sonora Distributing Co. of Texas
Kansas City, Mo.	Tri-State Sales Co., 218 East 10th St. Richards & Conover Hardware Co., 5th and Wyandotte St.
Long Beach, Cal.	Barnum's Phonograph Co., 117 E. Seaside Blvd.
Milwaukee, Wis.	A. G. Kunde, 516 Grand Ave.
New York City	Brown, McManus & Co., 51 E. 42nd St. Cabinet & Accessories Co., 145 E. 34th St.
Portland, Ore.	The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo.	Associated Furniture Manufacturers, 1209 Washington Ave. St. Louis Phonograph Sales Co., 620 Chestnut St. Fairy Phonograph Lamp Co. of Missouri, 5th Floor, Arcade Bldg.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

[TEAR OFF HERE]

.....1920

.....
(Write name of nearest distributor.)

.....
(Address.)

Gentlemen:

Please ship at once by express f. o. b. factory ..... Portrola-I (double spring motor) list price, $45.00; ..... Portrola II (single spring motor) list price, $35.00. It being understood that I am to receive the usual dealer's discount.

.....

Edison Amberola Message No. 8

As a man is known by his works, so is an article of merchandise judged by its ability to create and hold public demand.

The Diamond Amberola is such an article.

More than 40 years ago, Thomas A. Edison invented permanent recording of sound. His medium was the cylinder type of Phonograph. This type gave birth to the Phonograph industry.

To-day, the cylinder Phonograph—the Diamond Amberola—is still the acknowledged leader in the medium-priced Phonograph field.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

SOUTHERN CALIFORNIA TRADE STILL FEELS PROSPERITY

Lively Meeting of Music Trades Association in Los Angeles—City Now Largest on Coast—200 Per Cent Business Increase for June Reported—New Dealers Enter the Field

LOS ANGELES, CAL., July 2.—In spite of emphatic forecasts to the contrary, the business for the month of June, 1920, has been universally good throughout Southern California and in some cases among wholesalers and retailers has actually surpassed the previous months of this year. Stocks have been well replenished especially as far as instruments or machines are concerned and although the record situation is still far from the desired 100 per cent—or for that matter 70 per cent—records have been arriving in much larger quantities and numbers received have included many of the old favorites which, conspicuous by their absence for so long, had been almost given up in despair.

Music Trades Association Meets

The regular monthly meeting of the Music Trades Association of Southern California was held on the second Tuesday of the month at Barker Bros. General Manager Boothe of the music department of this firm arranged for the meeting to be held in the Senate Chamber of Barker Bros., where, as it is well known, industrial democratic systems prevail. There was a large attendance and many important matters were discussed. There was also a motion made with regard to closing of stores at 1 P. M. on Saturdays throughout July and August. Since the meeting was held, the leading music stores of Los Angeles have decided to adopt this plan.

Remarkable Increase for June

The phonograph department of the Platt Music Co. showed an increase of nearly 200 per cent over the corresponding period of 1919. Department Manager Walter Evans states that this is, of course, partly due to the remodeling of the department which took place some months ago, but he attached great importance to the tremendous efforts which the sales force have put forth during the last few weeks, actuated by loyalty to President B. Platt as much as by the common desire to "Go over the top." The Blue Bird phonograph has been especially featured together with Emerson records. The former is a home product and the latter will soon have a branch factory in Los Angeles.

West Seventh Street Extending

Like so many cities, throughout the world we might say, Los Angeles is spreading west. That is to say, particularly via West Seventh street. High class stores continue to establish themselves further and further to the west. Richardson's, Inc., with a huge Victor dog at the doorway, bearing the legend hanging from its collar, "My only home on West Seventh," is enjoying good and increasing business. Mrs. W. Hollenbeck, who is well known in talking machine circles, is now in charge of the record department.

Huge Increase in Population

The United States census returns show that Los Angeles is now the largest city in the United States west of St. Louis. The official figures are 575,840, an increase of 80 per cent since 1910. Los Angeles has for a long time believed that a census of her talking machines and records in homes and on the floors of the music stores would place her also far in the lead and she is now more convinced than ever.

New Store on North Main Street

The American Music Co. has opened new quarters at 359 North Main street. The new store, which is more than twice the size of the old one at 367, is very attractively fitted up and decorated. The ten record demonstration rooms are finished in old ivory and are sound proof in construction. Columbia, Edison and Victor are carried.

The Lamphon Co. has recently opened a store at 721 West Seventh street, where they are selling a new and attractive combination phonograph lamp. The general agents are the Hill Co.

Remodeled Phonograph Department

The Barnes Music Co. recently remodeled its store at 231 South Broadway. The talking machine department presents an unusually attractive appearance and consists of a number of beautifully furnished sound-proof rooms with long record racks in the rear connecting with each booth.

Attractive Dance in Pasadena

A very swell affair was given by the Hancock Music Co. at the Maryland Hotel and the young people of Pasadena enjoyed the dance given in their honor on this occasion very greatly. A splendid dance orchestra rendered charming music throughout the evening.

Detroit Man Here

G. F. Martin, of Grinnell Bros., Detroit, Victor dealers and distributors, spent a few days recently in Los Angeles, in order to visit his mother, who resides in Los Angeles.

Columbia Branch Congratulated

Local Manager Stidham of the Columbia Co. has received a letter of congratulation from General Manager Hopkins on the June business. An increase of 100 per cent was made over June, 1919, and also over May, 1920.

Aeolian-Vocalion Manager in Los Angeles

Pacific Coast Manager Hull of the Aeolian-Vocalion was a recent visitor in Los Angeles. He has appointed John R. Pickering to assist E. R. Darvill in the Los Angeles territory.

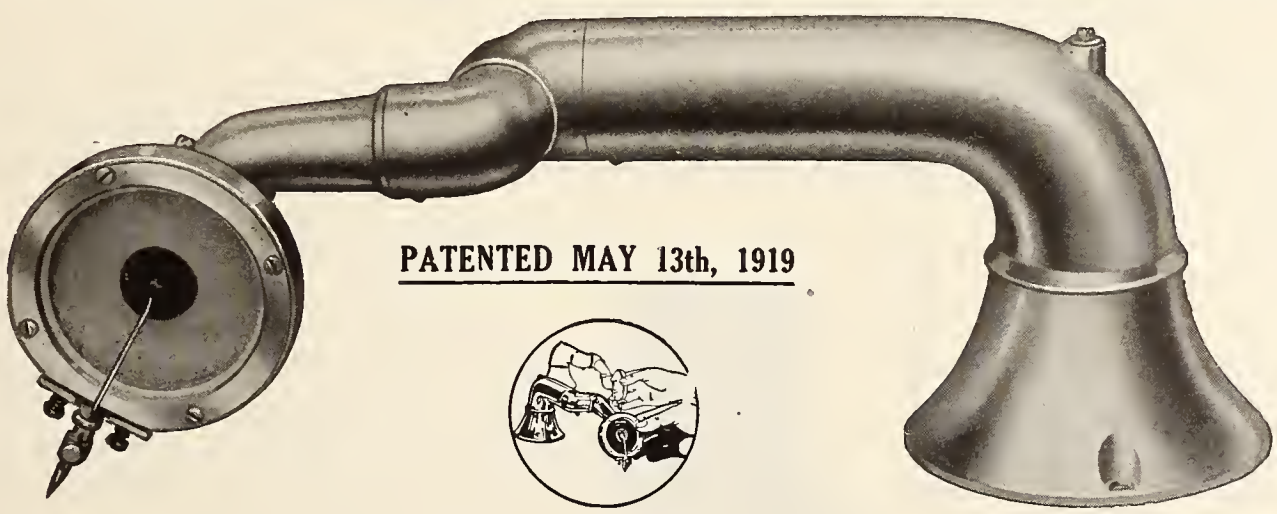
New Record Manager at Bartlett's

W. E. Smith has been appointed manager of the record department under Department Manager V. B. Chatton by General Manager Searles.

INDEPENDENT CO. INCORPORATES

The Independent Talking Machine Co., New York, has incorporated with a capital of $1,000,000. The incorporators are R. Kanarek, S. Hechler and C. M. Brouse, 240 Riverside Drive, New York City.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the overtones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.
Factory: 1100 W. 9th Street, Cleveland, Ohio

REVIEW OF CONDITIONS IN MILWAUKEE TRADE

Demand for Records Is Extraordinary—Why Trade Is Not Affected by Price-Cutting Wave —Trade Convention September 1—Kesselman-O'Driscoll Co.'s New Home—Other News

MILWAUKEE, WIS., July 10.—"We are selling everything we can get, but we are not getting everything we could sell if we had it," might well be set down as the composite expression of retail talking machine dealers in Milwaukee and vicinity in answer to inquiries concerning the condition of business. Although the demand for instruments is not quite so feverish as it was earlier in the year, business in records is far more active than at any time since Jan. 1, and with supplies not appreciably increased so far, most dealers are kept in hot water, so to speak, to fill all requirements promptly.

The extraordinary demand for records is a reflection of the remarkably good business in instruments in recent months. These instruments require new "fuel" constantly, which creates unquestionably the most urgent demand for records that has ever been known. On the first day of each month, when the new lists are announced in the press, there is a rush of buyers that quickly depletes stocks and has piled up a relatively enormous volume of unfilled orders.

More Milwaukee people are spending the summer at the numerous inland lakes in Southeastern Wisconsin than ever before, due both to the good financial position of the average family, and the situation in respect to dwelling rentals in the city. The modern summer residence, no matter how lowly or how elaborate, is not regarded as complete until its equipment includes a talking machine. Many of these are being taken from the city residence to the country cottage, but in many other cases new instruments, ranging from the least expensive outing type to the more expensive parlor type, are being purchased.

The supply of instruments is generally short of requirements, according to representative dealers. Reports, however, are somewhat conflicting, some merchants being acutely short of machines while others have better stocks than in several months. On a general average, supplies of instruments are below immediate needs. Usually at mid-summer the dealer trade is giving serious consideration to the accumulation of stocks to fortify themselves against the Fall and holiday rush, but conditions this year are not much better than a year ago in this respect. Unless production should take a spurt, which is deemed hardly probable, the local trade will enter the coming new season with practically no stocks with which to meet demands from October to Christmas.

The nation-wide wave of cut-price merchandising among department stores and dealers in wearing apparel, which is still on, has not affected talking machine business to any appreciable extent, although some dealers have noted a tendency among prospective buyers to do more shopping and be more exacting about prices than for many months past. Price is steadily becoming more and more of a factor in purchasing, due to the greater regard with which the average family respects its resources.

To the everlasting credit of the vast majority of local dealers, it should be recorded that with very few exceptions none joined the department stores and apparel shops in the general offering of discounts. Stocks of talking machines and supplies have not been at the point of surplus at any time in the last two years, while few dealers were so involved with loans that they found it necessary to convert stocks into cash hurriedly. Musical instruments being an all-year staple, and not a seasonable product, the lateness of the season this year did not affect discount merchandising as in dry goods and clothing lines. On the basis of supply and demand, it would be folly for talking machine dealers to cut prices, and it has not been done.

The local trade looks forward to a brisk holiday business and judging by the reports from wholesalers and jobbers, retailers are putting in requisitions for all the goods they can possibly get during the remainder of the Summer and next Fall. There has been not the least hesitancy among dealers to continue buying, and all jobbers say that their allotments until the end of the year are practically absorbed as early as the beginning of July.

The Wisconsin Association of Music Industries has decided to hold another big State convention in Milwaukee during the week of the annual State Fair. The date is Wednesday, Sept. 1. The first convention held a year ago was so successful in every respect that State Fair week again was chosen this year. The fair comes two weeks earlier than in 1919, which is regarded as a distinct advantage, for the gathering will be held before the Fall rush sets in and the dealers will find it less difficult to get away from their stores. Richard H. Zinke, president of the R. H. Zinke Music Co., is president of the association and since re-engaging in the retail music business in April is pushing association work with renewed vigor.

The local trade is deeply interested in the first formal step taken late in June toward making music an elective study in the high schools of Milwaukee. This has been a pet project of the local and State dealers' associations for a long time. Obviously, the trade has not put itself in the limelight in this movement, but it has accomplished splendid work in getting the musical societies, teachers, students and others interested in the art to a common point. A petition containing 5,049 signatures was presented to the Board of School Directors at its monthly meeting in June, and is up for action this month.

Charles J. Orth, who retails the Puritan in this city, as well as being wholesale distributor in Wisconsin and Upper Michigan, traces a great many Puritan sales in this city to satisfaction of customers with pianos sold in the course of nearly a quarter of a century of business here.

Adolph Polstein, who engaged in manufacturing at Marshfield, Wis., a year ago, has organized the business under the name of the Elgentone Phonograph Co. Up to this time the production has been absorbed largely in the central part of Wisconsin, but Mr. Polstein now plans to extend his trade territory.

As in the case of Memorial Day, music stores and other shops in Milwaukee were closed on Monday, July 5, in observance of Independence Day, which fell on Sunday. The extra vacation was much appreciated by the employes.

The Kesselman-O'Driscoll Co., a leading Victor and Edison house in this city, is now comfortably settled in its new three-story building with a forty-foot frontage, at 517-519 Grand avenue. The actual removal from the Plankinton Arcade was effected June 1, but it required nearly a month before all of the improvements could be completed. The formal opening was held during the first week of July. Inside and outside, the store is one of the handsomest and also one of the largest music shops in the Northwest. It is the development of a small Victor shop opened by Louis M. Kesselman and M. J. O'Driscoll on Fond du Lac avenue less than seven years ago. To-day the concern is a $250,000 corporation operating a general music store but continuing to feature talking machines. The main floor is devoted largely to demonstration and display rooms and record counters.

Hugh M. Holmes, sales manager of the J. B. Bradford Piano Co., Victor and Sonora dealer, and Merle E. Roussellot, secretary-treasurer of the Lyric Music Co., Pathé and Kimball dealer, were members of the Arab Patrol of Tripoli Temple, Nobles of the Mystic Shrine, which won high honors at the forty-sixth annual convention of the order, held at Portland, Ore., June 22, 23 and 24. Mr. Holmes returned by way of San Francisco and Los Angeles, while Mr. Roussellot visited in Portland and Seattle.

PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.
Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

FOR every $5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the $5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for $75, fits right in with any line. Read the specifications and look at the illustration.

The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomest home.

It stands 38½" high closed; is 19" deep and 18" wide. Shipping weight, about 80 lbs.

Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you

Crosley Phonograph Co.

1 Vandalia Ave. Cincinnati, Ohio

Copyright, 1920, Talking Machine World Service. The money we pay for a single original drawing is far more than you pay for the entire Service!

We send you 17 or more cuts and ads, large and small, every month—also form letters, window display plans, etc.

STOP!

YOU are in danger of losing the most valuable opportunity in the talking machine trade! The Talking Machine World Service for Retail Dealers is sold to ***one dealer only*** in each territory. Several hundred territories are already sold. Yours may have been sold to a competitor, it may be sold tomorrow, it may be sold next week.

You will at least want to investigate this remarkable merchandising and sales service. Investigation costs you nothing but a 2 cent stamp. Mail the coupon! Get our sample ads, cuts, form letters, window display plans, merchandising ideas, and explanation of the special ads, letters and ideas we prepare to your order. MAIL THAT COUPON!

LOOK!

We have hundreds of comments like these:

"To say that we are pleased is putting it mildly, and we wish to extend you our thanks for helping us out with the additional service sent us."

"Since we are using your Service, customers have been coming in the store and want to know who our new advertising man is."

"The circular letter is a wonder."

Etc., etc., etc.

Copyright, 1920, Talking Machine World Service

LISTEN!

This coupon does not obligate you in any way. You've nothing to lose, everything to gain! *Mail It.*

THE TALKING MACHINE WORLD SERVICE,
373 Fourth Avenue, New York City.

Let me look over your proposition, which you say is making a big profit for other retail merchants. Send samples and price per month for exclusive use in my territory.
Population of my city is.....

I handle these instruments.....

.....

FIRM NAME .....

By .....

ADDRESS .....

(W-12, 7/15/20)

MOST EFFICIENT SERVICE

The Ohio Talking Machine Co.
Cincinnati Ohio

Lanin's first Columbia Dance Records. "Oh! By Jingo" one-step played by Lanin's Roseland Orchestra. Truly a great dance record. Also "The Rose of Chile" a tango fox-trot by Lanin's Roseland Orchestra, played as only Lanin can direct to bring out jazz and sparkle. Order big. A-2943.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

VICTOR EDUCATIONAL CONFERENCE

Annual Convention of Educational Forces of Victor Co. to Be Held in San Francisco During Week of July 19—Some Noted Speakers

The annual conference of the Educational Department of the Victor Co. is to be held in San Francisco during the week of July 19, under the auspices of Sherman, Clay & Co., Victor distributors. Conferences in previous years have been held at the factory in Camden, but distance has often prevented the attendance of far Western dealers and distributors, so in order to equalize the advantage of these conferences, the Victor Co. has placed this year's session on the Pacific Coast.

The California dealers in particular are welcoming this conference, since the California State authorities will conduct a State-wide educational drive in the Fall. Doctor Margaret S. McNaught, State Commissioner of Elementary Schools, has announced that it is the hope of the authorities to have installed a Victrola in every school in California, no matter how remote the district.

The San Francisco conference will be under the direction of Mrs. Frances E. Clark, assisted by Miss Hallie Owen, Miss Emily Rice, Miss Margaret Streeter and S. Dana Townsend, of the Educational Department.

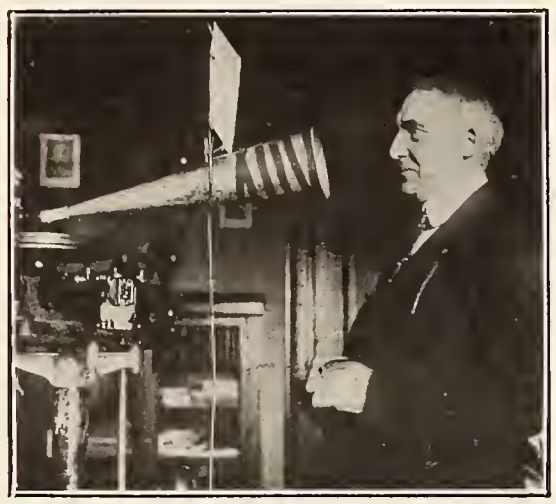
An elaborate program has been arranged and the services of the following have also been enlisted: Walter G. Garlan, traveling department, Victor Co.; Arthur Chamberlain, editor, Sierra News; Arthur Garbett, formerly editorial department Victor Co.; Miss Caroline Hobson, Stewart Talking Machine Co., Indianapolis, Ind.; Dr. John Landsbury, University of Oregon, and Glenn Woods, supervisor of music, Oakland, Cal.

The wise dealer is now planning out his campaign for Fall trade.

HARDING RECORDS FIRST SPEECH

Republican Nominee for President Chooses Record as Medium Through Which to Spread His First Speech of the Campaign

WASHINGTON, D. C., July 6.—Senator Warren G. Harding, Republican nominee for President, opened his political campaign here last week by having his first address recorded on a talking



Senator Harding Recording Campaign Speech

machine record. As he spoke into the recording horn of the instrument, unheard by anyone except the operator, he outlined his views on Americanization which were heard in all parts of the country on July 4 when the records were distributed by the local Republican committees and local talking machine dealers.

His speech was an impassioned plea for Americanism as opposed to internationalism. He traced the steps by which the American democracy was built up and declared that the present constitution was the real basis of all Americanism. In regard to mingling in the affairs of Europe he said:

"We do not mean to hold aloof, we choose no isolation, we shun no duty. I like to rejoice in an American conscience and in a big conception of our obligations to liberty, justice and civilization. Aye, and more, I like to think of Columbia's helping hand to new republics which are seeking the blessings portrayed in our example. But I have a confidence in our America that requires no council of foreign powers to point the way of American duty.

"We wish to counsel, co-operate and contribute, but we arrogate to ourselves the keeping of the American continent and every concept of our moral obligation. It is fine to idealize, but it is very practical to make sure our own house is in perfect order before we attempt the miracle of Old World stabilization."

Governor Calvin Coolidge, of Massachusetts, the nominee for Vice-President, also spoke into the recording horn, the topic of his address being "Law and Order." He declared that the industrial goal is equal honor for equal endeavor.

RESERVE BANKS DECIDE CREDITS

Federal Reserve Board Will Not Arbitrarily Say What Constitutes Essential Paper

WASHINGTON, D. C., July 6.—The Federal Reserve Board has never undertaken to say what constitutes essential paper, according to a statement just made by W. P. G. Harding, governor of the Board, in a letter made public by the National Canners' Association yesterday. This was in answer to a request for a definition of the position of the Reserve Board toward the character of the paper which the Federal Reserve banks may discount. In view of the general tightness of money at the present time it was claimed that discrimination was being shown by the banks. Gov. Harding declared that it was the opinion of the Board that banks in granting credits should take into consideration the essentialness of the industry and the season of the year. It was taken that the attitude of the Board is that the banks must decide just what these essential industries are.

VITANOLA
The Phonograph of Marvelous Tone

Progressive Dealers in Southeast get in touch with us immediately for exclusive territory for this money-making machine—the instrument that when *"put"* stays *"put."*

H. H. SAPP & CO., *Distributors,* Macon, Ga.

STOCKS IN GOOD SHAPE IN ST. LOUIS STORES

Trade Has Very Little Complaint to Make Regarding Existing Situation, Although Business Has Dropped Slightly—Columbia Dealers Form Club—More Space for Val's Store—Trade Happenings in General Show Progress

ST. LOUIS, MO., July 3.—There have been worse months than the past month in the talking machine business in St. Louis but there have also been better months, for the clearly discernible but not alarming decline that set in the month before continued last month. Talking machines, which had continued to sell well long after the selling of pianos became difficult, came at last to be implicated in the general reaction and the degree of its implication has increased during the past month. Records have not suffered as much from the situation as the machines, but sales of these have not been as brisk as formerly. The opening of the Municipal opera season has stimulated the record sales to some extent. There has also been a fair demand for small machines and records for outing purposes. Stocks are in better shape than at any time during the past year. Shipments were badly interfered with for a time owing to the railroad men's strike, but that condition has improved. The prospects are that jobbers and retailers will enter upon the Fall business with adequate stocks of both machines and records.

Val Kusnitz, proprietor of Val's Phonograph Accessory House, has leased additional space adjoining his retail store at Tenth and Pine streets, for his wholesale business, where he carries a complete stock of repair parts, main springs, needles, repeatographs and various accessories for his rapidly growing wholesale trade. He has just added a large stock of sapphire points.

J. J. Buehlman, for eight years office manager of the Aeolian Co.'s St. Louis branch, has joined the Tri-Sales Co. of this city as sales manager, enabling Messrs. Phelps and Mayer, the heads of the business, to spend more time on the road. G. H. Phelps has returned from a trip to the Pacific Coast, where he secured excellent business on the Portophone and also the new "Comedies," the attractive turntable novelty which the company has recently placed on the market. M. J. Mayer has returned from a trip through Canada and to the East and also reports good contracts on both specialties.

When Columbia dealers of St. Louis were on their trip East last month they formed a club with the purpose of having something or other of a social nature each month. The charter members were A. Rummler, E. Geitz, F. Schanzle, D. Gregson, A. Roesch, C. R. Salmon and J. McKenna. Their first something or other was a dinner at Bevo Mill. Other dealers were invited and about thirty dealers and their wives attended. It was a pay-your-own-way affair, as all the something or others are to be. After the eatings they talked shop and exchanged ideas and the dealers had a chance to tell the Columbia organization men their side of the merchandising story. The next one will be a picnic. The details have not been arranged.

H. P. Victor, of the Columbia auditing department, and J. V. Schuyler, of the International Record Department, have been in St. Louis recently. Mr. Victor has been doing a little auditing and Mr. Schuyler has been going over International records with the dealers.

C. R. Salmon, city salesman of the Columbia Co., is putting over a billboard campaign. The idea is to have a billboard company put up painted boards in various localities, the dealer of each locality to pay for his own boards and get all the benefits of them. The paint is to be changed every six months.

Manager Jackson, of the Brunswick Co., announces that it has been settled that the Baldwin Co. is to handle the Brunswick line of talking machines in St. Louis. Some stock has already been delivered to the Baldwin store, although the talking machines are not to be

MUSIC FOR EVERYBODY

Operaphone

AUGUST, 1920

POPULAR VOCAL

21171 $1.00 — In My Garden of Yesterday (Ash-Ring-Hager). Tenor, Orch. Accomp..Sam Ash
Le Wanna (Bernard). Baritone, Orch. Accomp.....Ernest Hare

21172 $1.00 — Some Pretty Day (Lewis-Young-Ahlert). Contralto and Tenor Duet, Orch. Accomp.....Helen Burke and Charles Knapp
Shadows (Brennan-Rule). Orch. Accomp.....Peerless Quartet

21173 $1.00 — Profiteering Blues (Wilson-Bibe). Tenor, Orch. Accomp.....Billy Murray
I Want a Jazzy Kiss (Ring-Hager). Comedians, Orch. Accomp..Collins and Harlan

21174 $1.00 — Rose of Washington Square (MacDonald-Hanley. Baritone, Orch. Accomp., Sidney Phillips
There's a Typical Tipperary (Gerber-Silver). Orch. Accomp., Melodious Four Male Quartet

21175 $1.00 — I'd Like to Know Why I Fell in Love With You (Timberg). Tenor, Orch. Accomp. .....Lewis James
Who'll Take the Place of Mary? (Dubin-Gaskill-Mayo). Male Trio, Orch. Accomp. .....Orpheus Trio

DANCE

31150 $1.00 — Rose of the Orient (Johnston-Arthur). Fox-trot.....Nonpareil Novelty Band
Dance-O-Mania (Gilbert-Cooper). Fox-trot .....Nonpareil Novelty Band

31151 $1.00 — Abadele (Toddard-Franklin). Fox-trot .....Sam Rosner's Dance Orchestra
Vanity (Schanes). Waltz.....Sam Rosner's Dance Orchestra

31152 $1.00 — Jade Lady (Webb). One-step.....Novelty Dance Orchestra
Do You Know? (McNamara-Fitzgibbon). Fox-trot..Sam Rosner's Dance Orchestra

31153 $1.00 — Wigwam (Samuels). Fox-trot.....Sam Rosner's Dance Orchestra
Manyana (Fier). Fox-trot .....Sam Rosner's Dance Orchestra

INSTRUMENTAL

51137 $1.00 — Hawaiian Twilight (Sherwood-Vandersloot).....Hawaiian Instrumental Duet
Some of the Time I'm Lonely (Hatch).....Fred Roland Saxophone Solo

OPERATIC

81101 $1.00 — Carmen (Bizet). "Micaela's Air," in French. Soprano, Orch. Accomp., Helene Buepre
Lakme' (Delibes). "Bell Song." In French. Soprano, Orch. Accomp., Helene Buepre

SACRED

71107 $1.00 — Flee as a Bird (Dana-Root). Baritone, Orch. Accomp.....Victor Churchill
Jesus I Come (Sleeper-Stebbins). Tenor and Baritone Duet. Orch. Accomp., Lewis James and Harold Wiley

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N.Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS:

New York City	BROWN-McMANUS & CO.,	51 East 42nd St.
Philadelphia, Pa.	SUPPLEE-BIDDLE HARDWARE CO.	
Pittsburgh, Pa.	REED CO., Inc.	237 5th Ave.
Chicago, Ill.	OPERAPHONE SALES CO.,	190 No. State St.
Selma, Alabama	SOUTHERN SUPERTONE CO.,	
Knoxville, Tenn.	C. M. McCLUNG	

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.

pushed until the company gets into its enlarged store and has an equipment of booths. Following the removal of the Artophone Co. from 1113 Olive street, next door to the present Baldwin store, the Baldwin Co. will occupy the vacated building as well as the present one. The first floor is to be made over into one large storeroom with talking machine booths along both walls. The company has heretofore done very little with talking machines, but when the alterations are completed it will push that branch of the business.

Assistant Manager Bennett, of the Brunswick Co., has noticed that there is an increasing demand from the country for art models. All through the South, he says, dealers are reporting inquiries and are expressing a desire to be supplied with these models. In most cases they are uncertain what model is best adapted to their needs and arrangements are being made to provide them with various models for a thirty days' display to enable them to find themselves and determine what they need. In St. Louis the art models are being pushed successfully by the Scruggs, Vandervoort & Barney talking machine department, in charge of Miss Merritt, and the Trorlicht, Duncker & Renard Carpet Co., where Manager Smith, of the Brunswick department, has only recently completed the installation of booths.

Better facilities for display and demonstration of talking machines form the theme of alterations which are going forward at various music stores. In addition to the alterations planned by the Baldwin Co., Manager Fay, of the Connorized Music Co., has just completed remodeling of the additional building occupied by him at Thirteenth and Olive streets, for a display of Starr machines. The Kieselhorst Piano Co. and the Wurlitzer Co. are making extensive alterations, with more space for talking machines as the prime consideration. The Famous & Barr Co. department is being made over and the Stix, Baer & Fuller department is to have adequate space for the first time when the carpenters and decorators finish the work they have begun.

O. M. Kiess, General Field Supervisor of the Pathé Freres Phonograph Co., was in St. Louis recently on a trip to visit the Pathé jobbers everywhere. From here he went to Memphis and New Orleans and was then to go West by the southern route and back by the northern route. He found things flourishing in the Pathé way at the Rice-Stix Dry Goods Co., which jobs the Pathé for most of the Mississippi Valley. Manager Hiner had opened about 150 new accounts since the first of the year. The company is jobbing both from its St. Louis headquarters and its New Orleans branch. Mr. Kiess reported that the Pathé company was in good shape on machines and improving on records, with the assurance of much greater improvement with the completion of the addition to the plant, which will give a 125,000 a day capacity.

The Tri-State Victor Dealers' Association will have a meeting August 6 at the Century Boat Club. There will be a business session from 11 A. M. to 12:30 P. M., followed by a buffet luncheon. From 2 to 6 there will be lectures and discussions of methods. At 7:30 there will be a banquet with Mr. Paine, of the Victor organization, as the principal speaker. Then there will be a dance. The arrangements are in the hands of the Executive Board, composed of Val Reis, T. W. Maetten, E. C. Rauth, Charles Lippman and Fred Lehman.

The Koerber-Brenner Co. have just received a shipment of the new edition of the official Victor catalog for schools, known as the "Graded List of Victor Records for Children in Home and School." This book contains much information valuable to record buyers outside the educational circle. For instance quite a detailed description is given to such favorites as "Rondino," "Souvenir," "Minuet in G" and hundreds of others—facts unobtainable elsewhere.

LAWTON SUCCEEDS DENISON

Takes Charge of Columbia Co. in Buffalo—Other Important Changes—New Dealers Appointed—Arranging to Secure New Building

BUFFALO, N. Y., July 3.—The latest addition to the Columbia force in Buffalo is W. H. Lawton, who has succeeded F. A. Denison as branch manager. Mr. Lawton was formerly with the Columbia Co. in Cleveland. He has promoted G. W. Peace, former sales manager, to assistant branch manager. D. A. Little has been appointed general salesmanager of the Columbia's Rochester territory. R. J. Milholland is the new Columbia representative in the Syracuse territory.

"The sale of Columbia dance and other records for June showed an increase of 400 per cent in the Buffalo territory over that of the same month last year," said Mr. Lawton. "Many new accounts, recently added to the list of dealers handled by the Buffalo branch will be published shortly. J. N. Adam & Co. have put in the complete Columbia line, including the period models. The Laurens Enos Co., the King Furniture Co. and the Koenig Piano Co. had elaborate Columbia window displays tying up with the Miss Columbia feature for the Fourth of July."

Mr. Lawton is arranging to secure, as soon as possible, a new branch location for the Columbia Co. in Buffalo, with approximately 26,000 square feet of floor space. This new branch, when completed, will be equipped with a model retail Columbia Grafonola shop for demonstration purposes only. All the latest wholesale equipment the Columbia Co. is using will also be installed in the new branch.

GROWING FAST IN TERRE HAUTE

The Scott & Hart Stove and Furniture Co., which handles the Edison, Columbia, Pathé, Mandel, Puritan and several other lines of talking machines and phonographs in Terre Haute, Ind., has found its talking machine business growing very rapidly. Only a short time ago the total business did not run over six or eight machines a month, while to-day it is over 200.

"The Campbell"

DIGNITY

In appearance is an element for your consideration and while this illustration can give you a faint conception of the harmonious possibilities of the Campbell product

ONLY PERSONAL CONTACT

can portray the

TONE WONDER

transformations effected by the Vibration Rod feature in the

CAMPBELL

The Phonograph of The Century

Send for Samples with Prices and Discounts

Campbell Industries
Executive Offices: 36 S. State St.
Chicago, Ill.

THE AEOLIAN-VOCALION *and* VOCALION RECORDS

MADE BY THE WORLD'S FOREMOST MANUFACTURERS OF MUSICAL INSTRUMENTS

THE AEOLIAN-VOCALION plays all makes of records as they **should** be played.

VOCALION RECORDS (lateral cut) are the finest achievement of the art of recording. Their supreme quality is apparent on all standard phonographs.

With this combination you can take the lead and successfully meet all competition.

Now is the time to prepare for Fall business

Some good territory is still open for dealers

THE AEOLIAN COMPANY

CINCINNATI, OHIO

Distributors for

SOUTHEASTERN INDIANA SOUTHWESTERN OHIO
KENTUCKY and TENNESSEE

EXCELLENT FINANCIAL REPORT

Emerson Phonograph Co. Submits Very Satisfactory Report for Fiscal Year—H. T. Leeming Gives Interesting Resumé of Company's Accomplishments the Past Twelve Months

The Emerson Phonograph Co., New York, has just issued a financial report for the fiscal year ending April 30, 1920, which indicates that this company completed a very successful year. The details of this report are as follows:

ASSETS

Cash	$ 210,880.01
Investments	50,825.00
Notes and Accounts Receivable	500,179.43
Inventories (consisting of Masters, Matrices, Stock and Equipment)	516,956.38
Unexpired Insurance and Advance Payments	21,777.99
Treasury Stock at Par ($5.00)	2,605.00
Total Assets	$1,303,223.81
Patent Rights, etc.	882,490.19
Good Will	1.00
	$2,185,715.00

LIABILITIES

Notes and Accounts Payable	$ 695,588.26
Sundries	45.00
Subscription Account	1,645.00
Accrued Taxes, Interest and Payroll	54,157.01
Total Liabilities	$ 751,435.27
Capital Stock	1,009,400.00
Surplus	424,879.73
	$2,185,715.00

When issuing this report to the stockholders, H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co., commented as follows: "During the year we have accomplished the evolution from the smaller size phonograph records to the standard ten-inch and twelve-inch sizes. This accomplishment is one that we all have good reason to be proud of, and our president, Victor H. Emerson, and his engineering and technical staff are to be congratulated for the improvement in technique, recording and general reproductive qualities of the Emerson Gold Seal Record. All this, during the year just past, has made possible the perfection of a system of twenty-five exclusive distributors in the main wholesale centers throughout the country, who have absorbed our entire production of records, and who in addition, by reason of our publicity campaigns, and the ever-increasing popularity of Emerson records, have made it necessary for us to make extensive increases in the manufacturing end of our business.

"New plants of large capacity are now nearing completion in Long Island City, N. Y.; Framingham, Mass., and Ambler, Pa. The building of another plant is just being started in the South, and we are negotiating for still another on the Pacific Coast.

"All of this progress has been made in spite of the extreme difficulty that we, as well as other manufacturers, have experienced with labor, transportation embargoes and the highest cost for raw material that the industry has ever known. We are pleased to report to you that while our raw material costs are now at their highest point, there has been a marked decline in the cost of these materials, and we have commitments which will be delivered within the next few months which will enable us to manufacture Emerson Gold Seal Records on a much more favorable basis. In addition, the ever-increasing production volume of Emerson Gold Seal Records will enable us to make still further reductions in cost by reason of the small overhead per record resulting from a greater volume. The last two months of the current fiscal year show an increase in record shipments at the rate of $6,000,000 per year.

"For a long time, the officers and directors of this company have given serious consideration to the question of placing on the market a complete line of Emerson phonographs, and to strengthen our competitive situation we decided, some few months ago, not to wait any longer, but to launch the line during the coming Summer. The introduction of the new Emerson phonograph means for our trade the definite assurance of an even greater increase in the sale of Emerson records. This superb new instrument has many new exclusive features. Samples of the line will be shipped to distributors during the current month, and regular quantity shipments will commence within a few weeks thereafter. For the present year there will be eight models in various woods and finishes, namely: one table model, listing at probably $70, four standing or self-contained models, listing at from $135 to $225, and three period console tables in the popular styles, at still higher prices.

"Our trade has been carefully canvassed and we feel confident that there will be developed a far greater demand for the Emerson line of phonographs than we will be able to meet for many months to come.

"The name 'Emerson' is becoming known nationally in such a way that this company and its products are rapidly forging their way to the front rank with the leaders in the industry."

INCREASES SALES STAFF

Player Tone Talking Machine Co. Appoints C. A. Jacobs, Western Sales Representative

PITTSBURGH, PA., July 7.—The Player Tone Talking Machine Co., of this city, manufacturers of Player Tone talking machines, has announced the appointment of C. A. Jacobs as sales representative in the Western district. Mr. Jacobs has been associated with the talking machine industry for the past five years, residing in Cleveland, O., where he will make his headquarters. His territory will include the Ohio, Indiana and Kentucky districts.

I. Goldsmith, president of the Player Tone Talking Machine Co., added Mr. Jacobs to the company's sales organization in order that the dealers in this important territory may receive the benefit of his many years' experience in the trade. These dealers will be given efficient service and co-operation in the development of Player Tone business, as Mr. Jacobs is planning to spend practically all of his time in the important trade centers in his district.

ACME

Stands for Highest Quality and Prompt Service

WE MANUFACTURE

ACME MICA DIAPHRAGMS

WE SUPPLY AFRICAN AND INDIA RUBY EXCLUSIVELY

Any Size and Any Thickness and Quantity

LET US HAVE YOUR INQUIRY

ACME MICA COMPANY, Incorporated

Importers and Manufacturers

56 BLEECKER ST., Phone, Spring 7197 and 7198 NEW YORK

Columbia Records Grafonola

One little, two little, three little bottles—when Bert Williams gets through, you'll say there's a kick in every bottle—that is in every syllable. Here's real comedy packed away in "Ten Little Bottles." A-2941.

Columbia Graphophone Co.
NEW YORK

OTTO HEINEMAN SAILS FOR EUROPE

President of General Phonograph Corp. Will Visit Leading European Countries—Gives Discussion on Current Trade Problems

Otto Heineman, president of the General Phonograph Corp., New York, sailed Saturday, July 3, for a trip abroad, which will include a

Otto Heineman

visit to England, France and Switzerland. According to his present plans, Mr. Heineman will be away about a month, and will return to New York accompanied by Mrs. Heineman, who sailed for Europe a few weeks ago.

Before leaving for Europe, Mr. Heineman spent a few days at the Chicago branch of the company in conference with S. A. Ribolla, general manager of the company's Illinois corporation. After a careful investigation of general conditions in the West, Mr. Heineman returned to New York convinced that the outlook for the coming year is satisfactory in every respect. He states that while business at the present time is comparatively quiet, there is an under-current of confidence and optimism which will undoubtedly be reflected in sales this Fall.

Mr. Heineman was also greatly encouraged at the reports received from the company's factory executives in different parts of the country. At the present time the company's manufacturing facilities are in excellent shape, and the new Newark works are going ahead even more quickly than was anticipated. This new factory has already started to press Okeh records, and in a very short while will be an important factor in the manufacture of this popular line of records.

This new Newark factory of the General Phonograph Corp. represents one of the finest plants in the talking machine industry. It is equipped with the most modern types of machinery for the production of the company's motors, and the building devoted to record pressing is up-to-date in every detail. Working conditions are ideal, and Otto Heineman, together with the other executives of the company, have received the hearty congratulations of the talking machine manufacturers throughout the country upon the completion of a plant which is typical of this company's progress and success.

DECIDE ON STOCK ARRANGEMENT

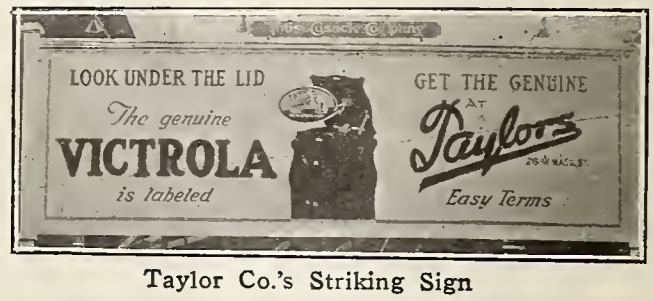
At a special meeting of the stockholders of the General Phonograph Corp., held at the company's executive offices on June 25, it was voted to carry on the company's business with a capital of $4,000,000. There are 30,000 shares of preferred stock at $100 a share and also 200,000 shares of common stock having no par value.

Record sales show no sign of falling off this Summer, anyhow. It is difficult to supply the demand.

BIG VICTOR SIGN IN INDIANAPOLIS

Taylor Carpet Co. Erects Large Outdoor Sign in Prominent Location in That City

Indianapolis, Ind., July 1.—Realizing the many advantages of outdoor advertising, the Taylor Carpet Co., one of the seven Victor dealers in Indianapolis, has had a large outdoor display board erected at the corner of Washington and



Taylor Co.'s Striking Sign

Illinois streets, in one of the city's leading centers. The shape and size of the new board are the same as those of the score of other Victor boards erected along the principal streets of the city at the suggestion of the Stewart Talking Machine Co., the prominent Victor wholesalers.

Large electric lights are arranged along the top of the board in such a way that the crowds who pass by cannot resist admiring the beauty of the Victrola XVII so artistically painted in colors in the center of the board. At the left of the machine appears the famous Victor caution, "Look Under the Lid. The Genuine Victrola is Labeled." In place of the names of the seven Indianapolis dealers carried on the other Victor boards, the name of Taylor's is flashed to the public.

VOCALION ARTIST IN NEW SHOW

Sam Asche, who sings for Vocalion records, will play the leading male role in the new musical comedy, "Honey Dew," the music of which was written by the famous violinist, Efrem Zimbalist.

SOLOTONE

Model A
List $135

We are now in a position to serve a few more dealers in Ohio, Illinois and Virginia. We are prepared to render substantial help to new dealers in local advertising campaigns, and through the use of trade acceptances, will aid deserving dealers in making their purchases.

The models illustrated are made with 5 ply ¾" panels and solid Mahogany trim throughout. They will appeal to the dealer accustomed to the better class of goods.

Model B
List $150

Executive Offices:
1727 Chestnut Street
Philadelphia, Pa.

Factories: Washington, N. J.
Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.

Ten-M-Needle point, after playing many records. The point always fits the groove exactly with no metal to form shoulders.

Ten-M-Needle point in record groove, showing that the point fills groove completely but CANNOT form shoulders.

Tapered steel needle after playing four records. Shows how shoulders ride on surface of record. Same needle shown in picture below.

Tapered steel needle, advertised to play 10 times. Photographed after playing 4 records. Poor reproduction and very hard on records.

Loud tone tapered steel needle, very blunt. Will not fit groove until most of the record has been played and will then have shoulders worn.

Soft tone tapered steel needle. Does not fill the groove and cannot give perfect reproduction. Wears records very rapidly.

Ten-M-Needle

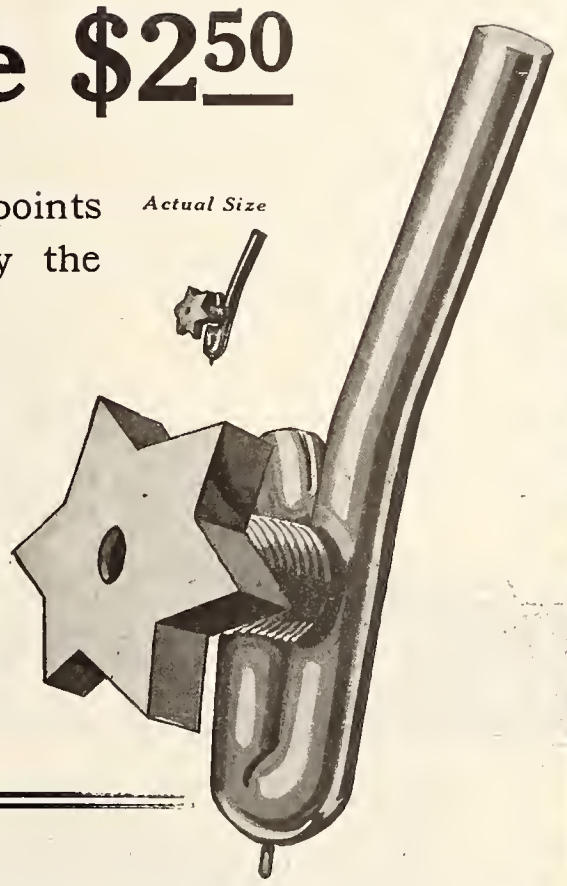
PLAYS 10,000 RECORDS

Price $2.50

FACTS about needle points can only be obtained by the use of the Microscope.

We show these un-retouched microphotographs, magnified twenty-six diameters, so that you may know the TRUTH about needle points.

Actual Size



Your customers want GOOD MUSIC and look to YOU for GOOD SERVICE. GOOD SERVICE RETAINS customers and increases your PROFITS.

TEN-M-NEEDLE will give your customers BETTER MUSIC.

Will you give them this BETTER SERVICE NOW?

ORDER TEN-M-NEEDLES TODAY. We will send circulars with microphotographs and attractive wall cards with your order.

Dealers' Discount 40%.

No accounts opened for less than one dozen.

Single needles $1.50 cash with order or C. O. D.

Every TEN-M-NEEDLE is guaranteed not to blast and to be free from defects in workmanship and material.

Address all communications to

BAKER-SMITH COMPANY

Rialto Building

SAN FRANCISCO

THEY LIVED HAPPILY EVER AFTER

Sailor Wins Bride After Three-day Courtship and Sails With Her for Australia—Romance Began Over Record Counter in Portland Store

PORTLAND, ORE., July 6.—A romance in real life has added a little zest to the regular routine of selling talking machines and records in that department of the Meier & Frank Co. Day after day pretty Juanita Leslie attended to the wants of customers, gaining many friends by her amiability and charming manner. Love and romance were far from the thoughts of the practical young lady, who was deeply interested in her work and rapidly becoming a good business woman. Then one day there breezed into the department a sailor man, a good looking sailor, a captain of a merchant vessel bound for Australia. He loved music and wanted a good big supply of new records to enliven the long journey to the Antipodes. Miss Leslie demonstrated record after record, he bought them all. He came again in the afternoon and bought more records. He talked—he was a very interesting talker—and Miss Leslie listened. He came again the second day, bought more records, was even more entertaining than before. To make a short story very short indeed, at the end of the third day he wooed and won the pretty little Portland girl, married her and sailed away with her on his good ship to his home in Sydney, Australia, where his father and mother will welcome their son and his charming American bride, who is now the wife of Captain Jay, a man who had no time to waste, knew exactly what he wanted, both in records and a wife.

FRITZ LÜTHY-RÄZ & Co.
SWISS-MANUFACTURERS
U. S. BRANCH, 299 BROADWAY, NEW YORK
NEEDLES
DIAMOND FOR EDISON
SAPPHIRE " EDISON
SAPPHIRE " PATHE

EMERSON SEEN IN "HITCHY KOO"

Artistic Scene in Raymond Hitchcock's New Show Will Feature Emerson Phonographs and Records—Unusual Stage Setting

An unusual stage scene of significance and value to Emerson dealers will be introduced this season in the first road company of Raymond Hitchcock's new "Hitchy Koo" show. In this show there will be presented a scene featuring an Emerson Shop, in which the chief comedian of the show, Stan Stanley, occupies the center of the stage. Mr. Stanley uses a dialogue wherein he inquires for many songs, and twenty-five Broadway beauties emerge from a life-size Emerson phonograph and sing the refrains of the different songs, all of which are presented on Emerson records.

As Raymond Hitchcock's "Hitchy Koo" is one of the most popular revues of the year, Emerson dealers will have a splendid opportunity to utilize timely publicity in connection with the appearance of the revue in their respective localities. The scene will be handsomely staged and the featuring of Emerson phonographs and Emerson records will enable the dealers to work in co-operation with this idea.

August and September are still ahead and these months hold great possibilities for the dealer who is in the habit of getting what he goes after.

ASTORIA MAHOGANY
LUMBER & VENEERS

Up the Loghaul to the Largest Mahogany Sawmill

Hour after hour the giant mahogany logs from Africa and Central America ride up this great loghaul to the largest mahogany sawmill on the Atlantic and Gulf Seaboard—the last leg of their journey through the largest complete mahogany lumber and veneer organization in the United States.

Astoria Mahogany Company, Inc.
347 Madison Avenue, New York

Successors to
Huddleston-Marsh Mahogany Co.
Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.

Mills and Yards, Long Island City, N. Y.

BRANCHES:
44 North Market Ave., Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out

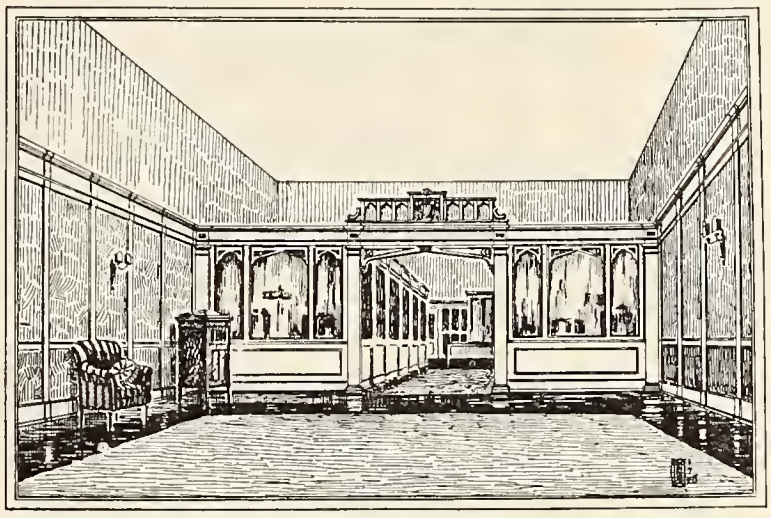
We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



—A·TUDOR·DESIGN·—

VANVEEN & COMPANY
INC.

SERVICE EQUIPMENT

THE HOUSE OF NO DISAPPOINTMENTS

LET us help you plan that new store or rearrange your present one. Let our experts work out your ideas. Our experience will prove beneficial. The service is gratis. Yours for the asking.

"VAN VEEN" Music Store Equipment represents the acme of Interior Woodworking. We are equally proud with the owner of every "VAN VEEN" Installation. The equipment must be right or we would not put our name on it.

No matter whether you contemplate one additional Hearing Room or a Battery of them, or additional Record Racks, or a combination Wrapping Counter and Display Case; write us for prices. Perhaps they cost less than you expect. Bear in mind too, that all "VAN VEEN" equipment is of Sectional Construction. It is easily erected or taken down and rearranged at any time.

"SERVICE AND QUICK SHIPMENT" IS OUR MOTTO

·HEARING ROOMS·RECORD RACKS·COUNTERS·

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

BRANCH OFFICE
ROOM 706-7 WEST MADISON STREET
CHICAGO

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

LONG CABINETS

Quality Leaders in the

CABINET FIELD

In every industry there is a recognized leader, and through years of experience in cabinet manufacturing the Geo. A. Long Cabinet Co. has won unquestioned leadership in the cabinet industry.

The dealer who features LONG Cabinets *knows* that he is offering his trade the finest cabinets that are produced. Every LONG Cabinet embodies perfection of workmanship and design, and the highest grade materials.

The LONG Cabinet Line is complete. Write for a copy of our catalogue.

The Geo. A. Long Cabinet Company
HANOVER, PA.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Solving the "Hard-to-Solve" Problems

WHAT to do with cut-out records is always a problem. One very clever and successful scheme has been devised by Grinnell Bros., of Detroit, Mich. They have had printed a hanger of the same size as the regular monthly hanger supplied by the Victor Co., which it resembles in general typography, etc. The hanger is very neat in appearance, and at the top is a design followed by the lettering "Records Now In Stock." Below this is a list of popular selections, with number and price, of records of which the retailer has a good stock. Then follows another caption "Red Seal Records." Under this caption is a list of Red Seal records. Under both the popular and Red Seal record class opportunity is provided to list selections which have been cut out or which, from the dealers' standpoint, constitute slow-moving stock. As fast as the supply of a given record on the list is sold out a line is drawn through it.

These hangers are displayed in the booths and on the record counters, and it has been found that the customers ask for the records listed and buy them.

ALIVE subject in the talking machine trade just now is the question of the exclusive dealer versus the dealer who handles several lines. As an example of the letters we receive on this subject, I quote the following:

"Dear Mr. Gordon: I would like to know whether in your opinion the phonograph dealer is most successful who handles one line exclusively, or whether the fellow who stocks two or more makes is the one who shows up the big net profits. I have been trying to decide this matter in my own mind of late—thinking that perhaps we should have a second line here, which would sell at a little lower price.

"It is no doubt true that marked instances of successes can be found among both exclusive dealers and those who handle several lines. But do you think my questions can be answered with a degree of certainty which would warrant a generalization either way?

"If we are passing up good business by confining ourselves to one line I want to know it. But if, on the other hand, by specializing on one line and centering all our sales efforts on that make of phonograph, we can do just as well, I would rather keep to one line. Frankly, I am at present inclined to add a second line.

"What do you think? Your opinion will be valuable.

"Very truly yours, X. Y. Z."

"Dear Sir: In your letter of recent date you ask whether I believe that the talking machine dealer is most successful who handles one line exclusively, or the fellow who stocks two or more makes.

"This query is quite comparable to another one we are frequently asked. I refer to 'Is the Edison zone system of wholesale distribution, the Columbia branch office system of wholesale distribution, or the Victor independent wholesaler with unlimited territory type of distribution the best?' The answer in this case, even as in the case which you have brought up, lies not so much in the method pursued as in the brain and capital effort put behind each plan, as well as, of course, in the quality of the product itself. Great success is possible over any one of these routes.

"At the present time certain of the larger talking machine manufacturers are 'favoring' those dealers who represent their line exclusively. This 'favoring' with its attendant inducements deserves special consideration. You will have to judge the value of these inducements for yourself, but in the retail business I assure you it is quite possible to succeed with an exclusive store, as well as with the store handling several lines. In the third paragraph of your own letter you indicate you fully realize this. All I can add, therefore, is that the success of your business does not necessarily depend on the selection of a plan to pursue.

"The fundamental elements in the success of retail talking machine institutions, aside from the quality and reputation of the instruments handled and the manufacturers' merchandising assistance, are (1) the ability of the manager; (2) the character of the service rendered to the public; (3) the class of good will that is built up; and (4) the skill with which the advertising and inside organization work is accomplished.

"Skeletons are necessary, but skeletons of their own accord never walk very far. The plan is the skeleton. It's up to you to clothe that skeleton and give it life. Whatever plan you choose, remember that intelligent action on your part will bring the biggest return.

"ROBERT GORDON."

THE cost of doing business is always a vital question with every retail merchant. I have had many inquiries on this subject and therefore the following letter with its answer will be of general interest:

"Gentlemen: Replying to your letter, wish to state that I did not get all information desired from your letter or from Mr. Gordon's page, which you enclosed.

"The information that I desire is what would the selling expense of the Grafonola department be figured against the gross sales for a year of a good prosperous business.

"We would also like to know what is considered the best method of working the salesmen of such a department; on a commission or salary basis, the advantages and disadvantages of both. And, if commission basis, what would be a fair commission for both parties.

"J. H."

"Dear Sir: A retail talking machine store doing an annual turnover of $100,000 will have a gross income of approximately $40,000. The net book profits on this $40,000 should amount to $25,000, providing the business is managed in a highly efficient manner. The cash profits, of course, will run somewhat smaller, due to money being tied up in instalment accounts, purchase of new floor stock, store equipment, etc.

"We believe the commission plan for salesmen is vastly preferable, because it enables the retail merchant to pay in accordance with the business produced, and allows the salesman to earn in accordance with the success he attains. It is mutually fair and, providing you can secure the services of capable salesmen, is certain to prove mutually advantageous from a financial standpoint. The chief objection to the salary plan is that the best type of salesmen will never work on it, because the best type always wants to feel that they are going to get a direct return for every direct result they achieve. The salary plan, moreover, in the selling end of the business, has a tendency to encourage a slacking off of effort from time to time, whereas the commission plan keeps a man on his toes day in and day out.

"The generally accepted rate of commission for outside salesmen is 10 per cent, although for a man to be able to earn a good income on this it is necessary that he have a fairly rich list of prospects. Sometimes it is difficult to get a man to start on commission, because he feels that he must have enough guaranteed to him to pay for the necessities of life until he has had sufficient time to hit his selling stride. In such cases, it sometimes becomes necessary to advance more than commissions earned for a temporary period, but this period should be very limited on account of the danger of getting too many men who will stay with you only during the "banking" period. The right kind of salesman won't take too long to start sales rolling in, and he will be able to pay off any temporary advancement in short order. The wrong type never will.

"A very important part of getting a good sales organization on the commission plan lies in making the original arrangement with the individual men. It is very important to run over the subject very carefully with each new man you add to your force, in order that he may become fully cognizant of the reason why the commission plan offers the greatest opportunity to him in the long run, and also is the most mutually fair. If a man with whom you are making new arrangements gathers from the interview that you are interested in seeing him treated fairly and that, at the same time, you fully believe he does not want to treat you in any but the fairest manner, an element of confidence will enter that is certain to prove an asset to the morale of your sales organization later.

"Keep on writing us any time you want our opinion about anything connected with the talking machine business, and rest assured we will do our best to give you our utmost consideration.

"ROBERT GORDON."

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

Its Musical Quality builds larger sales

Dalion

There are only the same old words, "exquisite" and "wonderful," to describe the tonal qualities of the Dalion; but with the Dalion these overworked words retain their full meaning. The Dalion dealer never worries about a wandering prospect being sold some other phonograph, because of that phonograph's superiority as a musical instrument. The Dalion has a soft, mellow tone-grace all its own.

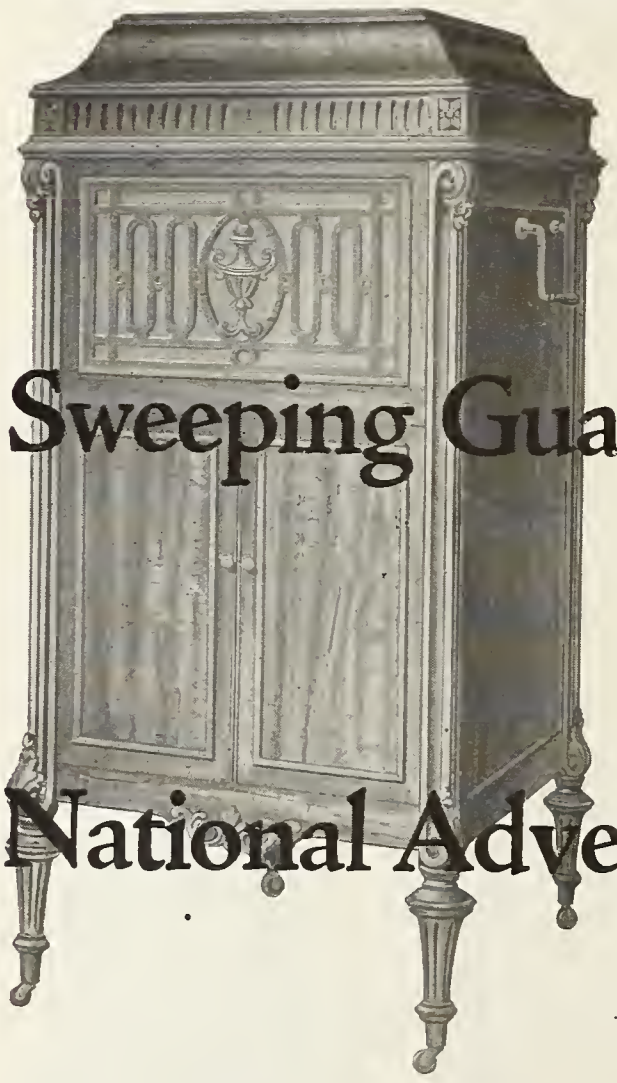
Its Many Refinements build larger sales

Dalion

No freakish lines mar the harmonious, well-balanced beauty of Dalion cabinets. Skilled design, honest workmanship, and flawless finishes produce cabinets of irresistible appeal.

The Dalion plays all records and is equipped with every attachment that can add to the purchaser's satisfaction.

Its Exclusive Feature builds larger sales



With the average instrument, the biggest problem the salesman faces, is *one big exclusive* feature to *put the sale across*—to convince the undecided prospect.

No other instrument is equipped with the "Auto File"—the compact, large-capacity record filing device, whose "automatic brain" solves every inconvenience of record handling—and prevents the misfiling of records by refusing to give up a second record *until the used record is put back in its proper compartment.*

Every Dalion dealer knows what this feature means to him.

Its Sweeping Guarantee builds larger sales

Accompanying every Dalion is the broadest, most sweeping guarantee ever placed back of a phonograph. Not only is the instrument warranted unreservedly, but the owner is further protected from repair cost for one year on all main spring breakage.

Show this guarantee to a prospect—the manufacturer's sincerity in backing the Dalion quality increases the instrument's desirability.

Its National Advertising builds larger sales

We are not waiting for phonograph buyers to learn these things for themselves. More than five million of the best class of American families are being taught the Dalion's superiority in a broad, strongly individual, advertising campaign. Its force starts the new dealer with interested prospects the day he displays the Dalion.

Dalion

The Phonograph Instrumentized

We're awaiting your inquiry. When it arrives we'll come through with our whole proposition—lay all our cards on the table—show you exactly what benefits are yours as a Dalion dealer. Then the decision is yours. There is neither cost nor obligation in getting full particulars. Write today.

Milwaukee Talking Machine Mfg. Co. Milwaukee

HAPPENINGS IN THE DOMINION OF CANADA

CANADIAN TAX ON MUSICAL INSTRUMENTS REVISED

Additional 10 Per Cent Excise Tax Taken Off After Strenuous Protests by Members of Industry—Tax Now the Same as Since 1918—Seven and One-half Import Tax Also Removed

OTTAWA, CAN., July 6.—The talking machine industry in Canada has won its fight against the additional 10 per cent excise tax which was proposed in the speech of Sir Henry Drayton, Minister of Finance, in his address before Parliament in May. Immediately following the declaration that this additional tax was to be levied on the manufacturers' price the talking machine industry marshaled its forces and presented in concise form the reasons why this tax would prove unjust. Officials of the Canadian Manufacturers' Association joined a deputation which visited the Commissioner of Taxation to present these arguments. After more than a month's delay the result was announced that the additional 10 per cent had been rescinded and the tax remains as it has been since 1918.

The news that this tax had been removed was hailed with delight by members of the trade, for it had a quieting effect on conditions which have been hampering business in talking machines and records for some time. There will be no rebate, however, on taxes collected at the higher rate between May 19 and June 17.

The sales tax, a 1 per cent on turnover, remains unchanged except where the manufacturer sells direct to the retailer, then the rate is 2 per cent. All manufacturers and wholesalers must collect 1 or 2 per cent, as the case may be, on each invoice for talking machines, records, supplies, and all their sales, as a separate item on the invoice and remit to the Government.

The 7½ per cent war duty has been removed on all talking machines, records, etc., imported from the United States.

TORONTO DEALERS TO ORGANIZE

H. Ruthven McDonald Named as Temporary President Pending Election of Officers—Sentiment Favors Interest on Instalment Sales and Sending Records Out on Approval

TORONTO, ONT., July 7.—Retailers of talking machines and records in Toronto have decided to form an association. At an open informal meeting held recently at the King Edward Hotel the desirability of an organization that would bring the dealers together occasionally for the discussion of trade matters and methods of creating greater public demand for machines and records was decided upon. A short discussion resulted in a motion to organize and this was carried unanimously.

The meeting was the outcome of the proposition being mooted at the annual meeting of the Toronto Retail Piano Dealers' Association in April, the members of which are all actively interested in the talking machine and record business. They had found that various grievances had been successfully eliminated by co-operative effort and consensus of opinion was that an association for the talking machine retailers would be a desirable movement.

On presentation the nominating committee's slate was adopted unanimously so that the officers until an election takes place are: President, H. Ruthven McDonald; vice-president, J. D. Ford, of the R. S. Williams & Sons Co., Ltd.; secretary-treasurer, H. E. Rorke, of Mason & Risch, Ltd.; executive committee, S. F. Baulch, Herhard Heintzman, Ltd.; C. R. Coleman, Thos. Claxon, Ltd.; A. N. Clements, Toronto Music Co., Ltd.; M. E. Standfield, Standfield-Macpherson Co.

On Mr. Baulch assuming the chair during the temporary retirement of Mr. Ruse from the room, an interesting discussion was provoked by the former asking "What is your opinion in regard to charging interest on all contracts and what should that rate be?" There seemed to be no doubt on the part of those who spoke to the question about the necessity of charging interest on time sales, but one dealer pointed out that because a competitor only a few doors away featured no-interest he was compelled very reluctantly to adopt the same method after losing a number of sales because of his policy of charging interest.

The next question relating to records on approval proved to be an even greater concern. "Are you favorable to sending out records on approval, either with machine sales or to regular customers?"

"When a machine is sold," said one speaker, "it is necessary to satisfy the customer with records that he is going to keep and I am personally in favor of sending from twelve to eighteen records on approval, those not selected to be returned in twenty-four hours." This speaker contended that on regular record business, not linked up with new machine sales, more business can be done where the customer can be supplied with records that have not been out of the store. A records-on-approval policy, he declared, meant selling second-hand records.

The sentiment expressed by the speaker above referred to seemed to be general except as to the period of time records should be allowed out with a machine. Some thought the period should be forty-eight hours, which would provide for sales made on Saturdays.

J. E. WHITE DIES IN ST. ALBANS

Widely Known Talking Machine and Piano Man Dies at His Home in St. Albans—Had Been in Poor Health for Long Time

TORONTO, ONT., July 6.—Both the talking machine and piano trades were shocked to learn of the death of John E. White, of the Musical Merchandise Sales Co. of this city, who passed away at his old home, St. Albans, recently. Mr. White had not been in robust health for some time. Last Fall he was ill for two months or more, during which he underwent an operation. This Spring, in an attempt to save the life of his little seven months' old daughter, he gave some of his own blood for transfusion to the child. Apparently he was not strong enough to stand this extra strain on his constitution. Just a few days after pneumonia set in and a wire reached Toronto telling of his death.

The late John E. White was born in St. Albans, Vt., forty-one years ago. His business life was spent in Burlington, Vt., and New York City, until six years ago when he came to Ottawa with the Hurtean-Williams Co. A year later he went with that firm in Montreal. In October, 1916, he came to Oshawa as sales manager of the Williams Piano Co., Ltd., which position he held until February, 1918, when he removed to Toronto to join with Messrs. W. B. Puckett and Fred A. Trestrail in the Musical Merchandise Sales Co., to distribute Brunswick phonographs in Canada.

Mr. White was popular to an unusual degree. Always bright and jolly, he made friends easily. Both Mr. Puckett and Mr. Trestrail paid a high tribute to his personality and referred feelingly to the great loss his passing was to their organization and to the trade. The deceased left a wife and two children.

Members of the Brunswick organization who attended the funeral in St. Albans were: Messrs. Puckett, Trestrail and Weicker, Toronto, and O'Donnell of the Montreal branch.

K. A. ROSS MADE SALES MANAGER

Was Formerly Western Manager for Musical Instrument Sales Co. of Toronto

TORONTO, ONT., July 5.—Kenneth A. Ross, of Edmonton, Western manager for Musical Merchandise Sales Co., Canadian distributors of Brunswick phonographs, who has just arrived in this city, now becomes sales manager of the firm, a promotion that his customers will be glad to learn of. Mr. Ross, who is a "Kingston Old Boy," has lived in the West for the past nine years and is well known in music and trade circles. He is an enthusiastic exponent of the Brunswick line and looks forward with considerable pleasure to doing business in the entire country. He expects to remove his family East and establish his home in Toronto. The Musical Merchandise Sales Co. announces the acquisition of the agency for Reflexo products.

COLUMBIA FORCES MEET IN WINNIPEG

First Convention of Kind Held in the Dominion a Great Success—Many Constructive Talks

WINNIPEG, MAN., July 7.—The Columbia Graphophone Co., not content with an advertising campaign in the United States and Canada which involves an outlay of six million dollars a year, has adopted the plan of educating its agents by means of conventions. The first of this kind in Canada was held at the Fort Garry Hotel, this city, recently. The chairman was Robert Shaw, manager of the Columbia Grafonola department of Cassidy's Limited, wholesale distributors in the Canadian West.

The principal speaker was A. E. Landon, general manager of the Columbia Co. in Canada. Other speakers, especially brought from New York for the occasion, were O. F. Benz, assistant to general sales manager and superintendent of record output for the American head office of the company; H. L. Tuers, manager of the Dealer Service department; W. A. Willson, manager of the educational department, and

(Continued on page 189)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Crafts Superiority

Crafts TRADE REG. U.S. MARK PAT. OFF
RICHMOND, VIRGINIA, U.S.A.

MODEL "A"
Mahogany or Oak
17″ wide; 19″ deep; 42″ high

This is an exceedingly artistic model, built to meet a popular demand. Nickel-Plated Hardware is used throughout, and the shelf for Albums is made of five-ply veneer.

MODEL "B"—CLOSED
Mahogany, Walnut or Oak
18″ wide; 20″ deep; 43¾″ high

The sale of the CRAFTS Phonograph does not depend upon so-called "talking points."

The CRAFTS Phonograph possesses all the essentials to meet the popular demand and satisfy the true musician.

The CRAFTS Phonograph sells on merit solely, and it is built to endure. Guaranteed for a lifetime!

The growth of the demand for the CRAFTS Phonograph has been little short of phenomenal, considering that no extravagant expenditures were made in launching it upon the market.

The CRAFTS Phonograph at once found a place for itself among the recognized standard makes, and the gratifying repeat orders in constantly increasing volume attest the recognition of CRAFTS Superiority by the trade.

America's foremost Music Houses now offer the CRAFTS Phonograph to discriminating buyers because of its high standard of excellence as a musical instrument.

Descriptive folder and an outline of CRAFTS Dealer's Service sent upon request.

A sample order will show you the wisdom of making the CRAFTS Phonograph your leader. It is better to offer the CRAFTS in competition than to meet it that way!

A. J. CRAFTS PIANO CO.

Manufacturers

RICHMOND VIRGINIA

MODEL "AA"—OPEN
Mahogany or Oak
14½″ high; 16½″ wide; 20¼″ deep

Like the more expensive Models, "AA" will play all makes of Disc Records.

MODEL "C"—CLOSED
Mahogany, Walnut or Oak
22⅜″ wide; 24⅛″ deep; 46¾″ high

TRADE HAPPENINGS IN CANADA

(*Continued from page 187*)

Robert Shaw, of Winnipeg. The delegates to the convention were a hundred strong, Columbia dealers from all parts of the prairie provinces.

There were various addresses and as one expert after another held forth, the men from the shops in city and country were surprised and delighted with the suggestions that were made.

At the recherche luncheon served in the beautiful Rose Room of the Fort Garry, the program of music discoursed by the orchestra was printed on the menu cards and beneath each number were such entries as "Columbia Record A-2908, R-4018, A-2885, etc." When the convention adjourned late in the afternoon, after a day of speeches, practical demonstrations, lantern lecture, and Grafonola music, the delegates indicated their satisfaction by warm words of appreciation. The success of this experiment will lend to its adoption as a regular feature in various sections of Canada.

At the close of the last address of the convention, a "Columbia Clinic" was put on in which experts demonstrated to the dealers the merits of the new Columbia non-set stop Grafonola. The enthusiastic appreciation of the hospitality of the officers of the Columbia Co. and of the valuable addresses delivered signified the pronounced success of the first convention of its kind ever held in Canada.

TORONTO FAVORS "RECORD WEEK"

Association Receives Proposition Favorably at Meeting—Investigates House Sales

TORONTO, ONT., July 4.—At a recent meeting of the Retail Phonograph Dealers' Association of this city, the idea of all the retailers in the city co-operating in a "record week" was advanced by J. D. Ford, who thought that concerted movement of this kind would result in a big impetus to record sales. The idea was favorably received.

House peddlers of talking machines also received considerable attention by different speakers, one of whom stated that he personally called at eleven private homes at each of which a talking machine was advertised for sale. Of the eleven instruments seen ten were the product of one manufacturer. The Association proposes to "go after" this class of trader.

TRADE CONDITIONS IN MONTREAL

Usual Summer Dullness Now Prevails—H. S. Berliner Returns From England

MONTREAL, CAN., July 6.—The usual Summer dullness, apparent at this particular season of the year, is being observed by all dealers. The majority of the trade is pushing hard for Summer business in the way of camp outfits and machines for Summer homes, etc.

Layton Bros., Edison and Columbia dealers, recently held their second annual picnic to Otterburn Park where a program of games was held and dancing indulged in.

H. S. Berliner, vice-president the Berliner Gramophone Co. Limited, has arrived home from a two months' visit to England, where he was accompanied by Mrs. Berliner and their little daughter.

The Starr Phonograph Co., of Quebec, has opened up at 1600 St. Lawrence boulevard where Starr phonographs and Gennett records are being featured for distribution in the Province of Quebec.

Charles Culrose reports a demand for Motrolas in excess of supply. He has taken on the representation of the Portophone and expects a number of machines in any day.

C. W. Lindsay, Ltd., has added a new feature to its service—that of renting phonographs. Two models of Columbia Grafonolas are being rented—a cabinet model, type "X," or a portable type "D." If the client decides within six months to purchase the instrument rented, the money paid as rental is applicable on the purchase price.

FOREIGN MUSIC ROLLS THE LATEST

Rolls of Jewish, Polish and Italian Music Played by Native Musicians Expected to Have Strong Appeal for the Foreign Element

A surprisingly large number of talking machine dealers discovered years ago that a most substantial and profit producing business could be developed in the handling of foreign records intelligently in sections where the foreign population was of substantial proportions. As a matter of fact certain dealers have for a long time done the bulk of their business with the foreign element and in foreign language records.

The appeal to the foreign speaking population having already proven of distinct value in record sales, it is logical to assume that the presentation of authentic music in music roll form should have an almost equal attraction. Following out this idea the Rose Valley Co., of Philadelphia, Pa., has just placed on the market the Monoroll catalog containing Polish, Italian and Jewish selections, many of them made from the original scores and all played by musicians of the same nationality, thus insuring accuracy in interpretation. The Jewish rolls particularly are of a character that has made a strong impression upon the members of that race who have heard them. In the near future it is planned to add rolls of the music of a number of other nationalities as soon as arrangements can be made, thereby increasing the scope of the Rose Valley roll library.

It is the belief of the manufacturers that talking machine dealers who have been featuring foreign records have at hand unexcelled means for placing the foreign music rolls to advantage, inasmuch as a goodly number of the talking machine owners are likewise owners of player-pianos. Having brought the customers into the store for foreign records it should be a simple matter to interest them in music rolls of the same type which should mean additional business.

Okeh Records

The Very Latest HITS

Always out on Okeh Records

Okeh Records

We Stand for Dependability and Speedy Delivery Immediately Upon Receipt of Orders

Hear the FOUR Most Popular SPECIALS and Send Us a Quick Order

4118 10-in. $1.00	IN SWEET SEPTEMBER—Fox-trot,	Ray Miller's Black & White Melody Boys
	MY SAHARA ROSE—Fox-trot	Harry Raderman's Jazz Orchestra
4119 10-in. $1.00	ROSE OF SPAIN—Fox-trot,	Ray Miller's Black & White Melody Boys
	KISMET—Fox-trot	Green Brothers' Novelty Band
4120 10-in. $1.00	TELL ME PRETTY MAIDEN—Fox-trot	Rega Dance Orchestra
	POLLY—One-step	Joseph Knecht's Waldorf Astoria Dance Orchestra
4121 10-in. $1.00	LE WANNA—Fox-trot	Green Brothers' Novelty Band
	JEAN—Fox-trot	Harry Raderman's Jazz Orchestra

STOFFER & STACKHOUSE CO.

BOURBON, INDIANA

DISTRIBUTORS OF OKEH RECORDS

$25,000 IN BONUSES
to Jemtone Dealers

We have developed a most unique and distinctive sales plan for the distribution of Jemtone Phonograph Attachments. Part of it is to divide bonuses amounting to $25,000.00 among our dealers.

This is a new departure in the selling of merchandise and is certain to meet with popular approval. It provides for a division of profits among those who sell our products and pays to those the largest returns who show the biggest results.

Clip the coupon, fill in, and attach to your letterhead. Complete information will be sent to you by return mail. Doing this will bring to you a most unique sales plan—one that will not only pay you liberal profits on the sales you realize, but one that will make it possible for you to earn one of the many cash bonuses, running up as high as $1,000.00.

The JEMTONE

Makes a Gem of Every Record

The Jemtone is an auxiliary attachment that fits into the needle holder of the sound box of changeable needle machines.

The Jemtone removes metallic sounds, reduces scratching and surface noises where they are no longer objectionable, eliminates overtones and blasts, greatly naturalizes tones—and softens, clarifies and mellows tones.

The Jemtone is a proven success. Those who use it endorse it enthusiastically and pronounce it an indispensable addition to their phonograph.

The Jemtone is small in size and as easily and quickly attached as an ordinary needle. The retail price of $1.50 places it within the reach of everyone. The liberal margin it pays dealers makes it a profitable accessory to handle.

Write for full information on the Jemtone, and learn more about our plan of paying bonuses to dealers. This plan is certain to interest you. We have a distinctive product and just as distinctive a plan to introduce it.

Obey the impulse—write to-day!

THE JEMTONE COMPANY, Inc.
OMAHA, NEB.

The Jemtone Co., Inc.,
Omaha, Nebraska.

Mail us complete information regarding your plan of paying bonuses to dealers for selling Jemtones, and give us more detailed information about the Jemtone. Writing does not obligate us in any way.

.....

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by.....
Executive Capacity.

TRADE ACTIVE IN PORTLAND DESPITE SHRINE FESTIVAL

Dealers Well Satisfied With Situation—Edison Transcontinental Tour—Watts With Western Jobbing & Trading Co.—Many Dealers in City During Shrine Week—New Lines for Wax Co.

PORTLAND, ORE., July 6.—While the talking machine business was not very active during the Shrine convention in Portland, dealers are well satisfied with the situation, as immediately after the convention and Rose Festival, which followed it during the latter part of the week, business became very brisk. Music was the outstanding feature of the convention, seventy-six bands, about 3,000 musicians, being here with the Shriners.

While there was plenty of band music in Portland week before last, the Reed-French Co. instituted a little concert of their own at Twelfth and Washington streets. An elevated platform in front of their store was appropriately decorated and a talking machine placed on it, which played all day long.

A transcontinental lecture tour extending from coast to coast, including Canada, has been arranged for the Summer by the Edison Co., to present the recording features of the New Edison. Phonograph dealers from the entire country will be invited to attend these lectures. Miss Helen Davis, a young mezzo soprano and pupil of F. X. Arens, the voice specialist of New York, will illustrate the lectures.

A. A. Campbell, of the Seattle branch of the Bush & Lane Piano Co., after a visit to his son, H. T. Campbell, manager of the Portland branch of the Bush & Lane Co., has returned to Seattle. H. T. Campbell became a full-fledged Shriner just before the convention and is a member of Al Kader Temple. Bush & Lane's window was one of the finest in Portland during the convention. A desert scene was shown and the Arab sitting in front of his tent, contemplating a passing caravan of camels and drivers, was very realistic. The Sphinx, the Pyramids, the oasis with its palms, surrounding the spring of water, formed an artistic as well as an appropriate window picture.

D. T. Watts, formerly of the Perry Music Co., has just returned from Los Angeles, where he has accepted the position of district manager of the Western Jobbing & Trading Co. This company is the distributor of the New Emerson phonographs and records and intends to erect immediately a $1,000,000 factory in Los Angeles and will employ between 600 and 800 girls. It will be in full operation by November 1 and will give Western dealers the advantage of quick service, as goods can be delivered from three to four weeks earlier than they can be delivered by Eastern factories. Mr. Watts will have the territory covering Washington, Oregon and Alaska. He has just opened an office in Seattle and in sixty or ninety days will open an office in Portland.

O. C. Schindler, in charge of the wholesale department of the Perry Music Co., has just returned from a successful business trip down the Willamette Valley, which he found in even more than its usual prosperous condition. He opened new agencies at Harrisburg, Forest Grove, Newberg, Albany and Oregon City. A Cremona talking machine was sold by the company to Pacific College at Forest Grove. Mr. Schindler says they are selling a great many Emerson records.

The Excel, the Modernola and the Portola are now carried by the M. J. Wax Co., which is getting ready to incorporate. Grey Gull records are also being carried by this company. During the Shrine convention week A. R. Cyrus, of Astoria, Ore., and F. A. Rankin, of Eugene, Ore., called at the Wax offices and ordered a supply of goods.

E. B. Hunt, manager of the wholesale Victor department of Sherman, Clay & Co., has returned from a visit among the dealers in Eastern Oregon and Idaho. He found the dealers very anxious to get Victor stock and all are expecting a prosperous Fall trade. A great many Victor dealers visited Portland during Shrine week. Among them were C. B. Sampson, of Boise, Idaho; W. W. More and George Will, of Salem, Ore.; L. L. Thomas, of Marshfield; Stanton Rowell, of Grants Pass; W. L. Hembree, of McMinnville; F. G. Mitchell, of Hilsboro; Mr. Cohoun, of Boston, Mass., and John Gercovich of San Francisco.

"The Stradivarians," a club composed of the officers and employes of the Pacific Phonograph Co., were hosts at a picnic at Crystal Lake Park on Saturday for all employes of the concern.

W. H. Dirrett, of Albany, Ore., has put in an order for a complete line of machines carried by the M. J. Wax Co. Mr. Dirrett has a store in Albany, Ore., and another in Corvallis, Ore.

W. B. Maxwell reports a good month in the talking machine department of the Powers Furniture Co. A complete list of Brunswick records is now on hand for the first time since they were put on the market. During the Shrine convention there were many Shriners who visited the department and bought records, and a big list of names has been added to their regular mailing list.

Mrs. Olga Binder, who was in the talking machine department and afterwards cashier of the Wiley B. Allen Co., is now with Lipman, Wolfe & Co. in their talking machine department.

Mrs. Stonebrink, who resigned her position in the record department of Lipman, Wolfe & Co., is now with the Bush & Lane Piano Co., in the talking machine department.

V. G. Lunt is a strong advocate of the Pacific point, a record needle of which he is the inventor. He is having good success in selling it.

PARK SLOPE TALKING MACHINE SHOP

Among the most recent entries into the talking machine field in Brooklyn, N. Y., is the Park Slope Talking Machine Shop, which has a capital of $40,000. Incorporators are M. and A. and B. Goldblatt.

Sedgwick & Casey have attractive "talker" quarters in Hartford, Conn.

Latest Hits in Records!

Ask for our latest bulletin showing complete list of all releases up to date.

The *Lyric* has made constant progress in technical improvement and can be favorably compared today in quality only with the old standard makes of records.

Sample orders will lead to immediate re-orders.

We have made extensive enlargements of our accessories department and our jobbing facilities are situated to furnish *immediate delivery* and *complete service.*

Special Offer!

To every rated merchant we will ship an assortment of three dozen (36) Lyric Records of the popular hit class.

Lyric Records retail at 85 cents.

Big-profit discounts.

OPEROLLO PHONOGRAPH CO.

54 W. Lafayette Blvd. Detroit, Mich.

IN SWEET SEPTEMBER
MY SAHARA ROSE

"THE WINNING COMBINATION"
(The Most Valuable Obtainable Agencies)

TELL ME, PRETTY MAIDEN
POLLY

OKeh Records

HIGH CLASS CLEAN CUT
PROFITABLE SUCCESSFUL

The MASTER-TONE PHONOGRAPHS

OPPORTUNITY is knocking at *YOUR* door NOW!

Let us prove it to you

OKeh Records

ROSE OF SPAIN
KISMET

Iroquois Sales Corporation
10-14 North Division Street, Buffalo, N. Y.

LE WANNA
JEAN

THE FUTURE OF THE PORTABLE

C. E. Dodson Prepares Interesting Article Presenting Practical Sales Plans—Important Information for the Dealers

C. E. Dodson, general manager of the Portable Phonograph Co., Kansas City, Mo., recently prepared an interesting brochure for the members of his organization entitled "The Future of the Portable Phonograph." In this article, Mr. Dodson points the way to a new field for dealers in the development of talking machine and record business, and says:

"A wide field for the sale of phonographs and records is pointed out to dealers and this field has hardly yet been scratched. The advertising matter pertaining to the Portrola portable phonograph calls attention to the sale of Portrolas to young people employed and other lovers of music, who cannot for many good reasons use a cabinet machine. Heretofore the thousands who represent this class of people have bought small, cheap machines to satisfy, in a measure, their longing for good music. On account of their mode of living a phonograph is a temporary proposition with them and naturally they do not invest much money in this machine. The result is their phonograph is more or less unsatisfactory. They are often compelled to change their abodes suddenly and when it comes to moving the machine they conclude 'the thing isn't worth it.'

"Take, for instance, people who have fine cabinet machines in their homes. When they go on an outing and as soon as they get settled one of the first things mentioned is 'now if we just had the phonograph, wouldn't it be great?' Those persons who are accustomed to good music of their phonograph naturally miss it more than others and they are not satisfied with purchasing a cheap phonograph for this special occasion. It would be out of the question to take their large machines with them and they dislike to crate or have some special kind of case made for some smaller model so it may be transported.

"Going back to the young folks—the majority of them are more familiar with the new dance records, though they do not own a phonograph, than most of those who have fine cabinet machines. These young folks spend at least part of their time in their rooms or boarding houses and 'what could be sweeter' than a real portable phonograph they could

Carroll E. Dodson

take with them on their outings or to their friend's house and could close it up and set it out of the way when not in use in their rooms. This class of trade has never been properly appealed to before. The dealers would find it very profitable to do so. I personally know they would take to it quickly if the real portable machine were shown to them and it would certainly stimulate the dealer's record sales to a large per cent.

"I feel safe in predicting a change in the phonograph industry concerning the future of the portable phonograph and in a few years doubtless there will be only two kinds of machines found extensively on the market. Namely, the cabinet machine for the parlor or music room and the portable machine for all other purposes. I refer, however, to the portable phonograph as one built as a carrying case with a handle and place for records; not so heavy as to be a burden to carry; nor requires no extra crating or case to take it along."

NEW HOME FOR HACKENSACK HOUSE

The Bergen Talking Machine Co., which handles the Victor line in Hackensack, N. J., has moved into new quarters on Main street, that city. A large electric sign with 116 bulbs has been placed in front of the store which is now one of the very attractive establishments in that town.

We have proven that you can sell the— Adora

45" HIGH
MODEL No. 6, $75

The Clearer Phonograph

The ADORA phonograph has attractive sales possibilities for you as a phonograph retailer. We have proven this fact conclusively during the past year in our Detroit stores.

Slightly over a year ago we introduced it to the Detroit public. Since then we have sold more than 5,000 ADORA phonographs to as many satisfied buyers in the city of Detroit.

You can sell proportionately as many ADORA phonographs in your city, because it is an unusually good phonograph at an unusually low price for such a quality instrument.

The public has shown an immediate and constantly increasing appreciation for the ADORA. Its owners are its greatest advertisers. We find that innumerable ADORAS are sold solely on the recommendations of people who already have purchased this instrument.

The tone of the ADORA is mellow, full, true and so clear that it has earned the title "The Clearer Phonograph" in exacting tone tests against many other and much higher priced phonographs. The various models are handsomely designed, exquisitely finished and come in a wide variety of upright and period designs.

Every ADORA phonograph you sell is guaranteed to give perfect satisfaction over a long period of years.

We have a very attractive proposition to offer reliable phonograph dealers throughout the United States and Canada. Full information, prices, discounts, terms and all details, upon request.

Adora Phonograph Co.

242 East Jefferson Avenue, Detroit, Mich.

Wholesale Distributors: Adora Phonographs, Lyric Records, U. S. Rolls and Supplies

THE TOUCH OF PERFECTION FOR PHONOGRAPHS

TIME is the soul of music. In phonographic reproductions of the art of great singers and musicians it is absolutely essential. The slightest variation in time will take away from the full measure of enjoyment.

At last an electric motor that will positively give the correct turn-table speed regardless of voltage changes in the current. No phonograph can be perfect without

The Tru-Time Motor

It is Guaranteed to operate any phonograph at a constant speed. It is silent in operation, will not heat up, and requires no oiling, adjustment or attention for at least two years. It is installed inside the phonograph—no unsightly mechanism outside the instrument.

Add the final touch of perfection —include the Tru-Time Motor as standard equipment to your machine.

"It is to the Phonograph What the Conductor is to the Opera"

EFFICIENCY ELECTRIC CORPORATION

124 White Street
New York

Factory
Lowell, Mass.

The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

SIX MONTHS BUSINESS SHOWS BIG GAIN IN DETROIT

Despite Numerous Handicaps Dealers Report Sales Averages as High, With the Strongest Demand for the Better Grade Instruments—Summer Record Business Starts With a Snap

DETROIT, MICH., July 6.—A review of talking machine business the first six months of this year reveals the fact that sales have been considerably ahead of the same period last year, despite the fact that the scarcity of houses and the freight and express congestion and embargoes have raised havoc with trade conditions. Dealers say that never in the entire history of the industry have conditions been so bad as in the past six months. It's been a case of one series of troubles after another. It is to be hoped that these troubles will not be repeated in the next six months to come, although the horizon is rather cloudy, and dealers say they would not be surprised at anything.

The demand continues for talking machines priced at $150 and up, and dealers were unable during April and May to handle the business, although in June conditions eased up owing to the lifting of the freight and express embargoes from the East, which helped the situation considerably. Those machines which did come in were immediately delivered to homes where orders had been on file for months. For the better class of homes the period or table designs are unquestionably what the people there want. This is best proven by statements from dealers who handle period designs.

Record business is always good in Detroit during the Summer months, owing to the vast number of Summer resorters all over the State who use them at their cottages and on their boats. Dealers are taking advantage of this situation by keeping up a steady gait of newspaper advertising during the hot weather announcing the new popular records as they come out.

Although the Victor Co. is to-day the only firm selling popular hits at 85 cents, dealers say they have not had any complaints from customers who buy other makes of records at $1, referring particularly to the Columbia and Emerson. In fact, dealers say that $1 should eventually prove a more popular price because it makes a standard price for popular records and makes less trouble in arranging change, etc. Victor dealers tell us that they hope their company will also raise to $1. In fact, human nature is a funny thing. People have asked why it is that the Victor records remain at 85 cents while others charge $1.

The Jewett Phonograph Co., with offices in the Penobscot Building, will make their machines in Allegan, where they have purchased a factory which has been considerably enlarged and which is now being properly equipped for production on a large scale.

The Adora Phonograph Co., of which Felix Sadowski is the principal stockholder, now boasts of ten retail stores in Detroit, with more coming by Fall. These stores are located downtown and on most of the main thoroughfares of the city which lead into the residential sections.

The Keenan & Jahn Co., Aeolian-Vocalion dealer, now has the talking machine department on the second floor, installing new record booths.

The J. L. Hudson Music Store, which by the way, is closing at 5 o'clock daily and at noon Saturdays, during July and August, is handling four lines of phonographs, the Victor, Cheney, Sonora and Widdicomb.

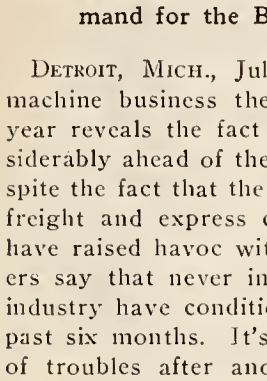
The miniature phonograph shop in the building of the Columbia Co. wholesale quarters on State street, is attracting a great deal of attention and interest among retailers, who have been frequent visitors to the building. Manager Sam Lind reports that merchandise has been coming in very good of late and that he has been able to take excellent care of his customers.

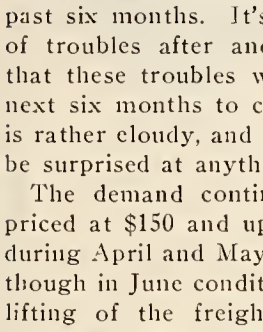
Grinnell Bros. were well represented at the convention of Victor jobbers held last week in Atlantic City.

The Burroughs Adding Machine Co., in a recent issue of its house organ, wrote at length about the great business which Wallace Brown, of the Wallace Brown Brunswick Shop, had developed through consistent advertising. It was a great compliment to Mr. Brown's ability.

Quite a number of talking machine manufacturers and jobbers were at Grand Rapids for the semi-annual furniture show during the month of June. In fact, some manufacturers have permanent exhibits in the Furniture City, which is visited annually by thousands of retail furniture dealers.

A dealer's business can never be any larger than his business methods.


HENRY BURR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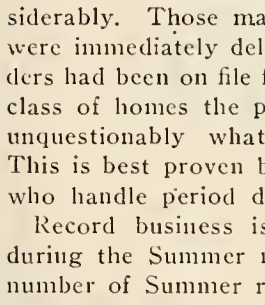

JOHN MEYERS

Eight Famous Victor Artists

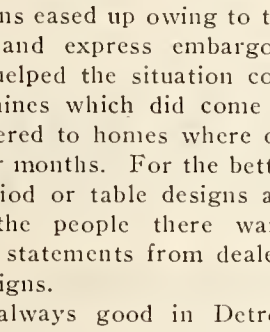
In Concert and Entertainment
Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1920-1921
Sample program and particulars upon request

P. W. SIMON, Manager
1604 Broadway New York City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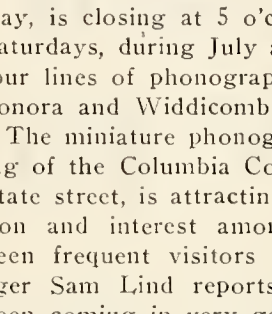
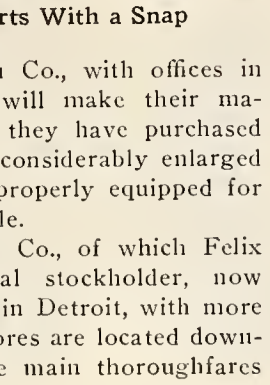

MONROE SILVER

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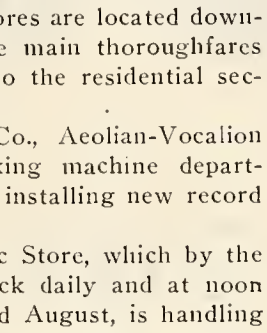
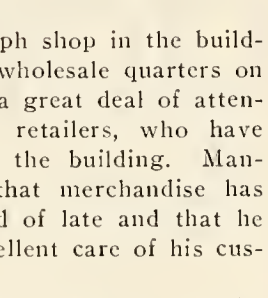

FRED VAN EPS


FRANK BANTA

The
SONATA
TRADE MARK
Phonograph

MODEL G
ONE OF MANY GOOD STYLES

The line that represents the greatest value in the industry

OKeh

Every list of New Okeh Records containing the best selling hits of the day.

Musically and commercially the recognized leader in the record field.

Kennedy-Green Co.
1865 Prospect Ave.
Cleveland, O.

Crimi *Peterson* *Raisa* *Easton* *Rimini*

THE NEW VOCALION RECORD

Lateral Cut, Playable on All Standard Machines

THE development of the phonograph has been one of the most interesting and far-reaching events in musical history.

The phonograph and the phonograph record are practically one—that is, neither is of value without the other. An improvement in either directly affects both. While this is true, however, the most obvious improvements in recent years have been connected with the instrument. A notable illustration of this is furnished by the *Aeolian-Vocalion*, which is recognized both here and abroad as representing a definite and decided advance in phonograph construction.

It is significant that from the source that produced this new phonograph should emanate a Phonograph Record of improved type.

The importance of the New Vocalion lateral-cut Record may hardly be overestimated. To

Nellie Kouns

Dambois *D'Alvarez* *Sundelius* *Scotney* *O'More*

the public it means that the most perfect record ever put upon the market is now available for use with all standard phonographs. To the music-trade it means one more vital sales feature added to the many included in the representation of the Aeolian-Vocalion. The new Vocalion Record is a super-record. In true musical quality, in durability, in content and timeliness of issue it is not equalled in the whole phonograph field.

Up-to-date merchants who are not in the phonograph business, and those who are, but are not handling the Aeolian-Vocalion, will see in this new record one more cogent reason for securing Vocalion representation before territory is all assigned.

THE AEOLIAN COMPANY

NEW YORK · LONDON · PARIS · MELBOURNE · SYDNEY · MADRID

DISTRIBUTORS

Nordheimer Piano & Music Co., Ltd. Toronto, Canada
The Aeolian Co. . . . Chicago, Ill.
The Aeolian Co. . . Cincinnati, Ohio
The Aeolian Co. . . . St. Louis, Mo.
The Aeolian Co. . San Francisco, Cal.
Consolidated Music Co. Salt Lake City, Utah
B. Dreher's Sons Co. . Cleveland, Ohio
Emerald Co. . Birmingham, Alabama
Guest Piano Co. . . Burlington, Iowa
D. H. Holmes Co., Ltd., New Orleans, La.
O. J. DeMoll & Co., Washington, D. C.
Stone Piano Co. Fargo, N. D., and Minneapolis, Minn.
R. W. Tyler Co. . Wheeling, W. Va.
Vocalion Co. . . . Boston, Mass.
D. L. Whittle Music Co., Dallas, Texas

Sara Kouns

WILL BE "STARRED" IN NEW SHOW

Walter Scanlan, Exclusive Emerson Artist, Will Be Star of "Hearts of Erin"—Has Gained Success as a Popular and Well-known Tenor

Walter Scanlan, famous popular tenor and an exclusive Emerson artist, will be starred the coming season in a new show named "Hearts of Erin." This well-known artist has been placed under an exclusive contract with the Shubert organization, and will appear in various plays during the next few years.

The Emerson Phonograph Co. received the hearty congratulations from its dealers upon the consummation of its arrangements some time since whereby Walter Scanlan became an exclusive Emerson artist, and the Emerson records made by this artist have been featured extensively by the dealers from coast to coast. Mr. Scanlan has made a specialty of popular Irish ballads, and his splendid voice has been found particularly adaptable to recording purposes. In a recent article in the New York Times the following tribute was paid to Mr. Scanlan: "A rival to Messrs. Olcott and O'Hara is to be launched next season in the person of Walter Scanlan, who has sung here in 'Eileen,' 'Somebody's Sweetheart' and 'Always You.' He will be starred next year in 'Hearts of Erin,' by Charles Bradley."

ADD TWO NEW LINES

Cabinet & Accessories Co. Now Handle the Bubble Books and Sanozone for Booths—Irving Saks a Recent Addition to Staff

The Cabinet & Accessories Co. has added two additional accessories to its large list that are already proving very popular throughout the trade. They are the Bubble Books, published by Harper & Brothers, and the Sanozone. Otto Goldsmith, president of the company, reports that the dealers are having much success with the Bubble Books. The general magazine advertising, planned by this company for the Fall and Winter, will undoubtedly generate a heavy demand for these books on the part of the public and a big season is expected. The Sanozone is a disseminator and deodorizer for the talking machine booth. It is made of plaster of paris and is decidedly decorative in design and appearance. It has proven its worth in the demonstration booth. A variety of perfumes are available and at the same time that the Sanozone deodorizes the impure air it disseminates the perfume with which it is filled.

Irving Saks, formerly of the Plaza Music Co., has joined the staff of the Cabinet & Accessories Co., New York City. He will cover the New Jersey and Pennsylvania territory for this company.

EXHIBIT SONATA AT GRAND RAPIDS

Kesner & Jerlaw Have Interesting Display at Grand Rapids Furniture Show

Kesner & Jerlaw, well-known manufacturers of the Sonata line of talking machines, with factories in Quincy, Ill., Chicago, Jamestown, New York and other centers, whose executive offices are in New York and Chicago, had an exhibit of their products at the furniture show held in Grand Rapids, Mich., recently.

Space for the exhibit was reserved in the Klingman Building, that city, and much interest was shown in the equipment, which included motors, tone arms and sound boxes of a high quality.

Attending the exhibit were M. Kesner & N. Jerlaw and others of their organization. Visitors included many of the leading Kesner & Jerlaw jobbers as well as a long list of furniture dealers handling or contemplating handling talking machines.

The J. W. Brown Piano Co., of Canton, O., has recently secured the agency for the Puritan phonograph and also the Puritan records, and will feature them extensively.

Stewart's
—jobbery for the—
Victor Talking Machine Company
Indianapolis

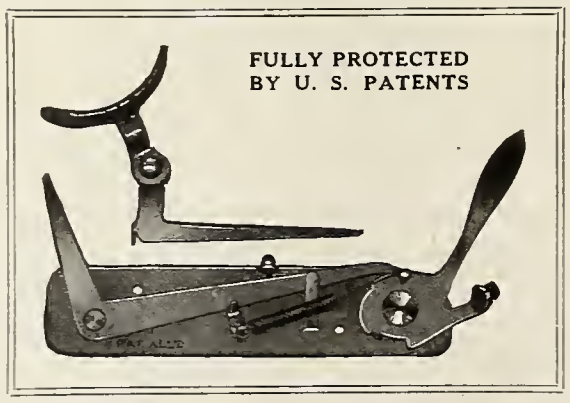
BRIGGS WITH WALTERS & BARRY

George Briggs, formerly of the sales force of Emerson, Inc., New York City, and who has for several years been connected with the wholesale end of the talking machine business, has recently joined the sales force of the Walters & Barry Corp., Buffalo, N. Y. Mr. Briggs will cover the Eastern half of New York State representing all the lines the firm handles, namely, the Briggs automatic repeating phonograph, the Starr phonograph and Gennett records.

TRIANGLE AUTOMATIC STOP

OPERATES 100% PERFECT

SIMPLE
EFFECTIVE
ACCURATE



INVISIBLE
INEXPENSIVE
EVERLASTING

A perfect Automatic Stop will add many customers to your list. This is accomplished by adding very little to the cost of your machine.

The Triangle Stop is simply yet substantially constructed—it *will* stop at the desired point *every time*.

Write for samples

TRIANGLE PHONO PARTS CO.
722 ATLANTIC AVENUE BROOKLYN, N. Y.

For Victor Dealers Only

DOMES OF SILENCE

Simple in construction, made of case-hardened steel, will save talking machine cabinet legs from strain, save floors from scratches, save rugs from tearing, and make the cabinet still more sightly. It is for these reasons that Victor use these slides on their model Victrola X.

HENRY PEABODY & CO.
17 State Street
Domes of Silence Division New York

Specify DOMES OF SILENCE

INTERESTING FACTS REGARDING PERIOD VICTROLAS

As Presented in a Special Paper Read Before the Annual Convention of the National Association of Talking Machine Jobbers by Ernest John, Advertising Manager of the Victor Co.—Significance of the Various Ornamental Features Dilated on Most Interestingly—The Evolution of the Design Explained and the Purpose Behind It—An Illuminative Contribution

[The World is privileged to reproduce herewith the paper on the subject of "Period Victrolas" read before the convention of the National Association of Talking Machine Jobbers, at Atlantic City, on June 29, by Ernest John, advertising manager of the Victor Talking Machine Co.—EDITOR.]

"Period furniture is probably classified in the mind of the average man along with Japanese prints, vintage wines, or any of the other things for which he doesn't expect to have any considerable use, but people with leisure, taste and money to spend on home designing find themselves compelled to take period furniture into account just as the music student finds that he can't get very far in music without bumping up against Beethoven, Bach and Mozart.

"In a hazy sort of way we probably all feel that furniture has been one of our possessions from time immemorial. It has been—but only to a very limited extent.

"Step outside the pale of civilization even today and you will find that the wigwam of the Indian and the hut of the savage contain very little that can be described as furniture, and in the days when our hairy ancestors went a-courting with a club there was still less. In fact, the use of tools and the acquisition of property—chattels—go far toward marking the deadline between man and beast.

"The Roman, the Greek, the Gaul, and the Briton got along with precious little furniture. Heavy tables, benches, a throne, a chair or two—a chest for clothing, a cupboard for food or for utensils of one kind and another—furniture design and construction began and ended there or thereabouts.

"Norman, Plantagenet and Tudor successively occupied the throne of England—in the days of chain mail and the cloth yard arrow—and through all that time all over Europe man's chief business was war. His home was his so long as he could defend it, and craftsmanship of necessity was devoted chiefly to the production of weapons.

"Medieval times look wonderfully attractive—from a safe distance—and the development of our domestic equipment is an intensely interesting study on which one might spend an unlimited amount of time. But reduced to the minimum the precise facts in the case are these:

"The passing of the centuries brought greater personal safety, and when the immediate fear of violence had departed men and women had more time and opportunity to give to their surroundings—time to think and to plan for more of comfort and of beauty.

"So long as violence had been the order of the day domestic equipment had been built to suit. Donnybrook Fair and Chippendale furniture belong to two quite different conditions of mind, and so long as any sword may leap from its scabbard at a word or a look, pewter mugs will be more serviceable than Venetian glass.

"Life having become somewhat less hectic and the need for finer, gentler and more beautiful forms having been felt, there shortly arose men who could satisfy that need. Craftsmen, too, had grown more kindly with the coming of kindlier times and instead of heavy oaken benches they began to express themselves in less cumbersome workmanship, and it was thus that what we now call period furniture came to be.

"A good bit of their work, no doubt, was not good enough to last, but the Eighteenth Century produced a considerable number of master craftsmen who did for domestic architecture what the master composers did for music—they established certain fundamental forms.

"And, by the way, it is rather interesting to note that for the most part when we speak or think of period furniture it is the handicraft of the Eighteenth Century that we have in mind. Truly enough, earlier centuries had contributed interesting and valuable designs, but perhaps because our mode of life and our mental attitude have so changed we seldom go back further than the Renaissance for our examples and references.

"We are less familiar with the names of individual French craftsmen because, just as in England the work of individuals is sometimes spoken of more generically as William and Mary, Queen Anne or Georgian, the French evolutions were identified broadly under the name of the ruling monarch, Louis XV (Louis Quinze), Louis XVI (Louis Seize) and so forth.

"It would be quite impossible to present any comprehensive picture of period furniture design and its developments in the space of time allotted to me, and I believe it will be much more to the point if, instead of discussing the relative merits of Sheraton versus Louis Quinze, we deal with certain salient facts regarding period Victrolas manufactured by the Victor Talking Machine Co. and marketed by you gentlemen who distribute our products.

"I believe it will be of service, however, to present here a brief outline of the different characteristics which have been embodied in the types the Victor Co. is now manufacturing.

"Advertising men, I assure you, are quite like other human beings—though there seems to be some uncertainty on this point—and if they can become experts in advertising they won't have the time or energy to become experts in anything else, and so in order that the information so conveyed to you should be authoritative I appealed to Mr. Kieffer, superintendent of our cabinet factory, to assist me on this point."

Mr. John here read interesting detailed descriptions of the decorative features of several of the period style Victrolas, including the Adam Victrola, No. 50; Sheraton, No. 50; Sheraton, No. 51; Chippendale, William and Mary; Louis XVI; Queen Anne, Gothic, etc., as prepared by Mr. Kieffer, who, in his introductory, said:

"In the production of period work, the designer and builder are called upon to faithfully produce the work of a master craftsman.

"The instructions of the Victor Co. to me, in the manufacture of our period cabinets, have been very emphatic on this point, and, in addition, very explicit, to produce a cabinet that would be both a credit to the Victor standard of excellence and a faithful conception of the master craftsman's art as produced in the periods which the cabinet is called upon to represent."

"So much for the concrete facts," continued Mr. John. "Now as to the philosophy of the case, for it is important that we should all realize how the tremendous sincerity of purpose which has characterized the whole Victor development has been applied to the building of Victrolas in period styles.

"As a matter of fact, our case has been so clearly stated by Mr. Johnson that whatever more may be said will be merely an amplification. His statement of the case was: 'There were no Victrolas in Chippendale's time, but what we have done is to build Victrolas as we conceive Chippendale or Sheraton would have built them.'

"One thing we may all be very sure of and that is that they would have built them primarily as the musical instruments they are and not as cupboards, chests or tables—which they are not.

"Why does a Victrola take the particular form which has now become so very familiar to so many people? The Victrola that is built with no other consideration than that of producing the best instrument within the bounds of commercial possibility? Is it accident? Assuredly not! Ah, design then! Not quite—it is due rather to evolution. Why does the violin take its characteristic form? For the same reason—as the result of very similar evolutionary processes.

"In either case the maker was in search of—what? An instrument of music, with—in the case of the Victrola—the added difficulty of producing not one kind of music but all kinds. Both are built to perform a specific function, and their relative value, that is, the relative value of one violin to another, one talking machine to another, lies in the quality of its performance.

"Consequently then we are compelled to believe that the general dimensions—the form of any Victrola has a very definite and indeed integral relationship to its own particular needs, to the particular function it was designed to perform.

"Would you expect a violin which had been

(*Continued on page* 203)

The **VICSONIA**

DOUBLES THE VALUE OF THE MACHINE

It is the Recognized Reproducer for Playing **Edison** disc records on **Victor** and **Columbia** Machines with Perfect Tonal Results

"VICSONIA" REPRODUCER (Model "A")

ANOTHER SUCCESS!

MODEL "B" VICSONIA—Plays both ***Pathe*** *and* ***Edison*** *disc records.—Order sample NOW. Retail Price $7.50*

A sample reproducer Model "A" or "B" will be sent on receipt of $4.50

VICSONIA MFG. CO., Inc., 313 E. 134th St., New York, N. Y.

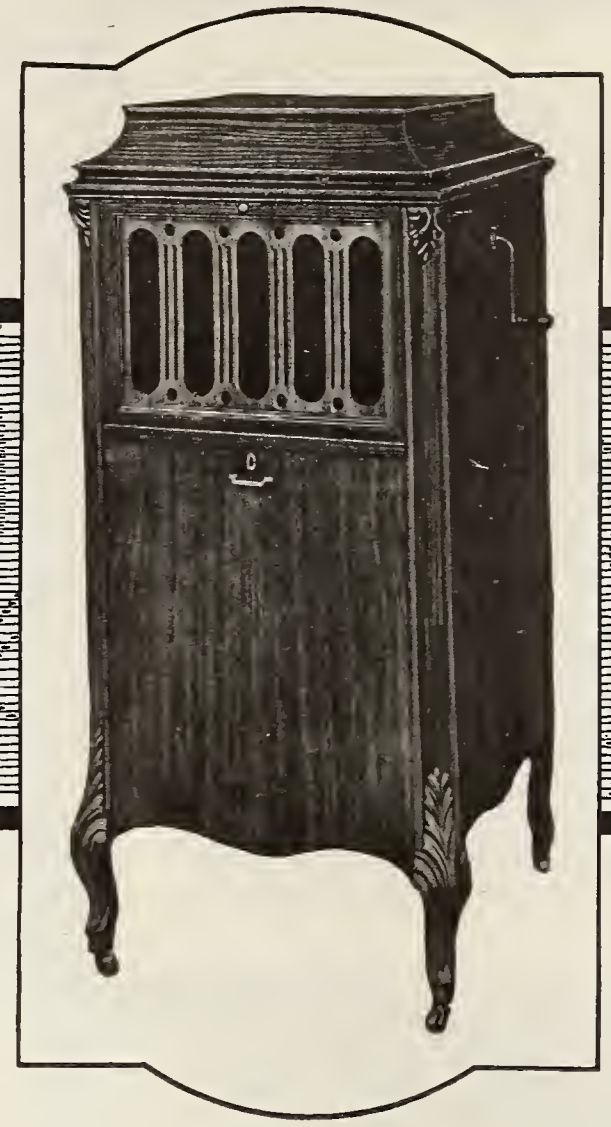
THE HOUSE THAT MADE DETROIT FAMOUS AS A VICTOR WHOLESALE CENTER

GRINNELL BROS.

"THE LEADERS *of* MICHIGAN'S MUSIC INDUSTRY *for over a* HALF-CENTURY"

DETROIT 4th CITY

IS your income keeping pace with the growth of the community in which you do business? Detroit has increased 123.4% and now harbors with its completely surrounded municipalities over 1,000,000 people. Most leading centers of Michigan, according to the new census, enjoyed a similar growth. Opportunity lies before Victor retailers located in this rich territory. Grinnell Bros. wholesale are redoubling their efforts in rendering 100% constructive co-operation to Victor retailers. We *specialize* on this most wonderful field.



Six Months After

the Sale Is Made, Just How Does That Sale Stand on Your Books? Is It a Double-Asset or Merely an Asset?

If your customer is still satisfied the transaction is *more* than an asset. Whether it was sold for cash or on payments makes no difference—the sale becomes a *double-asset* for the customer is friendly to you. You have won his *good-will.*

If, on the other hand, the customer has become dissatisfied, the sale, if it was for cash is a liability, for you have *lost* his good-will. If payments are still due, it is doubly a liability for you have lost his good-will and in addition *he has your money.*

Do not let a buyer go out of your place with a potential liability. Send him away with "good-will" merchandise.

Send him away with a machine that has care and conscience *built right in.* Sell him the DELPHEON!

The Delpheon is allotted in exclusive territories. Apply to

THE *Delpheon* CO.

BAY CITY MICHIGAN

New York Office, 25 Church Street
Rosen Phono. Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N. Y.

FACTS ANENT PERIOD VICTROLAS

(*Continued from page 200*)

vitally changed in appearance to be still the same instrument, still perform its designed functions with the same excellence? Does anyone suppose the form of it is an arbitrary thing or the result of a whim? No—you feel morally certain that the violin in its own characteristic form was developed—not to please the eye, not to cater to the dweller in cramped quarters, not as a matter of fact to cater to anyone—but for the single purpose of producing the best quality of tone available and the greatest accuracy of pitch.

"If we needed more sound amplifying surface or surfaces of an entirely different shape, we should assuredly use them. If a better result could be secured by using less, then that is what we should do, and there would in either case be a resulting change in the dimensions. Why? Because it would look better—because it would fit better between the fireplace and the door? Not at all—but primarily or indeed wholly because it would do better work.

"It is not only a matter of principle, though that of itself should suffice, but there is another vital stumbling block.

"The 'Master of all Good Workmen' has told us that a man may not serve two masters, and the centuries have shown us that man's handiwork may not serve two quite different purposes with equal merit. That to straddle is to compromise, and a compromise because it is a compromise must necessarily be something less than the best. I have seen guns which consisted of one shotgun barrel and one rifle barrel mounted on the same stock, but I never yet saw one which was satisfactory as a rifle or satisfactory as a shotgun.

"Give the compromise idea the benefit of the doubt. Consider it in what I suppose is one of its most acceptable forms—it is still something less than the best. Take, for instance, a combination pool and billiard table. Would anyone choose such a table for a tournament—of either billiards or pool? It is perfectly true that on such a table one may play pool or one may play billiards—that is, pretty good pool or pretty good billiards—and neither with the greatest possible degree of satisfaction. I have used the best example of a compromise product I could think of. You can imagine what might be done by anyone whose disposition was to ridicule, and since they all serve quite different purposes there is so far as I am able to discover no more justification for making a Victrola in the form of a medieval buffet than there is for making a violin in the form of a hatrack.

"Gentlemen, the Victrola is not a commercial hope—it is the development of a quarter century, and every step on the way has been taken with whole-hearted sincerity, an honesty of thought and action that is the one sure foundation for all human effort. We know that a given diameter of diaphragm requires a given amount of amplifying space, elastic in part of its journey, rigid in others—that a given progression of taper in a tone-arm or in a floating horn gives precisely this, that or the other form of reaction. We know that in order to reflect, to give back the tones given to it, there must be a motor which shall give not merely a circular motion but a circular motion with a predetermined application of power. We know, in short, that the best possible reproduction cannot be secured haphazard but that it is the result of a most delicate co-ordination of many factors to which co-ordination all other considerations must be sacrificed and in which there is assuredly no room for extraneous purposes. Given these things and the need—or perhaps it would be better to say the desirability of space for the storing of records—the Victrola must necessarily have certain dimensions, and having certain dimensions it must necessarily take a certain form. Those dimensions, that form, were determined—by what? By the functions it was to perform, and that, if you will permit me to say so, is the one first principle in all art and in all craftsmanship that is worthy of the name.

"Because of these facts, because of these considerations, we believe you will agree with us that you may put your individual energies into the distribution of Victrolas in period style just as thoroughly, just as vigorously, as you do into any other Victor products, in the positive assurance that, tried by any artistic or commercial standard, the goods themselves, in the conception and in execution—are right!"

FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at $50.00 per 100.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City

Between 20th and 21st Streets

SPECIAL CAMPAIGN RELEASES

McAdoo Plays Tuba Solo of "The Long, Long Trail" and De Valera Sings "Come Back to Erin"—Complete List for Politicians

With the news that the Presidential nominees and their supporters are to use talking machine records in spreading their campaign speeches throughout the country, the following list of choice selections has been specially prepared as a guide to political bosses and drivers of the various machines by H. I. Phillips in the New York Globe:

"I'm Always Chasing Rainbows"—(Solo)..Woodrow Wilson
(Reverse side) "Heart of the World".....Ditto
"Comin' Thru the Rye"—(Solo).....Teddy Edwards
"I'm Forever Blowing Bubbles"—(Duet),
Procter and Wood
(Reverse Side) "That Ivory Glide".....Ditto
"Silver Threads Among the Gold"—(Solo)..W. J. Bryan
(Reverse Side) "When the Sands of the Desert Grow Cold".....Ditto
"My Little Gray Home in the West"—(Piccolo),
Hiram Johnson
(Reverse side) "Those Convention Blues"—(Bass Horn).....Ditto
"Beautiful Ohio"—(Duet).....National Chairmen
(Reverse side) "When the Roll Is Called Up Yonder"
Ditto
"Somewhere a Voice Is Calling"—(Solo).....Al Smith
(Reverse side) "Abide With Me"—(Solo)..Chas. Murphy
"I Dreamt I Dwelt in Marble Halls"—(Solo),
Herb. Hoover
(Reverse) "That Family Sugar Bowl"—(Waltz),
Ditto
"The Long, Long Trail"—(Tuba).....W. G. McAdoo
(Reverse) "Liberty Loan Blues"—(Song).....Ditto
"Come Back to Erin"—(Solo).....De Valera
Anvil Chorus from "Trovatore,"
Symphony by Disappointed Office Seekers

Whatever a man can imagine he can do. He brings lightning down from the sky; he sends buildings of stone up into the clouds where the lightning travels.

TRADE MARK

BEE CROFT

Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street

PHILADELPHIA

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 98 MICHIGAN AVE DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kurtzel Piano Co. BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

149 Church Street New York City

FROM THE PHONOGRAPH CO. 1240 HURON ROAD PHONES - PROSPECT 1140 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in Va. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

CLEVELAND PUSHES SUMMER SALES

Dealers Co-operate to Boom Small Models of Talking Machines—Fischer Co. Finds Pathé Club Brings Results—Columbia Co. Scores Hit With Records by Harding and Coolidge

Cleveland, O., July 7.—In a move to stimulate Summer sales of Pathé phonographs and records the Fischer Co., Pathé distributor of this city, has inaugurated a comprehensive advertising campaign in conjunction with a club plan, which is an elaboration of the system originated by Willard S. Mefford & Co. in Toledo. In this advertising campaign the Mefford Co. appealed to its prospects by outlining a club plan, offering to take contracts from not more than two hundred clients with one dollar down payment, provided the contract was made before a certain date. Each member of the club was also to purchase twelve records. No contract was to run over twelve months. Ninety-four contracts were made by this plan. Assistant Sales Manager A. R. Saunders, of the Fischer Co., has said that he will adopt this plan here and from this, together with the co-operation of the national advertising of the Pathé Co., he expects to turn in a large sales total.

When the nomination of Senator Harding and Governor Coolidge was announced J. L. Du Breuil, general manager of the Columbia Graphophone branch here, was alive to his opportunities and at once got a large supply of the records made by the candidates. Columbia dealers all over the city took up the idea with clever window displays and a big drive was made which netted excellent results.

The newly remodeled department of the May Co. will be ready in the Fall and will rank as one of the most elaborate and comprehensive talking machine departments in this section of the country. Some twenty booths will be installed, according to Manager Dan E. Baumbaugh, who is hard at work selling the portable Victrolas for Summer use.

Brunswick activity in this section will be greatly increased when the alterations and improvements to the Cleveland branch of the Brunswick-Balke-Collender Co. are completed. Not only will there be better facilities provided for visiting dealers, but with the added stock of machines and records it will be possible to take on several new accounts.

In order to push the sales of the smaller types of Victrolas fifty-five local dealers have united in a co-operative advertising campaign. Full-page ads every two weeks tell the story and the local jobbers, the Cleveland Talking Machine Co., the Eclipse Musical Co. and others are giving considerable impetus to the drive.

The wholesale department of the Phonograph Co., Edison dealer, has been doubled in size, space being afforded in an extension of the main building.

Record business as a whole is very active in all lines. During the past few weeks several new accounts have been opened outside of this city for Okeh records, according to Walter E. Gunn, assistant general manager of the Kennedy-Green Co.

Recent visitors at the new headquarters of the Cleveland Columbia Graphophone Co. have been Gus Mayer, district manager of the Unit Construction Co. of Philadelphia; Harry Weber, of the Standard Music Co., Akron; E. J. Krapp, Witt Music Co., Lorain; E. J. Sauer, Lorain; Geo. A. Clarke, Lorain; C. F. Moore, Willard, O.

TO HANDLE STARR LINE

The Walters & Barry Corp., of Buffalo, N. Y., wholesale jobber, has recently taken on the Starr line, including the Starr phonograph and Gennett records. This concern, which will have the extensive territory of the State of New York with the exception of the metropolitan and Hudson River districts, believes that there is an unusual opportunity for quality merchandise of the Starr type in the northern and western half of the State, and the first general scan of the territory has shown most exceptional possibilities.

INTRODUCES THE "PIKNIK"

The Piknik Portable Phonograph, Inc., was recently incorporated under the laws of New Jersey with a capital stock of $50,000 for the purpose of manufacturing a new portable phonograph. The company's plant is located at Lakewood, N. J., and plans are being made for an active sales campaign.

The Piknik is essentially a small home machine, but is adaptable for any purpose requiring a portable type of instrument. Needles are carried in specially designed containers, and a dozen records, either ten-inch or twelve-inch, may be carried in an album in a separate compartment, which is an integral part of the machine. Auguste N. Mautulet is president of the new organization.

STERLING REPRODUCER

Victor and Edison Dealers:

Hear the Sterling—Examine its Construction—
Note how it plays both lateral and hill and dale records

—and YOU WILL WANT TO SELL IT

Attachments for either Victor or Edison machines

Plays all Records

To adjust for the playing of different records means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.

Send for circular and prices

Standard Phonograph Motors, Inc.
Successors to
Krasberg Engineering & Manufacturing Corporation
451-467 E. Ohio St. Chicago Illinois U.S.A.

NO PHONOGRAPH COMPLETE WITHOUT IT!

MORE ESSENTIAL TO A PHONOGRAPH THAN A SELF-STARTER TO AN AUTOMOBILE

PRESS THE BUTTON WITH ONE FINGER

THE DEALERS' MOST PHENOMENAL SUCCESS

THE SIMPLEST, MOST NECESSARY DEVICE IN PHONOGRAPH HISTORY

SHOULD YOUR JOBBER NOT SUPPLY YOU, WE WILL

VACUUM RECORD LIFTER

INVENTED BY JOSEPH MENCHEN, INVENTOR OF THE FIRST LIQUID FIRE APPARATUS USED BY THE ALLIED ARMIES

SUCTION LIFTS THE RECORD INTO YOUR HAND

WHAT IT IS —

A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES —

LIFTS THE RECORD SAFELY - SAVES BRUISED FINGERNAILS - BY SIMPLY PRESSING A BUTTON THE PRESENT UGLY DAMAGING METHOD OF REMOVING THE RECORD IS ELIMINATED - A 1919 MASTER PATENT

PRICES NICKEL PLATED $2.50 COMPLETE
GOLD " 3.50 "

VACUUM RECORD LIFTER, LTD.
701 SEVENTH AVE., NEW YORK

NO RECORD SAFE WITHOUT IT!

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD - - - LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - - - LONDON, E. C., ENGLAND

Caravan Convention of Edison Dealers an Immense Success

Program Including Five Playlets by Wm. Maxwell, Addresses by Noted Personages, Business Discussions and Tone Tests, Presented in Succession in New York, Chicago and San Francisco—Convention Ends With Big Banquet—Hosts of Dealers in All Sections in Attendance

The Edison Dealers' Convention this year was in the form of a distinct novelty, the convention being divided into three parts, held respectively in New York, Chicago and San Francisco, with a view to saving time and money to the majority of the company's dealers.

By this arrangement a large number of dealers located in the Middle West and on the Pacific Coast, who heretofore could not spare the time to come to New York to attend the former conventions, were given the opportunity to participate in the biggest and most unique trade convention ever held, by having the convention brought to them. And participate they did.

Originality was an outstanding feature of every part of the program, which fulfilled in every way its purpose to demonstrate that the

T. J. Leonard

phonograph is not a luxury, but a definite need in American home life. Numerous phases of Edison phonograph salesmanship were illustrated in a striking way through the medium of five brilliant business plays, written by William Maxwell, in charge of the phonograph industry at the Edison Laboratories, whose former productions of a similar character have created wide attention throughout the entire advertising field. Another highly interesting feature was that of having a number of celebrities, including an eminent psychologist and an American composer of international fame, address the dealers on subjects vital to their interests. In addition to this, the program included a tone-test by a widely known Edison artist and the presentation of a living picture of the September magazine advertisement, through the courtesy also of an Edison artist highly popular with the dealers. A series of open forums, in which the majority of dealers participated and without which no Edison Dealers' Convention would be complete, likewise came in for its share of interest.

Long before the opening hour on July 8, dealers began to arrive in twos and threes from all points of the compass. By 10 o'clock, the hour set to begin, the Knickerbocker Theatre, that famous Broadway playhouse, was well filled with expectant dealers, primed for immediate business. All day they came, and the second day, too, until it began to appear as though the well-worn phrase, "Standing room only," would be the only answer to greet the late-comers desiring seats. Virtually all Broadway took notice of the event, which was new even to that famous thoroughfare.

T. J. Leonard Opens Convention

Promptly at the designated hour, Thomas J. Leonard, general sales manager of the Edison Laboratories, stepped out on the stage and made the address of welcome. At the end of his address the house curtain rose, exposing the special Edison Caravan Convention drop curtain, whereupon he introduced the chairman of the convention, F. F. Christine, Edison dealer at Stroudsburg, Pa.

Wm. Maxwell's Address

Immediately following the formal opening, William Maxwell addressed the dealers on behalf of the Edison Laboratories in a talk entitled, "Judge Them By Their Deeds," in which he said:

"A long, long trail—it has been all of that. You and we have met many adversities and endured many disappointments. The weight of these has rested heavily upon all of us—perhaps upon no one more heavily than upon myself. However, as I look back over the past six years, a somewhat consoling thought comes to my mind. This is the thought: If everything had been smooth sailing from the beginning we would not be here to-day. We would still be hedged about by the traditions of the talking machine business. There would be no Edison spirit, such as is manifested here this morning, and Edison salesmanship would not be what it is to-day—a thing utterly apart from talking machine salesmanship.

"The hand of Providence, guiding the genius of Edison, has placed in our custody an instrumentality which, if properly employed by us, will make music, next to religion, the greatest and best influence in the world. In the hard school of adversity we have been purged of the methods and have cast off the limitations of the talking machine business. We have been made fit for the part that we are to play in the destiny of the greatest human art—music.

"I regard my appearance here to-day as a sort of farewell appearance. For several years I have come before you dealers with apologies for the past and promises for the future. The need for this is passing into oblivion and when the tour of the Caravan Convention is ended I shall drop forever the role of official apologist. I hope to attend a great many Edison Conventions in the future, but this is the last convention at which I shall offer the slightest word of excuse for non-performance on the part of our manufacturing laboratories.

"A year ago you had three chief causes for concern:

"First—The supply of cabinets.

"Second—The surface of the Re-creations.

"Third—Increased production of Re-creations.

"We promised to make good on cabinets. We have done so.

"We promised to give you a smooth Re-creation. We have done so.

"The third question looms large in your minds to-day. We have arrived at a point where it is possible to place a business man in charge of the Re-creation manufacturing laboratories. We have reached a stage where it is possible to divorce experimental work from manufacturing operations. The manufacturing technique has been stabilized to an extent that makes it safe to design automatic machinery to facilitate production. In other words, we are all set. The proposition has been turned over to Fred C. Pullin, who was recently appointed manager of the Re-creation manufacturing laboratories. Mr. Pullin regards his appointment as the one big opportunity of his career and he expects to achieve a success that will be almost startling in its scope and character. As all of you know, mould production is the neck of the jug in the manufacture of Edison Re-creations. Mr. Pullin is devoting most of his attention to the proper distribution of mould production and, like a good

William Maxwell

general, is accumulating reserves. This plan is temporarily limiting production, but in a very short time, when his reserves are completed, he will have his production stabilized so that future supplements and reissued blocks of catalog numbers can be put through exactly on schedule. For example, all of the moulds for the November supplement will be completed before a single print is made. Then all of them will be put on at the same time and the end of the run can be calculated almost to an hour.

"You will perhaps wonder why this has not been done in the past. Some of you undoubtedly have had sickness in your homes, which required the presence of trained nurses, and you will recall, no doubt, that the diet cooking in the kitchen was very disturbing to the regular culinary operations of the household. The experimental work, which for several years has of necessity been done in the manufacturing laboratories had about the same disturbing effect on manufacturing operations as a trained nurse's activities produces in the family kitchen.

"The experimental men have done a good work. We owe a great deal to them, but we are glad to see them leave, just as any family is glad when the trained nurse's services are no longer needed.

"Disc Re-Creation manufacture is up to Mr. Pullin and his assistants. He is unfettered and

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CARAVAN CONVENTION OF EDISON DEALERS AN IMMENSE SUCCESS—(Continued from page 207)

untrammeled. All of the money that he needs will be placed at his disposal. The results will speak for themselves. I have unlimited confidence in Mr. Pullin and I believe that my confidence is shared by all of you.

"Stabilized production means the prompter issuance of timely selections and this is an accomplishment which we have very definitely in mind. I think adequate provisions have been made to insure that in the future so-called hits will be issued in timely season.

"Stabilized production also means that we can deal with new talent more intelligently and satisfactorily than has been true in the past. We have recently contracted with and shall shortly announce the engagement of a woman whom we consider is destined to earn recognition as the world's greatest dramatic soprano. Other important negotiations are pending and from time to time there will be news of interest and moment. We particularly welcome the opportunity to compare our Re-Creation of an artist's performance with talking machine reproductions thereof and we hope for noteworthy developments along that line.

"All of you know that the general business conditions which prevail to-day were anticipated by us many months ago. All of our plans during the past twelve months have had these conditions definitely in mind and they can be turned to your advantage if you will only take the proper steps. Your banker can give you the necessary line of credit and will do so, if you will make an Edison booster of him. I hope that every one of you here to-day who has not already sold an Edison phonograph to his banker will go home with the determination to do so. Convert your banker into an Edison enthusiast at the earliest possible moment.

"You are all aware that Edison prices have increased less than 15 per cent since 1914 and that a portion of this increase is war tax. Other manufacturers, in the same period of time, have made increases ranging from 50 per cent to 100 per cent—and I say to you, as a matter susceptible of absolute and indisputable proof, that our margin of profit in 1914 was narrower than that of any other established manufacturer. Mr. Edison passed up millions in profits he might have made and stood the gaff in order to insure the future of this business. Many dealers are now beginning to cash in on this far-sighted policy. Every one of you should do so. The

Dr. W. V. Bingham

public will be increasingly slow to buy, unless it is satisfied that prices are right. You all know that Edison prices are right, and it is up to you to let the public know what you know. We may have to increase our prices this Fall, but we shall make every effort to avoid doing so.

"Before concluding I want to say a word about the fourteen sales propositions. They were prepared because we believe there would be a slowing up of general business in 1920. These propositions, properly carried out by you and the laboratories, will overcome any tendency on the part of your public to curtail its buying. This has already been demonstrated in localities which have been acutely affected by the transportation tie-ups. A 100 per cent increase in your business this year is not too much to expect. The business is waiting for you, if you will go and get it.

"This convention will sound a new note in Edison merchandising. It marks the beginning of a new epoch in the music trade. All of us have learned how to sell music, as music, but the great big outstanding thing about music is what music will do for you, and, when we have learned to sell that—in other words, 'The Thing Beyond the Thing Beyond'—we shall have made

Thos. A. Edison

the Edison phonograph business as solid as the flour business, or the meat business, or any other business that deals in the necessities of life.

"We have traveled a long, long trail together. At times the road has been difficult, but we have surmounted the difficulties, and to-day we are where we can look down into the enchanted valley and see spread before us in beautiful prospect the realization of all of our dreams. What we see is not a mirage. It is a reality—a reality which means profits and prestige for all of you, but, above and beyond that, the satisfaction of knowing that you are engaged in a great and constructive work."

Sales Aid Service Discussed and Demonstrated

Sales Aid Service, the first of the sales promotion plans to be discussed, was introduced in a striking way by the presentation of "It," a comedy in one act, and the first of the plays on the program. The scene took place in the living room of a cottage and showed how a live Edison dealer gives Sales Aid Service to the Edison phonograph owners in his community. After overcoming, one by one, the numberless objections put up by the lady of the house, the salesman-inspector finally succeeds in transforming a not too enthusiastic owner into a live Edison booster. Then followed the open forum, led by J. J. Menton, of Paterson, N. J., and a discussion of canvassing, another closely related subject, led by H. Lester Marvil, of Waycross, Ga.

Dr. Bingham's Interesting Talk

"The Thing Beyond the Thing Beyond," or "What Music Will Do For You," the most talked of subject in the Edison business, and referred to by Mr. Maxwell in his address as the big outstanding thing about music which all interested in the Edison phonograph business must sooner or later learn to sell, was the subject of the next address shown on the program and was made by Dr. W. V. Bingham, director of the Division of Applied Psychology at the Carnegie Institute of Technology at Pittsburgh. At the International Musical Congress in Paris, in 1914, just before the war broke out, Dr. Bingham read a paper summarizing the results of all the research that has been carried out by means of the phonograph, in studying exotic music, the songs of savages and primitive peoples in all parts of the world, and his fondness for music leads him to be particularly concerned about the effects of music on human nature.

The Second Edison Play

"I Saw Your Ad," according to the program "A near allegory—at any rate, not a play," followed, and depicted the right and wrong way to give the realism test, one of the psychological factors in selling the New Edison. The open forum on this subject was led by S. A. Phillips, of Morgantown, W. Va.

"After the Nut Is Off"

"After the Nut Is Off," another comedy, opened the subject of compensation of salesmen, the discussion of which was led by H. W. Brooks, of Springville, N. Y.

THE SECOND DAY'S PROGRAM

On the second day, the enthusiasm was even greater than on the first. Perhaps this was because the kind of enthusiasm nurtured by Edison dealers is of a particularly contagious sort, or perhaps it was because so many big things were promised for the second day.

Message From Thos. A. Edison

The sessions opened with military promptness and began with a message from Thomas A. Edison, entitled "Ten Years From Now," and delivered by his son, Charles Edison.

"Ten years on the calendar, or in the life of a man, is a considerable period of time, but, when we build for the future, a decade is a small measure.

"There are several major arts, and, of these, music, in my opinion, is the greatest. The masterpieces of music appeal to practically everyone, because the appeal is in a language that is understood by everyone. Literature, painting and sculpture, even in the Golden Ages of those arts, had a restricted circle of appreciation, for the reason that many of the higher manifestations of literature, painting and sculpture require education as a prerequisite of appreciation. Not so with music. If a man tells you he has written a masterpiece of music which is not understood, or appreciated, by the public, he states what is a manifest absurdity. The real masterpieces of music live on, from gen-

Chas. Edison

eration to generation, because in theme and form they are concordant with those finer emotions which we call the best impulses of the human heart.

"From the earliest days of which we have any history, or traditions, music has been recognized as capable of exerting a great influence for good upon the human mind. However, the

CARAVAN CONVENTION OF EDISON DEALERS AN IMMENSE SUCCESS—(Continued from page 208)

influence of music has heretofore been restricted, because the number of competent musicians is comparatively small, and music, unlike books, could not be multiplied at will and distributed throughout the world at a cost within the reach of everyone.

"The phonograph did much to change this condition, but the ordinary phonograph, as we have known it, had rather definite limitations and fell somewhat short of conferring upon its owner all of the pleasure and benefits that can be derived from good music. The greatest shortcoming of the phonograph was its lack of realism, and, as you know, it is this shortcoming which I have sought to overcome. The result is a degree of realism in our present phonograph which is baffling to even the most expert ears.

"We now have a phonograph which suits me very well and a method of manufacturing our records, or re-creations, that gives us a very satisfactory product. In fact, our present product accomplishes the first phase of my ambition to bring the full benefits of music within the reach of everyone, no matter where he may live.

"The circumstance that we have such an instrument places upon you dealers and upon us a certain ethical responsibility to the public. In discharging this responsibility we are likely to be well paid for our efforts, but I desire to impress upon your minds that the natural development of this business will tend to make you exponents of a great art, as well as distributors of merchandise.

"I have been quoted as desiring to see a phonograph in every American home. What I want to see in every American home is music, so realistic and so perfect in its rendition as to be an unending source of benefit and pleasure. To this object I am prepared to devote every energy and all of the resources at my command. We do not contemplate radical changes which will disturb and embarrass you, but we intend to progress in such a way as to keep constantly alive the public's interest in music, and in our phonograph, as the most comprehensive means of enjoying the benefits of music.

"The business management of our phonograph industry will shape our business policies in a way that is calculated to meet every condition that will arise, and to stimulate a steady growth of your Edison phonograph business.

"Ten years from now I believe that our phonograph will be recognized throughout the world as the greatest factor in music, and that the benefits of music, as re-created by our phonograph, will be so universally recognized that this industry will be admitted to an indisputed place among those most essential to the mental and moral well-being of the human race.

"I feel that you can safely rely on the Edison phonograph business as a permanent and enduring business and I give you my assurance that we shall spare neither money nor effort in that behalf."

The Cast of the Plays

The cast for the plays, chosen for its ability to characterize the kind of individuals common to the life of the average Edison dealer, did its part in an excellent manner. Miss Vera Leonard, recently in "Aphrodite," who is considered by many to be the most beautiful woman on the American stage, took part in each of the plays, as did J. Sydney Macy, who was remembered by dealers as having created the part of "Zebulon Old Father" in last year's convention. Gene Lockhart, who played the comedy parts, was uproariously funny, and his singing between the scenes of the plays was particularly well received. All of the plays were under the direction of D. B. Babcock and J. S. Macy. The scenery was from the studio of John H. Young.

A Live Advertising Talk

"The Hook in Advertising," the next subject on the program and a dominant feature of this year's national Edison advertising campaign, was discussed by John Lee Mahin, representing the Federal Advertising Agency, which is now handling the Edison national advertising copy. Mr. Mahin is the man who coined the word "Certainteed," persuaded the N. K. Fairbanks Co. to change Fairy Soap from an oblong to an oval cake, and had a negro waiter in a Chicago restaurant photographed to make the well-known Cream of Wheat trade-mark. His talk was particularly interesting to the dealers.

Thomas Chalmers in a Tone-Test

Thomas Chalmers, considered the most popular American grand opera baritone, then created a furore by appearing in an Edison tone-test, similar to those which have been witnessed by more than two millions of people since their inauguration a few years ago. Mr. Chalmers enjoys the distinction of having sung more roles at the Metropolitan in recent seasons than any other baritone. His popularity as an Edison

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Scenes from the Five Plays Presented During Edison Dealers' Convention

1. "It"; 2. "I Saw Your Ad";
3. "After the Nut is Off";
4. "Detected"; 5. "I'll Say She Did".

THE EDISON CARAVAN CONVENTION

(*Continued from page 209*)

artist brought added interest to the occasion and the performance was received with considerable enthusiasm, expressed in the generous applause which followed and which delayed the progress of the convention for many minutes.

A Talk on "American Music"

"'American Music,' by an American composer whose work has won him international fame," is the way the next number appeared on the program. Henry Kimball Hadley, who perhaps has done more than anyone else to gain world-wide recognition for the modern school of American symphonic music and opera, and who has composed more than two hundred pieces of music of every classification, was particularly

Prof. Henry Kimball Hadley

qualified to address and interest the dealers on the subject chosen.

"I'll Say She Did"

Another of William Maxwell's plays entitled "I'll Say She Did" then followed and opened the subject of window displays, after which the open forum was opened by Harry Somers, of Philadelphia, who talked on "The Worth of Windows." D. B. Babcock, who is associated with the Edison Laboratories, also spoke on the subject of "Window Displays."

Living Picture of September Advertisement

After this came a presentation of a living picture of the September magazine advertisement, through the courtesy of the great xylophonist, Signor "Friscoe," also highly popular as an Edison artist. Since the inauguration of the 1920 sales promotion plans by the Edison Laboratories, of which the advertising campaign is by far the most popular, Edison national advertising has excited considerable comment throughout the entire field and probably has attracted the attention of more people than any other

Thos. Chalmers, Baritone

phonograph advertising. The advertisement to appear next September will feature Signor "Friscoe," whose popularity and distinction were well described in the remarks made by the chairman in introducing him.

The Diamond Amberola

The Diamond Amberola also came in for its share of the glory. With the orchestra playing "You'd Be Surprised," J. W. Scott, Amberola supervisor, and for many years associated with the Edison Laboratories, stepped out on the stage and talked to the dealers on his favorite subject. While he has no ill-feeling toward the disc, Mr. Scott regards the Amberola as the one best bet and his enthusiasm grows greater year after year. He is known personally to Edison dealers in every State of the Union and throughout Canada and probably no one in the Edison organization is better fitted to discuss the little brother of the New Edison disc.

As a result of Mr. Scott's remarks, dealers immediately caught the contagion of his unbounded enthusiasm and many expressed the opinion that this year will establish a record in the history of the Diamond Amberola business that will exceed all expectations.

Edison re-creation concerts, another one of the Edison sales propositions, was also a topic of discussion, led by Harry Meyer, of Pittsfield, Mass.

The last of the plays was a farce comedy in one act entitled "Detected," the scene of which took place in an Edison dealer's demonstration room and which introduced the subject of the turn-table discussion of which was led by A. D. Elster, of Meriden, Conn.

Conventions in the West

At the Blackstone Theatre in Chicago, where the New York convention was duplicated on July 12 and 13, the same interest and enthusiasm prevailed. The attendance in both of these cities exceeded all expectations and included many dealers who had not registered in advance, but who had decided at the last minute that they could not afford to miss the event.

The program was alike throughout, except for the fact that a different dealer chairman presided at each of the conventions and that the discussions by dealers were led by different dealers.

At Chicago the chairman was James P. Lacey, Peoria, Ill., and the discussion on Sales Aid Service was led by William Scott, of Chicago, while that on Canvassing was led by Clarence Ream, of Fairmount, Minn. Berthold J. Newburger, of Joplin, Mo., led the open forum on the Realism Test, and the Compensation of Salesmen was discussed by J. Adam Reinemund, of Muscatine, Ia.

The subjects on the second day, namely, The Worth of Windows, Re-Creation Concerts and the Turntable were led at the Chicago meeting by A. F. Odell, of Quincy, Ill., William Ritt, of St. Peter, Minn., and Lowell Neff, of Logansport, Ind.

Following the Chicago meeting, the convention will be held at the Columbia Theatre, San Francisco, Monday and Tuesday, July 19 and 20. In San Francisco the chairman will be James T. Fitzgerald, of Los Angeles. The discussion on Sales Aid Service will be led by Mark A. Sawrie, of Selma, Cal.; on Canvassing by R. J. Coates, of Jerome, Idaho; on the

Room No. 1501
51 East 42nd Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone,
Vanderbilt 5464

Show Windows *vs.* Sales Windows

THE conversion of your dealers' windows from *show* windows into *sales* windows is grounded in practical merchandising, sound advertising and a perfect adaptation of definite art principles.

To sell goods is the preconceived object and the *test* of an Einson Litho window display.

To the creation of selling windows and other Lithograph material the Einson Litho brings an organization of thoroughly schooled merchandising men and experienced advertising men who express themselves through the medium of a completely equipped art studio and a modern lithograph plant.

National advertisers who desire to capitalize their dealer opportunities will find food for thought in our "Portfolio of Selling Windows"—sent upon request of an executive.

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INCORPORATED

NEW YORK
71 WEST 23rd ST.

CHICAGO
332 S. MICHIGAN AVE.

CARAVAN CONVENTION OF EDISON DEALERS AN IMMENSE SUCCESS—(Continued from page 210)

Realism Test by H. N. Jamison, of San Francisco, and on the Compensation of Salesmen by F. K. Joslyn, of Riverdale, Cal. The several discussions in the second day session were led by H. E. Roberts, of Wenachee, Wash.; S. S. Hockett, of Fresno, Cal., and W. J. Carson, of San Francisco. The various talks were greatly enjoyed by all in attendance.

The Banquet on Friday Night

On the evening of July 9, as a fitting climax to the entirely successful Edison Caravan Convention held in New York City, the Edison jobbers of the Eastern section of the United States tendered a sumptuous banquet in honor of and to the Edison dealers who had attended the two-day session at the Knickerbocker Theatre. The banquet was set in the Grand Ball Room of the Hotel Commodore, which was filled to capacity and decorated along patriotic lines. At one end was a well-constructed stage, in front of which sat, or rather for the most part played, Earl Fuller's Orchestra.

The hosts of the evening, to be more specific, were the Edison jobbers of Albany, Atlanta, Boston, Montreal, New Haven, New York, Pittsburgh, Philadelphia, Richmond, St. John's, Syracuse, Toronto and Williamsport.

Preceding the banquet the dealer-guests, the jobbers and the representatives from the Edison Laboratories joined in a reception held in the grand foyer. Then the doors to the banquet hall opened and from that time on everybody tried to simultaneously look, listen and eat.

The dinner itself was a marvel of the epicurean art. It lasted from eight till one in the morning, during which time there was a steady entertainment provided by what the program too modestly described as "some of the highest-class vaudeville performers on the stage to-day." This dinner show talent was secured through the private entertainment bureau of the B. F. Keith Theatres and staged under the personal direction of Frances R. King. Every act was of the kind that is used to electrify Broadway. Among the artists were the Mason & Dixon Jazz Band, Mang & Snyder, the celebrated tumblers; Pat Rooney and Marion Bent and company, Cecil Cunningham, who was superb in her imitations; Walter Kelly, the far-famed judge from a Virginia court; Keegar & Edwards in song and dance, the Farber sisters in their comedy songs; Robins, the walking music store; Eddie Cantor, with his spicy Ziegfeld songs; Leonia LeMar, the bewildering psychic and mind-reader, and the Causinos in Spanish dance. The dinner lasted late, as has been previously

(*Continued on page* 212)

Those in Attendance at the Caravan Convention of Edison Dealers in New York, July 7 to 9

THE NEW EDISON
THE PHONOGRAPH WITH A SOUL
from
SYRACUSE, N. Y.
By
FRANK E. BOLWAY & SON, Inc.
Exclusive Edison Distributors

CARAVAN CONVENTION OF EDISON DEALERS AN IMMENSE SUCCESS—(Continued from page 211)

stated, but with talent like this garnishing the festive board it is easily manifest why everyone was on the tip of his toes through this notable dinner.

But that was not all. When the dinner, with its dinner show, reached the finale an impromptu concert was given by a number of Edison Re-creation artists who attended the banquet. William Maxwell took the floor to introduce them, but before proceeding with the concert proper called for a three-cheer vote of thanks for Mr. Christine for his excellent work as convention chairman and for Ernest Cutting, director of Earl Fuller's Orchestra. Both were given with a right good and sonorous will, and right here we want to add that Mr. Christine fully qualified as a super-good convention leader and Ernest Cutting batted throughout the convention somewhere up in the Babe Ruth class.

The first Edison artist to sing was Marie Rappold, of the Metropolitan Opera Co. She was followed in turn by Helen Clark, Al Bernard and Ernest Hare, Cecile Arden, of the Metropolitan Opera Co.; Gladys Rice, Helen Davis, Signor Friscoe, on the xylophone; Betsy Lane Sheppard, Thomas Chalmers, of the Metropolitan Opera Co., and Marie Tiffany. Each one of the Edison artists sang beautifully and the informal character of their concert went far toward promoting a feeling of personal friendship between the artists and the men who are out on the firing line offering their Re-creations to the American public.

William Maxwell closed the concert by calling for a rising vote of thanks to the Edison jobbers for their wonderful hospitality, after which the "call of the dance" held sway until quite late in the morning.

Banquets in the West

Similar banquets were rendered by the Edison jobbers of the Middle States, when the caravan reached Chicago in the Medinah Temple, and by the West Coast Edison jobbers in San Francisco at the St. Francis Hotel.

How Edison Promotes Research Work

For nearly a year, Thomas A. Edison has been promoting research work, for the purpose of analyzing the mental and emotional reactions of human beings to music. Dr. W. V. Bingham, director of the Division of Applied Psychology at the Carnegie Institute of Technology, has been in charge of the work, assisted by Dr. C. H. Farnsworth, of Columbia University, and other internationally known authorities. The entire expense of the research work is being defrayed by Mr. Edison and the results are to be dedicated to the public.

Mme. Marie Rappold

While it is not probable that the results of Dr. Bingham's work will be revealed to the public for some little time, it is understood that very definite principles of mental reaction to music are revealing themselves and that the real value of music to humanity will be much better understood in the future than has been the case in the past.

Another of Mr. Edison's ambitions is to develop widespread interest in music on the part of the American people, and he recognizes that, to accomplish this, typically American standards of judgment must be created. The Edison Laboratories consider themselves exceedingly fortunate, therefore, in being able to induce Henry Kimball Hadley to address the dealers at the conventions on this vital subject.

Mr. Hadley's career qualifies him adequately to speak on this subject. At the age of twenty he composed his first orchestral piece, the overture "Hector and Andromache," performed in New York under Walter Damrosch. Since then Mr. Hadley has composed over two hundred pieces of music of every classification—many of which he himself conducted with the world's greatest orchestras.

His work is modern in freshness and buoyant individuality. The gift of melody is his in greater degree than it is of any other American composer.

Over the Sands With the Caravan

The Edison Caravan Camels Hump a Few.

The dealers and others attending the Edison Convention without exception followed the advice offered in the program which read: "Don't take any wooden money—or alcohol. Despite what is said by one of the characters in the skit, 'After the Nut Is Off,' there is no perfectly safe booze for sale in New York."

And yet, at that, during the repartee between Signor Friscoe, the mighty xylophonist, and members of the audience, when Friscoe said it couldn't be had in New York, some Conventionite rejoined that he would get it if Friscoe would pay.

The Edison Caravan Train Under Way

Another thing the Friscoe act brings to mind is that beautiful rendition by a certain young lady of the Humoresque. "Humty-ump-tee"—remember?

Earl Fuller's orchestra certainly was on the job in superlative form during the caravan.

As a sales manager and chief executive of the phonograph division, William Maxwell is a great playwright. As a playwright he makes a durn good salesmanager and chief exec. All of which means he rings the bell at both.

The recently appointed advertising manager, R. B. Gregg, thought he was going to get a joy ride all the way to California without having to make a speech, but John Turner brought him into a nicely handled discussion on envelopes.

F. F. Christine as chairman of the New York Caravan, certainly looked like a million plus in his form-fitting buff alapaca—or was it a Palm Beach.

Frank E. Bolway and his "on-your-toes" associates from Syracuse were certainly real enthusiasts. Not surprising, for the "Salt City" is "some" town.

When last seen in New York the Caravan was boarding the Twentieth Century for Chicago. The Edison Caravan travels on a pretty speedy camel, n'est-ce pas?

Mrs. Hadley certainly sang beautifully, when her talented husband, Prof. Hadley, played a few of his original compositions at the close of his address on American music.

The press owes a vote of thanks to Mr. Wheeler for his hearty co-operation.

Quality Sapphire Needles

FOR PATHE **FOR EDISON**

Grand Prize and Gold Medal

AMERICAN MANUFACTURED

SAPPHIRES

Highest Grade—Finest Workmanship

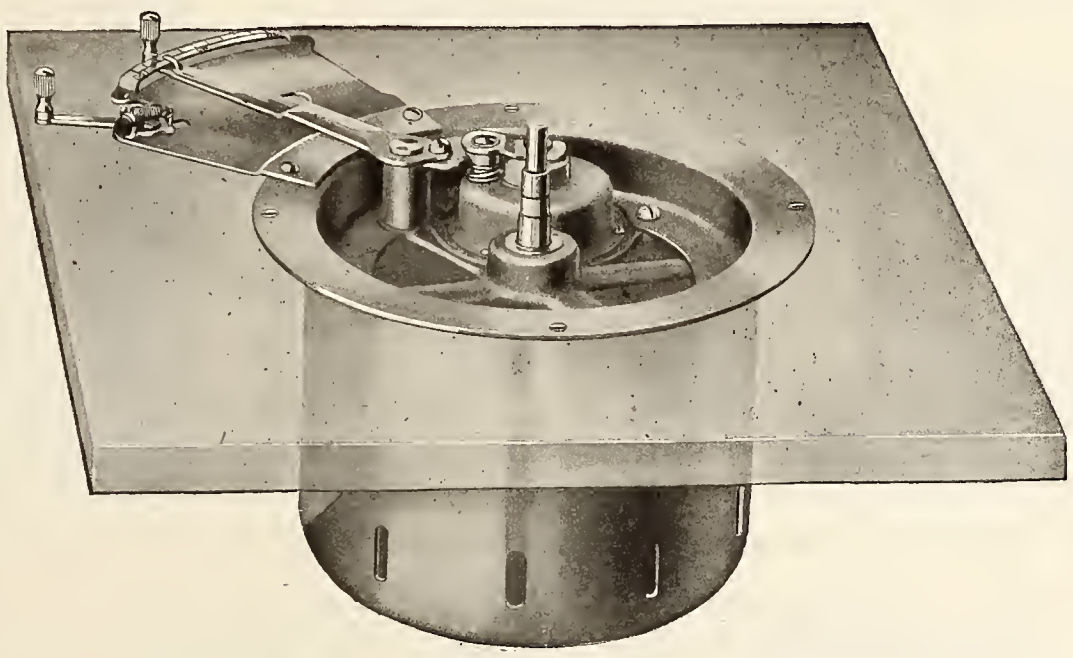
Book Your Orders Now for the Fall Season

JOHN A. BOTTA Suffern, New York

The Best Phonograph Wins

and the best phonograph is the one equipped with the best motor.
Insure your future business by installing the

Universal Master Motor No. 20



Let the Universal Master Motor No. 20 sell your Phonographs. Its unique and dependable features are talking points that will solve your selling problem.

We are still able to take on a few more customers so write or wire immediately if interested

Universal Stamping & Mfg. Co.

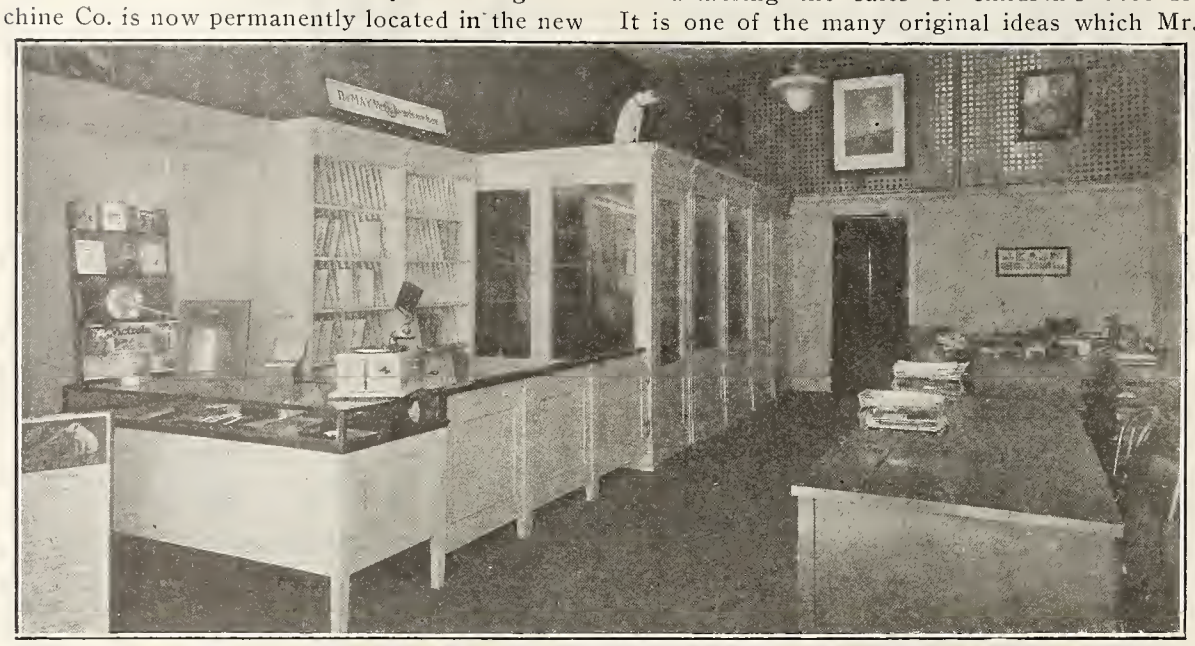
1917-1925 S. Western Ave., Chicago

UNIVERSAL

ELYEA COMPANY HAS NEW LOCATION

Idea Shop Is Attractive Feature of New Home of Atlanta Concern—W. R. Lewis Now Traveling Representative in Southern Territory

Atlanta, Ga., July 7.—The Elyea Talking Machine Co. is now permanently located in the new quarters next door to the Elyea Co., from which it is an outgrowth. The interior not only includes spacious executive offices, but also a service department and idea shop, which is shown in the accompanying photograph. A close inspection of the photograph will show a small model Victrola painted in white, decorated with small animals appealing to children. This talking machine was gotten up especially for use in furthering the sales of children's records. It is one of the many original ideas which Mr. Bibighaus is successfully putting into practice.



Service Department and Idea Shop of the Elyea Co., Atlanta, Ga.

B. F. Bibighaus, Mgr.

W. R. Lewis, Trav. Rep.

Since B. F. Bibighaus became manager of the company he has instituted this idea shop, which he believes is only a small part of the service which a Victor jobber can render Victor dealers. The recent appointment of W. R. Lewis as traveling representative of the Elyea Co. proves even more conclusively that the new policy of the company is that of co-operation with their clients. W. R. Lewis has been connected with the Victor Co. and has had much practical experience in furnishing sales ideas in sales promotion important to Victor dealers.

The man who advertises for three months and quits is a great admirer of staying power in a horse.—Class Magazine.

TO PRESS RECORDS IN BROOKLYN

Densite Products Mfg. Co. Now Equipping a New Factory in That City

The Densite Products Mfg. Co., New York, has secured a two-story factory building in Brooklyn and is installing a record pressing plant, which it is believed will be ready for operation about August 1. The company's capitalization was increased recently to permit expansion in the record field. H. E. Marcus is president of the company, L. Carr is treasurer, and S. Carr, secretary and general manager. S. Carr is a graduate engineer and has specialized in industrial and consulting engineering work.

TO DISTRIBUTE NEW NEEDLE

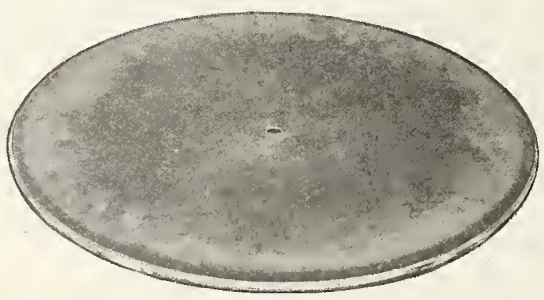
Andrew H. Dodin Secures Eastern Agency for the Fletcher All-Tones Needle.

Andrew H. Dodin, well-known talking machine repairman and dealer, at 28 Sixth avenue, New York, has just secured the distributing rights for New York and vicinity for a new semi-permanent talking machine needle known as the Fletcher All-Tones Needle, the invention of Theodore Fletcher, of San Antonio, Tex. The needle is so made that by changing its position in the needle holder it can be made to play loudly or softly as the occasion demands, and it can be made also to produce practically any intermediate volume of tone.

Mr. Fletcher, inventor of the needle, together with M. B. Nix, also of San Antonio, are at present in New York for the purpose of demonstrating the model of a new type talking machine and a new recording process which when perfected will make it possible to produce records that will play for twenty minutes or more and carry practically the whole score of an opera.

The lull in retail buying should serve to bring out some real salesmanship.

TALKING MACHINES OF THE HIGHEST STANDARD HAVE TURNTABLES EQUIPPED WITH



GRAND PRIZE GOLD MEDAL

A.W.B. Boulevard VELVETS

ST. LOUIS EXHIBITION

VELVETS, VELVETEENS, PLUSHES

Add to the Quality and Attractiveness of Your Machines and Use A. W. B. Boulevard Velvets

Write for Samples and Prices

A. WIMPFHEIMER & BRO., Inc.

ESTABLISHED 1845

450-460 FOURTH AVENUE NEW YORK

CHAMBER OF COMMERCE ORGANIZES AN EXPORT BUREAU

Gathering of Directors of the Music Industries Chamber of Commerce at Atlantic City Productive of Excellent Results—Export Bureau to Be Established and Monthly Bulletin Issued

ATLANTIC CITY, N. J., July 4.—One of the outstanding features of the well-attended meeting of the directors of the Music Industries Chamber of Commerce, held at the Hotel Traymore recently, was the decision to add a new Export Bureau to the Chamber's department, the new Bureau to be in charge of an experienced export man and equipped with proper facilities for carrying on the work for the entire industry.

The directors also voted to publish monthly an official bulletin of the Chamber. This monthly publication will be sent to all of the members of the various member associations of the Chamber and individual members, comprising a total mailing list of about 3,500. It is distinctly a house organ of the Chamber and will not carry any advertising. It will contain the monthly reports of the activities of the various bureaus of the Chamber and information concerning the purposes of the Chamber and other material of interest to the members.

© *Underwood & Underwood*
Richard B. Aldcroftt, President

The next convention of the Chamber and its annual meeting will be held in May at the Congress Hotel in Chicago, the exact date to be settled by the president, after consultation with the officials of the various member associations, who will hold their convention at the same time.

The former standing committees of the Chamber have been abolished and the president was instructed to reappoint the salaries and finance committee with additional committees, so that it will be representative of all branches of the industry and also to appoint the following committees: Legal and legislative committee, better business committee, committee on the advancement of music, export committee and trade information service committee.

These committees will be advisory committees for the various bureaus of the Chamber and will be available for consultation by the bureau in question and will make investigations, reports and recommendations to the directors for action upon matters of policy and activity.

The general manager was instructed to take measures preparatory to the incorporation of the Chamber, which at present is an unincorporated association. The final details connected with the incorporation will be passed upon at the next meeting of the board. In connection with the incorporation there will also be a revision of the constitution and by-laws of the Chamber, made necessary by growth and enlargement of its activities.

The committee considered and voted favorably on referendum 31 of the Chamber of Commerce of the United States of America, being the report of the Special Committee on Public Utilities concerning regulations of employment relations to public service corporations.

The directors voted to contribute to the erection of a building in Washington for the Chamber of Commerce of the United States, which will serve as headquarters for the nation's business in Washington. This is in accordance with the policy of the Music Industries Chamber of Commerce to co-operate with the National Chamber upon important business questions of a national character affecting this industry.

GETS IMPORTANT REPRESENTATION

L. A. Schwarz, manufacturers' representative, New York City, has recently been appointed representative of the Penn Victor dogs for his territory. During the Victor convention week he served as representative of the Penn Phonograph Co., of Philadelphia, in promoting their famous plaster paris miniature of the Victor dog.

INCREASE DELIVERY FACILITIES

DES MOINES, IA., July 6.—Mickel Bros. Co., of this city, Victor distributors, have added another motor truck to their delivery facilities, in order to co-operate with the dealers in this territory.

H. A. Sixsmith, sales manager of the company

at Des Moines, returned recently from the Victor jobbers' convention at Atlantic City. He is enthusiastic regarding the outlook for the Fall season, and predicts that the Victor dealers in this territory will close the greatest business in their history.

Repeating Phonograph

We have developed an entirely new instrument which marks a new era in the Talking Machine industry.

The outstanding feature is the equipment of each of these new phonographs with our patented

BUILT IN

Automatic Stop,
Automatic Starter,
Automatic Repeater.

Repeats entire record or any part of it as you choose.

This wonderful new feature is not an attachment; it is an integral part of the complete talking machine.

Operated With The Motor.	The only parts which show are two small buttons and the rest for the needle.
Simple Control.	One of the buttons operates the repeating device. The other, at a touch, gives either continuous playing or stop, as desired.
Stop-Lock.	The automatic stop locks as soon as the needle is pressing on the rest. When pressure is relieved turntable at once revolves.
Accuracy.	The repeating device is so accurate that it replaces needle in the exact starting groove, placing the needle on record lighter than is possible by hand.

TO ASSURE PROMPT DELIVERY ONLY ONE MODEL IS BEING MANUFACTURED—ALL PERTINENT INFORMATION GLADLY FURNISHED TO THOSE WHO WRITE FOR JOBBER'S or DEALER'S PROPOSITION TO

The **Singerphone Company**

MILWAUKEE, WISCONSIN

VOCALION TRAVELERS' CONVENTION HELD IN NEW YORK

Managers and Travelers from Aeolian Co. Branches and From Jobbing Houses Attend Interesting Series of Business Conferences—Program Covers Five Days

There was held at the headquarters of the Aeolian Co., New York, this week the first general convention of the Vocalion travelers, for which a most interesting and elaborate five-day program had been prepared, with business and pleasure mixed in just the right proportion. The convention was attended by managers and travelers of Aeolian Co. branches in various cities of the country, together with managers and other representatives of Vocalion jobbers.

Those who attended the convention were formally welcomed by W. H. Alfring, manager of the wholesale department of the Aeolian Co., in the Green Room at noon on Monday, after which the party adjourned to the Republican Club, where, after an excellent luncheon, they listened to an address on "Artistic Ideals" by H. B. Schaad, of the Vocalion recording laboratories, and a distinctly practical talk on "Recording" by Mr. Johnson.

The first business session in the Green Room in the afternoon opened with a talk on "The Physics of Sound," by E. W. Scherr, Jr., illustrated by the Phonodik. This was followed by a talk on cabinet design and construction by W. A. Bowen, of Grand Rapids, and another talk on "Record Analysis," by T. P. Ratcliff. After each of the talks there was a general discussion of the subject.

On Tuesday morning the visitors were conducted on a tour of inspection of the recording laboratory and after luncheon at the Republican Club Charles H. Tracy awarded the prizes for the competitive sales talks. H. B. Levy, of Chicago, delivered an interesting address in the afternoon on "Why Should a Dealer Handle and Push the Vocalion," and A. A. Fair, likewise of Chicago, gave an excellent talk on merchandising. H. W. Hornberger, of St. Louis, delivered a talk on "Study Your Customers' Tastes in Music and Know Your Stock," and T. H. Fletcher, retail manager for the metropolitan district, talked on "Retail Sales." Each subject was left open for discussion. In the afternoon, also, the delegates were greeted by W. V. Swords, general manager of the Aeolian Co.

On Wednesday and Thursday the travelers visited the Long Island City factory. On Wednesday there was mechanical demonstration and practical work on Vocalion motors, under John Kaiser, and on Thursday a practical demonstration of cabinet refinishing, under George Eberhard. Thursday evening the entire party were the guests of the Aeolian Co. at the Selwyn Theatre to witness "Ed Wynn's Carnival."

The convention closed with a Friday session, when the delegates were addressed by George H. Bliss, manager of the wholesale Melodee roll department, and by George Sheffield, of the recording department. There were also several other addresses, including one on "National and Local Advertising," by V. E. D. Fuller, head of the new trade promotion department of the Aeolian Co., and another on "Printed Matter," by R. E. Wilkinson.

The convention in every way was a distinct success and the travelers went back to their respective territories with a new conception of Vocalion manufacturing, selling and advertising methods and possibilities.

Among those who attended the sessions were: From the Nordheimer Piano & Music Co., Toronto, Ont., H. H. Main, Charles Culrose and John Sprott; from the Aeolian Co., Cincinnati, D. S. Stephens and E. J. Koper; Vocalion Co., Boston, E. M. Wheatley, A. C. Barg and H. G. Stoehr; Aeolian Co., St. Louis, W. P. Chrisler, R. V. Johnson, H. C. Hornberger, S. C. Curren and F. H. Brandt; Aeolian Co., Chicago, H. B. Levy, W. A. Everly, A. A. Fair, John T. Shipplett, G. V. Travers, A. M. Devereau and G. D. Phillips; Dayton, D. E. Ahlers, E. F. Kent; Rochester, A. H. Warren; Savannah, P. E. Riley; D. L. Whittle Music Co.; Dallas, Tex., Herbert Gupton, O. J. DeMoll & Co.; Washington, O. J. DeMoll and Charles A. Watson, and from the New York offices, W. H. Alfring, V. E. B. Fuller, L. B. DeVeau, Charles H. Tracy, George H. Bliss, Oscar Ray, W. D. Fay, George Sheffield, Thomas H. Fletcher, H. B. Schaad, F. L. Young, John B. O'Brien, Henry Pinner, R. E. Wilkinson, L. A. Holley, T. P. Ratcliff, J. B. Sabath, A. T. Doty, R. W. Pain and F. D. Langford.

MAIN-SPRINGS

For any Phonograph Motor

Best Tempered Steel

1	in. x 10 ft. for	Columbia.....Each	$0.50
1	in. x 13 ft. for	Victor.....Each	0.50
1¼	in. x 18 ft. for	Victor.....Each	0.75
1	in. x 12 ft. for	Heineman.....Each	0.60
⅞	in. x 10 ft. for	Col. Pathé-Heineman Each	0.50
1⅜	in. x 16 ft. for	Heineman .....Each	1.20
1	x 16 ft. for	Saal or Silvertone....Each	0.90
1	in. x 10 ft. for	Saal or Silvertone..Each	0.60
1	in. x 16 ft. for	Sonora or Brunswick Each	0.90
¾	in. x 10 ft. for	all small type machines Each	0.45
1½	in. full size for	Edison Disc.....Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.

Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House

1000-1002 Pine St. St. Louis, Mo.

VICTROLA IN FOX NEWS FILM

Knight-Campbell Co., of Denver, Introduces Victrola in Scenes of Bathing Beauties

Denver, Col., July 6.—The Knight-Campbell Music Co., of this city, scored a big success in advertising the Victrola through the medium of the motion picture film. The Fox News Service was taking pictures of some of the bathing belles on the beaches near the city and during the filming of the pictures the Knight-Campbell Music Co. placed a Victrola on the lawns of one of the estates and the bathers came up and danced to the strains of "The Yellow Dog Blues." Miss Alice Schneider, champion woman swimmer and high-diving expert of Colorado, was shown in a close-up changing a record on the machine. The Victrola carried a large sign with the name of the Knight-Campbell Co. on it and in this way the store was well advertised. The film was shown at the local theatres and provided advertising which could not be bought at any price.

MAKE RECORDS FOR NATION'S FORUM

On page 175 of this issue of The World there appears an article relative to the speeches recorded by Senator Harding and Governor Coolidge, the Republican candidates for President and Vice-President respectively. These important records were made for the Nation's Forum, which specializes on the manufacture of records by men who are prominent in public affairs. These records will be distributed exclusively by the Columbia Graphophone Co., which distributes all records manufactured by the Nation's Forum.

PLEASED WITH BUSINESS RECORD

B. R. Forster, president of the Brilliantone Steel Needle Co., reports that the first six months of 1920 established a record in the volume of business transacted in the history of this company. "Business is good," said Mr. Forster, "and the only hindrance at the present time is the scarcity of envelope containers and the shipping conditions."

STARR Phonographs *and* GENNETT Records

Complete Stock and REAL Service

Crafts-Starr

PHONOGRAPH CO.

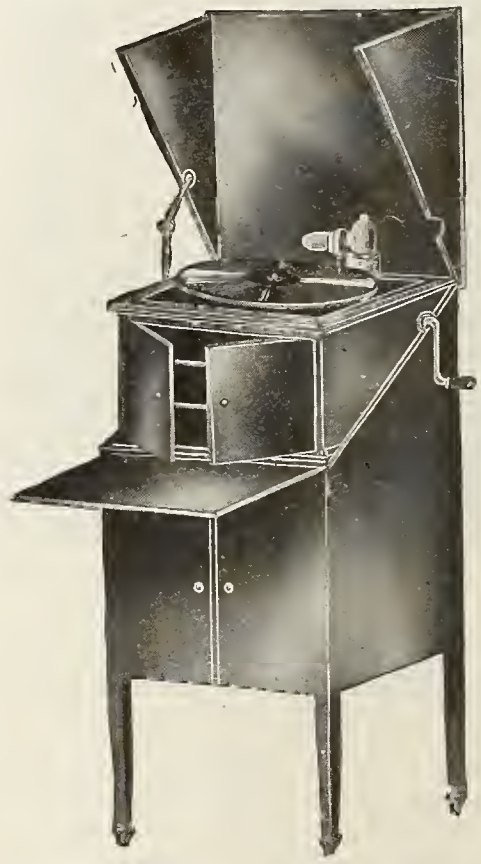
Factory Distributors
2-4-6 SOUTH EIGHTH ST., RICHMOND, VA.
Write for Dealers' Proposition

NEW STYLE OF CABINET

Berkeley Cabinet Now Ready for the Trade—Embodies Many Distinctive Features

The Berkeley Phonograph Cabinet Co., New York, has just introduced to the trade a new cabinet which involves many distinctive features. This cabinet is designed to accommodate the portable model Victrola VI.

One of the most important features of this new cabinet is the fact that the Victrola may



The Berkeley Co.'s New Cabinet

be placed in it without any adjusting or mechanical work of any kind whatsoever. It is not necessary to unwind the winding key and the machine is left intact. When the cabinet is played with the lid open, the panelled sides act as a sounding board and reflects the tone.

The company has also introduced a traveling trunk for Victrolas IV and VI, and this trunk is perfected in such a way that the instrument can be played in the trunk without being removed. Factory arrangements have been completed, and the company has established offices at 120 West Forty-third street, New York.

LARGER QUARTERS FOR FOX CO.

Prominent Bridgeport Concern Remodels Establishment and Plans Handsome Quarters

Bridgeport, Conn., July 7.—The Alfred Fox Piano Co., this city, has just consummated a deal whereby in the very near future the quarters it occupies will be increased in the neighborhood of 600 per cent. The new space is all in the present building. In chatting with Harry C. Norrish, the manager. The World learned that the window frontage on the ground floor will be remodelled along superlatively attractive lines. The ground floor will be largely devoted to talking machines and records and the upper floors to nicely fitted piano sales rooms. The Fox organization also operates retail music stores in South Norwalk and Stamford. In Bridgeport the Victrola and Edison are handled.

HOLD INFORMAL CONVENTION

Dealer Service Department of the Columbia Branches Met in Philadelphia Last Week and Transacted Real Constructive Business

An informal convention of representatives of the Dealer Service departments in the branches of the Columbia Graphophone Co. was held last week at the company's Philadelphia branch. All of the representatives of this department from the branches East of the Mississippi were present at this convention, and an interesting program that was filled with important and practical topics was scheduled during the three days' session.

H. L. Tuers, manager of the Dealer Service department, was in charge of the meetings, capably assisted by the members of his executive organization. Philadelphia was selected as the meeting place because of the fact that a Model Shop had just been installed in this branch and ideal facilities were afforded for the meetings.

The Dealer Service department of the Columbia Graphophone Co. has attained phenomenal success during the past few years under Mr. Tuers' direction, and the plans for the coming year include many important campaigns that will be of the utmost value to Columbia dealers everywhere. These campaigns are based on co-operation and service to Columbia merchants, and judging from the success of the various plans introduced by Mr. Tuers recently, the dealers will be keenly interested in the announcements that will be issued by this department for the coming year.

PATHE SUMMER SALES CAMPAIGN

Many Valuable Suggestions Contained in June Issue of Pathé News—National Advertising Campaign to Be Greatly Enlarged

The June issue of Pathé News was eight pages in size and contained a wealth of valuable suggestions for the Pathé dealer. An inspiring article by President Widmann furnished the key-note of optimism for the months ahead. As usual, Pathé News includes a large number of advertising suggestions for use in the local newspapers, the matrices for which Pathé Frères Phonograph Co. furnish to dealers without cost. Letters reprinted from distributors and dealers from all sections of the country indicate that 1920 will contain not a dull season. Summer sales campaigns are being inaugurated from coast to coast by the Pathé dealer with the objective of making 1920 a banner record-breaking year.

Pathé Actuelle in Artistic Surroundings

The national advertising campaign on Pathé phonographs and records has been considerably enlarged and now covers the newspapers in practically every large city in the United States and all the leading magazines, with a full page in the Saturday Evening Post twice a month. In New York City the Rotogravure sections of six of the metropolitan dailies are used. The total circulation reached by Pathé advertisements in the magazines is estimated at 12,000,000, while through the newspapers the Pathé ads reach over 8,300,000.

The Pathé Actuelles in period models are in demand in all sections of the country and are being sold to many handsome residences, where it is often desirable to have the phonograph harmonize entirely with the period in which the room is furnished. The Pathé Actuelle shown in the accompanying photograph now adorns the palatial home of a prominent Brooklyn citizen. Much study has been given by the craftsmen at the Pathé factory, not only to the details of workmanship but also to having the cabinet follow exactly the period it represents.

William Turner, of Buffalo, N. Y., has secured the Starr agency for that city.

VICTOR DEALERS

Turn PASSERS-BY into FOLKS WHO BUY

You can't sell merchandise to the people that *pass* your window.

They've got to come into your store.

The USOSKIN MONTHLY VICTOR DISPLAY SERVICE is bringing people into the stores of Victor dealers throughout the country.

Write for details and photographs—NOW.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

MONTALVO OPENS NEW QUARTERS

Handsome Temple of Music Formally Dedicated by Live Dealer in New Brunswick, N. J.

NEW BRUNSWICK, N. J., July 3.—There was formally opened last night on Albany street a new Temple of Music of a character that cannot be surpassed in many cities of the country regardless of size. The new temple is incorporated in the establishment of Ramon Montalvo, who in the course of a number of years has developed the largest talking machine business in this section of the country.

The new building is devoted entirely to the cause of music, and in addition to handsomely equipped, elaborately furnished and well-stocked showrooms, together with generous batteries of demonstrating rooms for Victor and Edison machines and records, includes a recital hall capable of seating several hundred people and which it is believed will become a musical center.

The new recital hall was put to good use during the opening celebration. A number of well-known singers and instrumental soloists from New York and other cities were brought to New Brunswick to take part in the elaborate program prepared by Mr. Montalvo, and following the formal entertainment there was plenty of dancing to the accompaniment of some lively music.

The new Temple of Music is a tribute not only to the business success of Mr. Montalvo, but to the musical importance of New Brunswick, and representatives of the talking machine manufacturers with which Mr. Montalvo does business attended the opening in person to extend their congratulations.

TALKERS FOR SUMMER ENJOYMENT

Houseboats and yachts as well as smaller boats and canoes have found a talking machine a useful and pleasurable thing to have on a cruise or even while lying at anchor in the harbor.

THE SUPREME

A SUPER-PHONOGRAPH possessing unusual excellencies of tone, design, cabinet work and finish, *and special features that are more than talking points.*

For Instance:—Simply pressing one button lights up the machine throughout. One dainty electric lamp illuminates the turn-table. Another throws a flood of light through the tone chamber, bringing out the beauties of the art glass grill and falling on the record drawer. Another lights up the record compartment, showing the numbers on the compartment, the list on the door and the titles on the records. The special plush-lined drawer receives the records as they are taken off the turn-table or shoves away ready for instant use two or three pet records.

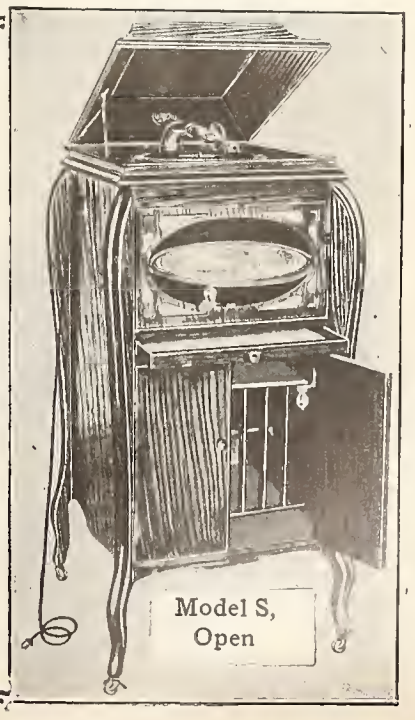
This machine makes a wonderfully attractive sales-making window display produced in several original styles

It's a high-grade machine but a quick seller :: :: :: *THE PRICE?*

STONE MANUFACTURING COMPANY
ST. LOUIS, MO.

FACTORY:
2623 OLIVE STREET

SALES OFFICES:
GAMBLE BLDG., 7th & Chestnut Sts



Picture side of record

"HITCH YOUR WAGON TO THE STARS"

and make new customers out of the 20,000,000 movie fans

TALKING PHOTOS

"SPEAK FOR THEMSELVES"

A Combination of

Phonograph Record of the voice of the star
Artistic photograph of the star
Autograph of the star

Will play on any machine on which a steel needle is used.

A most effective presentation of the great screen favorites whose enthusiastic friends are numbered by the hundreds of thousands.
One of the most attractive novelties ever introduced into the phonograph field.
An irresistible seller.
The first purchase starts the "fan" on a collection; the rest is easy.
Records by the following artists now ready:

Mildred Harris Chaplin,
Viola Dana
Mary Miles Minter,
Mae Murray,
Gloria Swanson,
Anita Stewart,
Clara Kimball Young,
Lew Cody,
J. Warren Kerrigan,
Bert Lytell
Tom Meighan,
David Powell,
William Russell,
H. B. Warner.

New issues monthly. 100 leading artists under exclusive contract. Retail price, 35c, three for a dollar. Samples on request.

Playing side

TALKING PHOTO CORPORATION,
334 Fifth Avenue, New York

Robert B. ("Patt") Wheelan, Pres.

Manufactured under exclusive license granted by Talking Book Corp.

GLEANINGS from the WORLD of MUSIC

MUSIC PUBLISHERS CO-OPERATE WITH COMMUNITY SINGS

The General Advancement of Music Materially Helped by the Sympathetic Attitude of the Publishers—Why Talking Machine Men Should Join Forces in This Good Work

During the past few years music publishers have given their most earnest co-operation to community sings. Many of the publishers issue special material for the use of bodies interested in such work. Some have even published booklets for the purpose.

There has, of course, always been a question as to the value of such work on the part of the publishers, when the sales of sheet music itself were considered, but there never has been a question of the results such publicity gives to the sales of mechanical reproduction of numbers featured in such sources.

More recently, however, the feeling of most of the publishers has been that such sings tend to give popularity to works, and create sales for sheet music, in addition to the records and player rolls of the number, where some care is taken in the manner by which such works are exploited.

All agree that such numbers as "There's a Long, Long Trail," "Smile, Smile, Smile," "Keep the Home Fires Burning" and songs of that type can hardly ever be injured from a sales standpoint by the work of community sings.

In seasons to come more and more co-operation will be given by the music publishers to the work of such bodies. The probabilities are that it will be better planned than heretofore, and an arrangement will be made whereby selected numbers will be given a measure of popularity which will redound to the sales of the song in every form in which it is issued—sheet music, record and player roll. Therefore it would appear that the local talking machine dealers should give the utmost encouragement to community sings and watch carefully the work of such bodies and give special displays, etc., to the timely numbers receiving such exploitation.

The National Bureau for the Advancement of Music at the present time, in addition to its other work, is giving much attention to factory sings or what is known as "music in industry." It is now stated that hundreds of organizations, through the encouragement and influence of the Bureau, are having sings each week, some of them are even having them twice a week and others once a day. This is creating a greater interest in music, is constructive propaganda and is a sales creator. Especially is this so when the numbers used are of the more popular variety.

Commencing with July 6 of this year, Hunter College, New York, inaugurated music classes for those interested in community sings. It is proposed by the work to turn out song leaders, and if these classes are a success, which they no doubt will be, much good material for the purpose should result. Song exploitation from community sings, factory sings, etc., will be increased and will under this new arrangement create sales for the records of all popular numbers coming into such use and no doubt the standard numbers as well.

Men Who Make Popular Songs

No. 14—Albert Von Tilzer

The success which the musical comedy, "Honey Girl," has attained in New York marks a new era in the writing history of Albert Von Tilzer, who, of course, needs no introduction to the trade.

The show is the musicalized version of the drama, "Checkers," and it is to the music to

Albert Von Tilzer

a great extent that its success is due. There are at least five big numbers in the production that are having good sales, and, as it is the intention of the producers to have several road shows the coming season, the demand for the songs will probably increase.

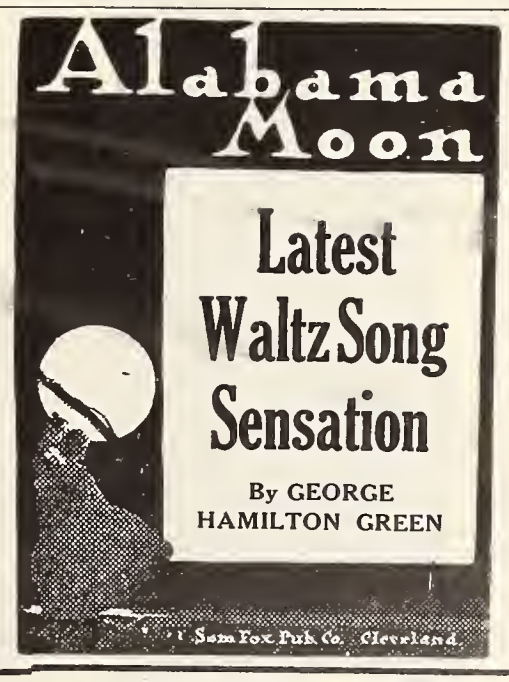
The results Albert Von Tilzer obtained in this his first musical comedy have encouraged him to further efforts in this direction, and it is now understood he will be the writer of the music of at least two productions to be shown in the coming Fall. The biggest numbers in "Honey Girl" are "Close to Your Heart," "I Love to Fox-trot," "You're Just the Boy for Me," "I'm Losing My Heart to Someone." While it is true that Albert Von Tilzer has always been associated with popular numbers in the past, he has by no means confined himself to that type entirely, as he is also responsible for a goodly list of high-class compositions, including "Waters of Venice Waltzes," "Forever Is a Long, Long Time," "Say It With Flowers." His more popular numbers include the following: "Lonesome" (Edna May's song in the "School Girl"), "Put Your Arms Around Me, Honey" (Madame Sherry's song), "Nora Malone" (Blanche Ring's song), "Take Me Out to the Ball Game," "Smarty," "Honey Boy," "Give Me the Moonlight, Give Me the Girl, and Leave the Rest to Me," "Oh, How She Could Yacki Hacki Wicki Wacki Woo," "Alcoholic Blues," "My Little Girl," "Oh, by Jingo."

A VIRGINIA INCORPORATION

The Jamestown Musical Distributors have been incorporated in Jamestown, Va., with a capital of $10,000. The incorporators are A. D. Patchen, V. F. C. and M. A. Anderson.

"Ain't nature grand?" sighed the poor young thing.

"Yes, pat a man on the back and you make his head swell," replied the other who was only poor.



Hinds, Hayden & Eldredge, Inc.
11 UNION SQUARE, NEW YORK CITY

Announce Two Remarkable Ballads

"IN THE AFTER GLOW"
By FRANK H. GREY

and

"WHEN YOUR SHIP COMES IN"
By LILY STRICKLAND

Programmed by America's Foremost Concert Artists
Watch for Them on the Record Lists

ANNUAL AEOLIAN CO. BALL GAME

Contest Between Vocalion and Piano Department Teams Made Occasion for Outing—Piano Men Triumph in the Final Score

Members of the Aeolian Hall staff in large numbers turned out on June 26 to witness the interesting baseball game between the members of the piano and Vocalion departments of the Hall held on the grounds of the Hackley School at Tarrytown, where this contest has been staged each year. The game was a lively one and ended with a score of 11 to 7 in favor of the piano department, due largely to a two-bagger by Laurino in the second inning which brought in two men and resulted in a six run lead for the piano department in that stanza. The battery for the Vocalion team was Field, pitcher, and Brown, catcher, and for the piano team, Holroid and Weigert.

Following the baseball game the metropolitan sales force of the Aeolian Co. held their annual dinner at Florence Inn, Tarrytown, which proved one of the most successful ever held. The dinner was strictly informal but there was a suppressed air of mystery pervading the room until Charles Laurino took occasion to present to Thomas H. Fletcher, retail manager of the Aeolian Co., a handsome loving cup as a mark of the esteem in which he is held by members of the staff.

Following Mr. Laurino, Mr. Bogart, who enjoys a wide reputation among Aeolianites for his ability to offer the proper toast at the proper time, read several toasts to President Tremaine, General Manager Swords and other officials of the Aeolian Co., and to the teams who had played in the afternoon.

Eddie Reulbach, former star pitcher of the Chicago Cubs, was one of the guests at the dinner and was deserving of the honor, having umpired the ball game with the assistance of Lawrence C. Kederichs. A group of entertainers served to keep a well prepared program lively until a late hour.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

SONORA JOBBERS IN SESSION

Notable Men From All Parts of the Country Gather as World Goes to Press

The Sonora Phonograph Co., New York, is playing the role of host this week to Sonora jobbers from all parts of the country, who assembled in New York on Monday for a series of "get-together" meetings. These meetings are being held at the Waldorf-Astoria and every Sonora jobber is present.

Geo. E. Brightson, president of the Sonora Phonograph Co., personally prepared the program for the jobbers, and an interesting series of important topics are scheduled. The social side of the meetings is being given careful attention by Mr. Brightson, assisted by Jos. Wolff, treasurer of the company, and Frank K. Coupe, director of sales, and judging from the enthusiasm of the Sonora jobbers, there is every reason to believe that these meetings will be a signal success.

NEW COLUMBIA DEALERS IN YORK

Two new Columbia agencies have been opened in York, Pa. These are: P. Wiest's Sons, where the Grafonola department is in charge of Walter H. Owens, and for some years with the Weaver Piano Co.; Charles H. Baer & Co., under the management of W. A. Dice, formerly with the Home Music Co., of Lancaster, Pa. Both houses plan extensive campaigns.

CRIPPEN CO. IN TROUBLE

Petition in Bankruptcy Filed Against New York Concern Last Week—Liabilities Said to Be About $75,000 and Assets $15,000

A petition in bankruptcy was filed last week against the Crippen Co., Inc., jobber and retail dealer in pianos and talking machines at 437 Fifth avenue by three creditors, Thomas A. Cabasino, Lyman Potter and the Amsterdam Sales & Publicity Corp. It is stated that the liabilities are about $75,000 and the assets $15,000. An assignment has also been made to Kevie Jaffe.

The Crippen Co. was incorporated in 1914, and has been engaged particularly in the distribution of player-pianos and special lines of talking machines.

INCORPORATED IN DELAWARE

The Ansonia Phonograph & Record Co. has been incorporated under the laws of Delaware with a capital of $2,500,000. The incorporators are A. E. Nacheimer, C. T. Fitzgerald and P. Zak, Chicago, Ill.

Showing No. 95-A

A Queen Anne Creation. Designed expressly for use with the Chalet Model Edison Instrument equipped with the famous Eject-O-File Record Filing System. Prodnced in natural figured Red Gum and rouge Red. Dimensions: 20" wide, 22" deep, 32" high.

We will again begin shipments of the famous

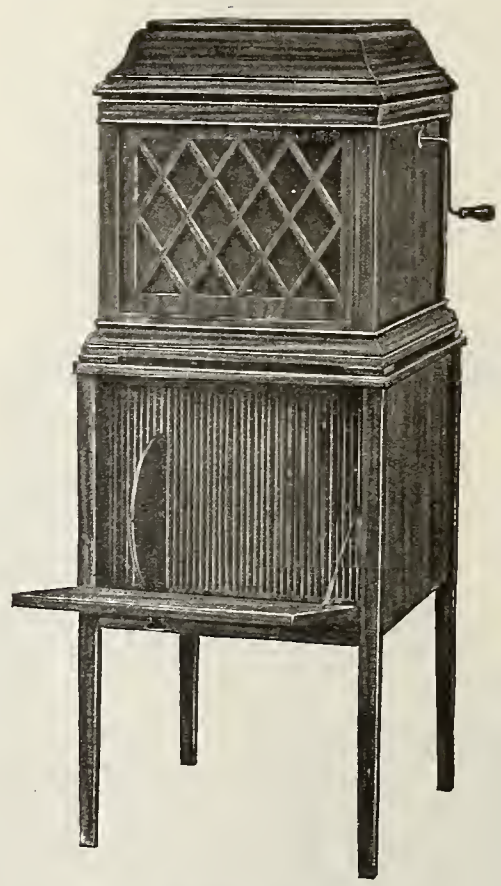
EJECT-O-FILE CABINET

No. 95 and 95-A

in September from our entirely new factory, rebuilt complete from foundation to roof since our fire April 29, 1920.

Mr. Dealer get in touch with your jobber at once.

Manufactured by



Showing No. 95

A straight line effect conforming with the Chalet Model Edison Instrument for which it is designed and produced. Equipped with the Eject-O-File Record Filing System. Dimensions and Finish same as No. 95-A.

THE EJECT-O-FILE CO., Inc.

FACTORY AND GENERAL OFFICES
HIGH POINT, :: NORTH CAROLINA

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Donble-spring, 10-inch tnrntable, plays 2 10-inch records, $3.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Donble-spring, 10-inch turntable, plays 3 10-inch records, $4.00; with 12-inch turntable, $4.25.

No. 9—Donble-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Donble-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, hevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{3}{8}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Colnmbia and all other motors.

Special prices on springs in qnantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large qnantities to Motor Mannfactnrers.

We also mannfactnre special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part mannfacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for onr 84-page catalog, the only one of its kind in America, illnstrating 33 different styles of talking machines and over 500 different phonographic parts.

No. 135—Price $135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	14c
Hundred Lots	12c
Thousand Lots	11c
5-Thousand Lots	10c

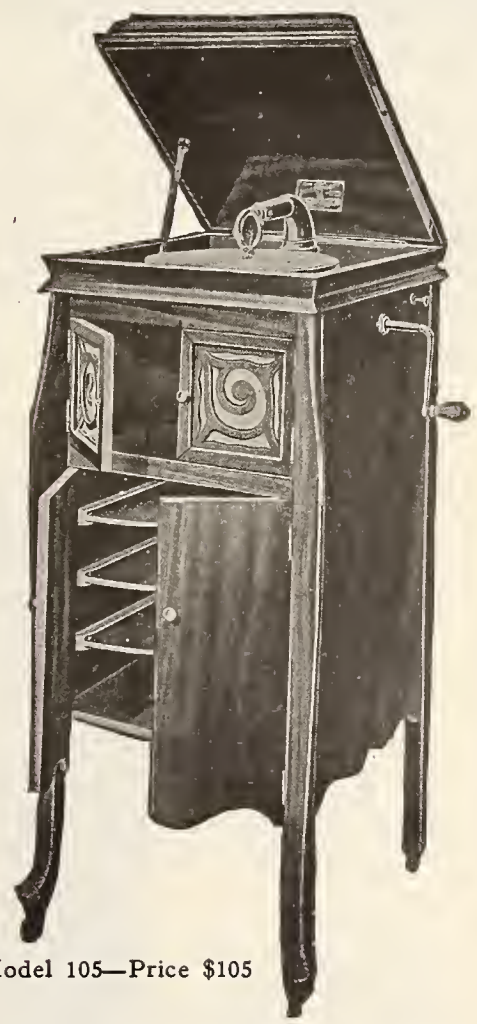
SAPPHIRE POINTS

	Each
Dozen Lots	15c
Hundred Lots	13c
Thousand Lots	12c
5-Thousand Lots	11c

GENUINE DIAMONDS

	Each
Sample	$1.75
Dozen Lots	1.50
Hundred Lots	1.40
Thousand Lots	1.25
5-Thousand Lots	1.15

Model 175—Price $175



Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

46 East Twelfth Street, New York, N. Y.

PROGRESS OF THE CATHEDRAL CO.

This Company Has Been Steadily Branching Out and Has Now Two Spacious Plants—Something of the Men Behind the Enterprise

OMAHA, NEB., July 5.—Few of the newer talking machine companies have "gone into production" with a more complete and practical organization in all branches of their enterprise than the Cathedral Phonograph Co., of this city. Not only the officers, but all the men in charge of the different departments, are substantial stockholders and members of the board of directors and were asked to join in the organization of the company because of their particular fitness for the positions they occupy.

The company, as recently stated in The World, has purchased the plant of the Houghton

Merton L. Corey, President

Mfg. Co., at Marion, Ohio, with which they had already contracted for cabinets. This plant gives them a capacity of 30,000 square feet of floor space, and its already excellent equipment has been greatly added to since the company took hold. The property covers four and a half acres of ground, giving plenty of opportunity for additions to buildings as the business grows. The railroad facilities are excellent and the company itself holds 700 feet of trackage. The plant has a capacity of about 150 cabinets a day, and it is already indicated, by the orders at hand, that it will easily reach its maximum output the first year.

The company has also established two plants for the construction and assembling of the patented tone arm and reproducer, a distinctive feature of the Cathedral phonographs. One of these is at 16-18 Fulton street, Grand Rapids, and the other at 16-18 South Desplaines street, Chicago. In describing the reproducer, the company says:

"The Cathedral triple-diaphragm reproducer is designed to play all makes of disc records, employing the correct weight at point of contact, riding at the exact angle and perfectly synchronized to the record groove. It is 'fool proof' in its adjustment—the length of arm and weight being automatically adjusted. The hill-and-dale types of record are being reproduced with a genuine diamond and sapphire ball equipment, the lateral cut with the steel needle, semi-permanent point or fiber needle.

"Likely injury to the reproducer diaphragms is practically impossible, in view of the fact that the various playing positions are accomplished by a specially constructed guide that eliminates the necessity of taking hold of the reproducer case.

"A counterbalance valve is provided to relieve excess weight; is constant in its action and serves, the company claims, to prolong the life of the record to many times that of a reproducer dragging over the record at a dead weight. This feature not only increases the life of the record, but adds to the smoothness of tone only obtainable when the reproducer is riding in the groove of the record at perfect equilibrium. This is especially noticeable on records that are slightly warped."

The name Cathedral was chosen for the company's product not only because of its association with the highest class of music, but also because of the character of the very beautiful case designs. The line at present consists of six models, each of which is named after one of the famous European cathedrals, the windows of which furnish the suggestion for the design of the grille.

C. A. Briggs, Vice-Pres.-Sales Mgr.

Harry Hildreth, Jr., Secretary-Treasurer

R. W. Morrison, Production Mgr.

Ernest F. Bader Advertising Mgr.

Merton L. Corey, president of the company, one of the prominent men of Omaha, is general attorney and registrar of the Federal Land Bank, of this city, one of the largest institutions of its kind in the country.

C. A. Briggs, vice-president and sales manager, the man who organized the company, is well known in the Western trade and has been connected with the industry in one capacity or another for nearly seventeen years.

Harry Hildreth, Jr., secretary and treasurer, was formerly connected with manufacturing concerns in Chicago and for six years was assistant city treasurer of Chicago. He has other important business interests in Omaha, but is devoting his entire time to the Cathedral Co.

R. W. Morrison, the production manager, is particularly fitted for the position by virtue of his education and business experience. He is a graduate of the School of Engineering, Kansas University, and has been associated for years with the phonograph trade.

Ernest F. Bader, the advertising manager, also a director of the company, has sold talking machines almost since he got out of school and afterwards was advertising manager for one concern for eight years. He is now at work on an excellent series of dealers' aids, which are of an extremely artistic nature, and he has some plans for co-operating with dealers in the presentation of the Cathedral to the trade.

It may be said of the other directors that Frank Gartner, of Wayne, Neb., a well-known furniture designer, is responsible for the Cathedral phonograph designs. George Mayer is a well-known business man of Nebraska City. J. R. Roberts is in the music business at Seward, Neb. D. M. Hilldebrand, of Seward, is chairman of the advisory board of the Cathedral Co. and is treasurer of the First Trust Co., of Seward, and president of the H. Bowles Elevator Construction Co. J. T. Bertwell is president of the Fairmount Creamery Co., of Fairmount.

J. B. Wideman, superintendent of mechanical construction, with headquarters at the Chicago plant, was for five years superintendent of the Woodstock Typewriter Co. and was also superintendent of the mechanical department of the Goddard Tool Co.

C. B. Van Eck, superintendent of the woodworking division, was for years superintendent of the Leopold Desk Co., Burlington, Iowa, and is considered a cabinet expert of high degree.

H. E. Monroe has been connected as assistant superintendent of the Marion plant, and T. G. Sievers, acts in the same capacity in Grand Rapids.

Mr. Briggs has a strong sales organization, composed of men who received their training in the business under his direction. The general offices of the company occupy fine ground quarters at 203 South Nineteenth street.

CABINETS WITH OR WITHOUT EQUIPMENT

WE CAN SHIP IMMEDIATELY LARGE or SMALL QUANTITIES

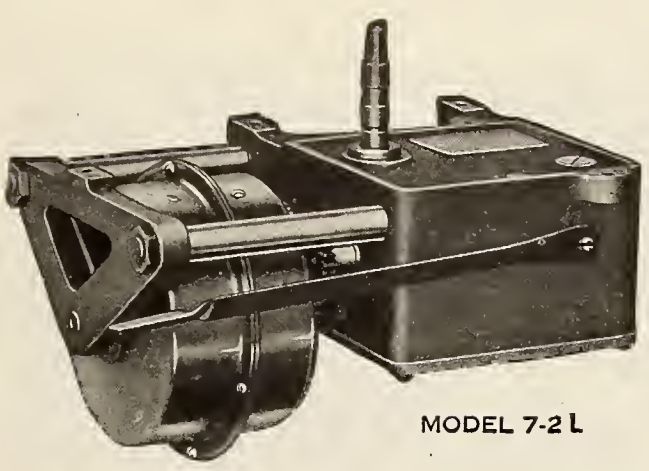
These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted

For Descriptive Matter Address

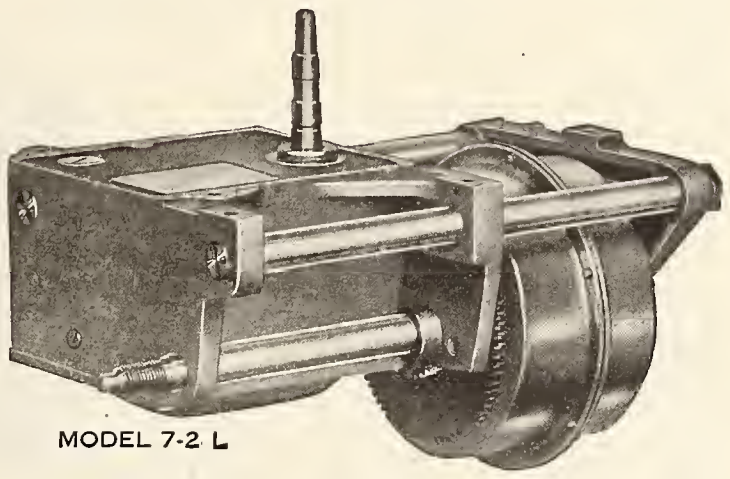
FUEHR & STEMMER PIANO CO., 2701 So. Wells St., Chicago

UNITED

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN

The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it.

It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years.

Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze the United Motor.

LUBRICATION

One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it.

A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings and gears. This we achieve by means of the enclosed casting and a capillary oiling system, original, simple and effective.

The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT

Excepting only springs and castings, felts, etc., we make every part of the motor in our own works, where we can and do vigilantly control accuracy and quality. Our tool equipment is modern and the best money can buy.

Amply financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION

We make just one thing—The United Motor. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 Motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

Supplied in 2, 3 and 4 Spring Models.
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

VOCALION IN PATRIOTIC FUNCTION

Furnishes Appropriate Music at Flag-raising Ceremony at Old Block House in Central Park, New York, at Sunrise on July the 4th

The Aeolian-Vocalion again proved to be one of the most pleasing features of New York's most unique Independence Day function. Since 1783, at sunrise of the morning of the Fourth of July, there have gathered at the old Block House in Central Park, near 110th street, a number of true Americans. Headed this year by Mrs. Moorehouse, a granddaughter of an officer on General Washington's staff, they came to pay a fitting tribute to those men through whose patriotism this country of ours was founded. No greater tribute could be paid to any company than that its instrument be chosen to take part on this solemn occasion. The Aeolian-Vocalion was chosen several years ago as the most suitable instrument for this important event, so that the playing of the Aeolian-Vocalion has become an annual feature. This year's speakers were Mrs. Moorehouse, who read the Declaration of Independence; Thomas F. Gannon, Department Commander of the United Spanish War Veterans, and William J. Lee, Superintendent of Playgrounds of the City of New York. The Color Guard was a detachment of Spanish War Veterans. During the exercises the Aeolian-Vocalion played the "Star Spangled Banner," the "Stars and Stripes" march, "Semper Fidelis" and a medley of patriotic airs.

T. F. Gannon, Mrs. Moorehouse and Vocalion

The Home Music Co., Lancaster, Pa., has moved into its new home on West King street. Manager Klugherz secured a large stock of Columbia Grafonolas for the formal opening celebration.

PHONOGRAPH CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machine and Records
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C. Chicago Office: 111 Monroe St.

REPORT ACTIVE RECORD TRADE

Ziegler, Baker & Johnson, New York, distributors of Okeh records, report a constantly increasing sale of this popular line of records. In fact these jobbers are handicapped solely by a shortage of stock, as the demand for the records is far beyond the supply.

The new Okeh supplements have met with a hearty reception from the dealers in local territory, who have not only expressed their approval of the musical quality of the records, but have also commented upon the timeliness and popularity of the selections that are listed. Ziegler, Baker & Johnson are making plans for a banner Fall trade, especially as they have received assurances from the General Phonograph Corp. that the shipments of Okeh records will be materially augmented during the next few months.

REMODELING AEOLIAN CO. OFFICES

Executive Offices of Company to Be Moved to Front Section of the Second Floor

The front section of the second floor at Aeolian Hall, used at various times for impromptu Duo-Art and Vocalion recitals, is now in the hands of the carpenters and decorators and is being remodeled to provide new quarters for the executive offices of the company now located on the fourth floor. When the executive offices are moved the wholesale and general offices now located on the fifth floor will be transferred to the old executive offices on the fourth floor, thereby providing more room on the fifth floor for the trade promotion department and other activities of this progressive institution.

A CONVENTION OF PATHE DEALERS IN ST. PAUL, MINN.

St. Paul, Minn., July 4.—At a convention of Pathé dealers held in this city on June 30 and July 1 at the St. Paul Hotel, Eugene A. Widmann, president of the Pathé Frères Phonograph Co., was presented with a live rooster. It was expected that the fowl would confuse and embarrass the worthy president, but he accepted the bird, made a great fuss about it, and promptly expressed it to Pathè headquarters in Brooklyn. The rooster was a pedigreed Rhode Island Red and carried himself proudly, as should the trade-mark of this well-known line of machines and records.

The convention was well attended and was inspirational in character. President Widmann headed the party from Brooklyn headquarters, which consisted of H. N. McMenimen, managing director of the company; James Watters, secretary, and two famous Pathé stars, Louis James, tenor, and Marion Evelyn Cox, contralto. Addresses were made by the foregoing officers of the company and the artists rendered a number of selections which are familiar to Pathé enthusiasts from coast to coast. The address of welcome was made by George Sommers in behalf of G. Sommers & Co., Pathé distributors of this city. This was the occasion for the rooster episode. Following a dinner which was served, the entire party, 150 in number, attended a performance at the Orpheum Theatre nearby.

Banquet of Pathé Dealers at the St. Paul Hotel in St. Paul, Minn.

ORDER NOW IMMEDIATE DELIVERY
OF THE LATEST HITS ON
Okeh Records
Coupled with Efficient Service which we extend to Okeh Dealers
SEND FOR OUR LATEST OKEH CATALOGUE :: :: :: WE HAVE THEM—ALL THE OKEH HITS
WHOLESALE DISTRIBUTORS:
PHILADELPHIA SHOW CASE COMPANY
127 North 13th Street PITTSBURGH BRANCH: 2002 Jenkins Arcade Bldg. Philadelphia, Pa.

Pacific Coast Phonograph Dealers

will find much to interest them in the new

Wholesale Supply House of

The AEOLIAN-VOCALION

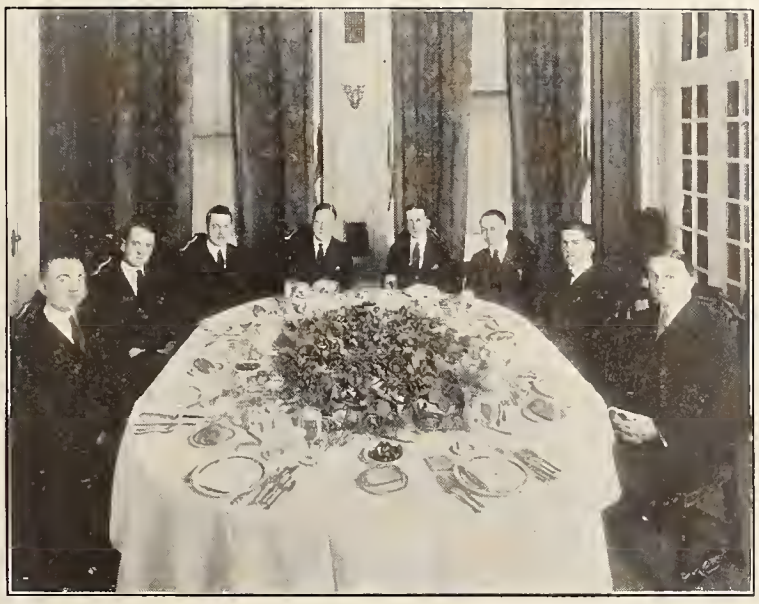
in San Francisco

MAKE 455 Mission Street your San Francisco headquarters. Hear the superb tone-quality of the Aeolian—investigate the Graduola, by which you can really "play" the Aeolian Vocalion—also the universal tone-arm which permits the playing of all lateral cut and hill and dale records—all distinctive features of this superior instrument.

We Help You Sell Vocalions

Effective national advertising appears monthly. Dealers are liberally supplied with brochures, folders, sample advertisements, electrotypes, window displays and other sales helps. Write or visit our San Francisco branch and note the splendid facilities at

455 Mission Street, San Francisco



WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

Having recently withdrawn my connections as member of wholesale phonograph and supply concern, in sales capacity, will entertain a good proposition. Address "Box 816," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORD EXPERT, years of practical experience. Can show results. Competent to equip laboratory in every detail. Knowledge of up-to-date pressing equipment. "Box 824," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good high-notcher talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

WE WANT a representative in every State in the United States, with the exception of a few States, which are now covered by competent men. We want only men who can show a successful record. What we have to offer is a high-grade line of talking machines which are advertised extensively and which have numerous improvements over the standard brands, and sold successfully on its merits and guarantee. All applications will be treated strictly confidential. State territory desired, experience, references, and whether you are able to employ subsalesmen. We want good men only, and for such we have a mighty interesting proposition. Address A. M. Druckman, 140 West 23rd St., New York City.

GENERAL MANAGER at present of branch office largest phonograph concern in the world, open for similar position. Applicant is one of the few existing executive sales organizers who possesses minute knowledge of the phonograph equipment industry and manufacturing end. Do not reply unless you can pay a big salary and participation of profits. Address "Box 817," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. DEALER, I will build your business. Three years' talking machine experience, understand the handling of Victor, Columbia, Sonora, Brunswick. Salesgetter, systematizer, co-operator. Employed as assistant to buyer of large Eastern department. What I want is a managership. Address "Box 818," care The Talking Machine World, 373 Fourth Ave., New York.

SUPERINTENDENT WANTED.—For new phonograph factory in the Middle West. Must be thoroughly familiar with every phase of phonograph manufacture and possess the faculty of getting production under present labor conditions. Write fully and frankly as to experience, present position, financial arrangements and any information that will help us in the selection of the right man. Address "M. A., 25," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Salesman for pianos and Victrolas to work in city and country. Splendid opening; $150 per month and better for a hustler. State age and experience. "B. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN wanted in each State to handle our line of popular-priced talking machines as a side line on a liberal commission basis. See our advertisement. Charmaphone Co., 39 West 32nd St., New York City.

WANTED—An experienced phonograph assembler, qualified to lay out cabinets and installing motors. Good wages and steady work. State salary and experience in first letter. Player Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

UNUSUAL OPPORTUNITY — Central Western manufacturer of old established, strictly high grade, well-known line of phonographs has openings in Southern and Northwestern territory for capable, thoroughly experienced salesmen with wide acquaintance and established trade. The men preferred are forty or under, energetic, of good address, and now employed by leading factories. They have a clean, successful past which will bear closest investigation. Splendid opportunities with a live institution await their applications. Full line of references, age, previous experience and late photo must be in first letter. Address "Box 796," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR RENT

One story brick building. About 35,000 square feet completely equipped with wood working machinery and motors. Now in operation.

North Side Sash & Door Co.
1111 S. Washtenaw Ave.,
Chicago, Ill.

LABORATORY

I have made arrangements to secure the use of a fully equipped recording laboratory for a limited period. This laboratory and my services are offered for master record making or development work of any kind in the phonograph field. F. W. Matthews, 16 West 39th St., New York.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

FOR SALE

1,200 standard lateral cut records in different languages at 30c. 75 tone arms for large machines at $3.25. Standard best known cabinet machines at 30% off. Standard lateral cut operatic records 40% off. Double spring motors at $4.00. Write for details. Progressive Bargain House, 88 Rivington St., New York City.

Monthly Price List of Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each	$1.25
1½ in. x 0.27 x 21 ft., for Edison Disc...	Each	1.50
1¼ in. x 0.22 x 17 ft., reg. Victor	Each	0.75
1¼ In. x 0.22 x 17 ft., Victor new style..	Each	0.75
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44.....		0.90
1 in. x 0.25 x 16 ft., sq. or ronnd hole..	Each	0.75
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77....		0.50
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.50
1 In. x 0.20 x 13 ft., Victor	Each	0.50
1 in. x 0.20 x 13 ft., Victor new style..	Each	0.50
⅞ in. x 0.23 x 10 ft., for Blick motor....	Each	0.38
¾ in. x 0.23 x 10 ft., oval hole	Each	0.35
⅝ in. x 0.22 x 8 ft., for Swiss motor.....	Each	0.27
⅝ In. x 0.25 x 11 ft., for Edison	Each	0.27

MICA DIAPHRAGMS

1 23/32 In. Victor Ex. Box, first grade.	Each	0.15
1⅞ in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 In., for Pathé or Brunswick..	Each	0.45

SAPPHIRES

Pathé, very best loud tone, genuine....	Each	0.15
Pathé soft tone.....	Each	0.18
Edison, very best, medium tone.....	Each	0.15
Edison, very best, loud tone.....	Each	0.18
Edison, genuine diamond	Each	1.90

STEEL NEEDLES

AMERICAN MADE extra loud, loud, medium and soft needles.....	Per 1,000	0.50

ATTACHMENTS

In Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Victor, Universal old style.....	Each	1.15

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

TONE ARMS

No. K with sound box	Each	$3.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor..	Each	$1.75
No. B Balance, fit Victor	Each	0.75
No. C Balance, fit Victor	Each	1.00
No. F Favorite, fit Victor	Each	1.90
No. F Favorite, fit Columbia	Each	1.90
No. P Favorite, fit Victor	Each	2.00
No. G Glory, fit Victor	Each	3.25

LID SUPPORTS

Automatic, nickel-plated.....	Each	0.30

NEEDLE CUPS

Highly nickel plated	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold plated	Per 100	7.00
Cover gold plated	Per 100	5.00

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.90
Columbia bevel pinion, latest style...	Each	0.90
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar	Each	0.50
Columbia driving gear ratchet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights	Each	0.08
Columbia governor shaft, No. 3004....	Each	0.40
Columbia gov'r bearing, No. 11923.....	Each	0.25
Columbia governor springs	Per 100	1.00
Columbia governor screws	Each	0.01
Columbia barrel screws, No. 2621....	Per 100	1.00
Columbia so'dbox thumb screws....	Per 100	1.50
Victor cranks, short or long	Each	0.45
Victor Stylus bar (needle arm).....	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Each	0.01
Victor governor balls, new style.....	Each	0.10
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.20
Motor bottom gear for Triton motor....	Each	0.20

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

BARGAIN LIST FOR JULY

BRILLIANTONE NEEDLES

ANY TONE

25 thousand lots..... .52 per M
50 thousand lots..... .50 per M
100 thousand lots..... .48 per M
500 thousand lots..... .46 per M
1 million lots .....45 per M

REPEAT-O-GRAPHS

Retail Price $7.50 Regular Dealers Price $5.00

1 to 50.....$3.50 each
50 to 100.....$3.40 each

MYSTO GOLD NEEDLES

LOUD OR MEDIUM

Carton of 60 Pkgs. Regular Dealers Price $3.90

1 to 6.....$3.30 per carton
7 to 12.....$3.10 per carton
13 to 25.....$2.95 per carton
26 to 50.....$2.75 per carton

TRUETONE NEEDLES

LOUD TONE ONLY

Special Price in 100 M Lots ____.47 per M

The Phonograph Supply Co.
OF N. E.
COURT SQUARE BOSTON, MASS.

MANUFACTURERS OPPORTUNITY

I have just finished a complete set of assemhled and detailed drawings, tracings and hlueprints for a phonograph power plant; high grade; two or four tandem springs, each 1 3-16 inches wide and 19 feet long; grease-tight spring barrels; stamped and pressed steel frame; no bolts, screws, cast iron or machined parts enter into frame construction; spiral drive, no spur gears except for winding; gear ratio, 1 revolution of the spring shaft to 56 revolutions of the turntable shaft and 840 of the governor shaft; end thrust is against hardened steel balls; triple weight governor and indexed speed adjustment; manufacturing costs ahout half that of producing any other high grade motor. What producing and marketing proposition have you to offer? Address "Designer 54," c/o The Talking Machine World, 373 Fourth Ave., New York City.

PATENTS FOR SALE

Will sell outright or on royalty basis. My latest talking machine patents as follow: U. S. Pat. rights No. 1291556 — 1291027 — 1199192 — 1341751. Canada rights No. 201430 —201429. Box "823," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED!

Victor records. Spot cash, any numbers.

D. L. PHILLIPS
405 Boylston St., Boston, Mass.

RECORD STOCK WANTED

Record manufacturer can use large quantity of record stock monthly. Will supply shellac, if necessary. Stock must be of high quality. Will pay cash. Address "Box 819," care The Talking Machine World, 373 Fourth Ave., New York City.

WILL BUY AND SELL FOR CASH

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers, tell us what you have to sell or want to buy. Mr. Benj. Weil, 20 So. 2nd St., Philadelphia, Pa.

FOR SALE

Have about 4,000 feet mahogany, oak and gum wood, and 4-inch molding cut into posts and frames for cabinets. Will sell lot cheap. For particulars write or phone Phonographs, 511 Mulberry Street, Newark, N. J. Phone Waverly 625.

SALESMEN WANTED!

for the

REPEATOGRAPH
TRADE MARK REGISTERED

The Repeatograph automatically repeats phonograph records—the most salable accessory in the talking machine field. Salesmen calling on Dealers can add to their income by carrying the Repeatograph as a side line. Liberal commission. Write today for full information. Address office nearest you.

THE REPEATOGRAPH CO.
New York: 311 Hudson St., Chicago: 664 West Randolph St.

TO VICTOR DEALERS AND JOBBERS

Mail us your list of Surplus Domestic and German Records.

E. A. SCHWEIGER, Inc.,
Exclusive Victor Dealers
1525 Broadway, Brooklyn, N. Y.

Reference:
New York Talking Machine Co.

FOR SALE

1,000 large size phonograph cabinets in Golden Oak and Mahogany, 600 ready for immediate shipment, balance under construction. Auburn Mfg. Co., Auburn, Ind.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.

DELAWARE TALKING MACHINE CO.,
Incorporated
Elsmere Delaware

FOR SALE

Eight sections of Record Racks, capacity 3,000 per section; mahogany finish, 10 feet long, 5 feet high, two shelves for 10-inch and two for 12-inch records. These racks available September 1st. Gimbel Bros., New York, care of Mr. Duggan, General Manager.

MUSIC BUSINESS FOR SALE

A good business in a hustling manufacturing city of about 12,000. Population increased about 50% in last ten years. Only exclusive music store handling complete line and good talking machine agency. Will sell for invoice value of stock fixtures and equipment. Cash or negotiable paper. Will help to decrease stock if too large. Ill health reason for selling. Winslow-Butler Music Co., 733 Grand Ave., Waukesha, Wis.

A BARGAIN

Pathé needles—12 cents each, loud or soft tones. Guaranteed in every respect by one of Chicago's largest manufacturers. Minimum orders accepted, 100 needles. Cash with order or C. O. D. Box 822, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Victor and Columbia records. Job lots any quantity. *Spot cash* paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

FOR SALE

Manufacturing concern producing one of the best electric phonograph motors on the market today. Product well known among the trade; plenty of business on hand. This proposition is absolutely clean, and offers wonderful possibilities. Closest investigation invited to those who have the necessary capital. Amount required—six thousand dollars. Box 821, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

5,000,000 needles, all loud tone, packed 100 in envelope. Close out 28 cents per thousand. Immediate delivery. Address "Box 820," care The Talking Machine World, 373 Fourth Ave., New York.

MASTER WAX

Master wax supplied for regular lateral recording, vertical recording or special work. Quality absolutely guaranteed. I will undertake to meet any reasonable requirement in the way of special waxes. F. W. Matthews, 16 West 39th St., New York City.

WOULD like position with reliable concern building or desiring to build high-grade phonographs. Am 36 years old with several years' experience in the manufacture of phonographs. I also have several good improvements which I would gladly turn over to right party with my services. Address "Box 810," care The Talking Machine World, 373 4th Ave., N. Y. C.

W. S. BARRINGER GOES TO KOKOMO

Experienced Victor Man Starts in Business for Himself—Sold Victors for Nineteen Years

INDIANAPOLIS, IND., July 7.—William S. Barringer is entering the Victor retail field at Kokomo, Ind., after nineteen years' experience in the wholesale and retail business with the Victor Co.

Mr. Barringer began his Victor career in 1901 with Grinnell Bros., Victor wholesalers and retailers at Detroit, Mich. On January 1, 1910, he took up his duties with the Stewart Talking Machine Co., Victor jobbers, of this city, and during the last ten years has earned a reputation for ability and good humor that has made him one of the best-liked workmen in the local field.

He enters the work in Kokomo entirely upon his own responsibility, investing the savings accumulated during his years in the wholesale business. The opening of his shop at 304 Main street will be about August 1 and the firm name will be "Barringer's."

Ansell, Bishop & Turner, prominent Victor dealers in Washington, D. C., have discontinued the plan of keeping open for the Summer months. This plan will be resumed in the Fall.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Depression Makes Itself Felt in the British Talking Machine Trade—Demand for a More Aggressive Policy—The Problem of Credit Facilities—The British Music Trades' Convention—Quality of Gramophone Records Discussed—Victor Talking Machine Co. Secures Big Interest in the Gramophone Co., Ltd.—To Wage War on Misleading Advertising—Canadian Machines Exhibited—What the New Record Lists Offer—Expansion of the Sterno Co.—General Trade News in Brief

London, E. C., Eng., June 26.—That trade conditions in England are none too bright at the present time is unfortunately true. Some of the reasons were outlined in my previous report. Expression was then given to the belief that the sales depression in gramophone circles would prove of short duration. This is not the case. Every section of the trade is affected in one department or other. Advertising and sales ideas involving expenditure have been curtailed, especially by the smaller concerns, who make little or no effort to stimulate a return to satisfactory trading conditions. As an example, it may be mentioned that several firms who, ordinarily, spend a good deal upon publicity have entirely suspended all effort in this direction. Its effect upon the dealer and other buyers is particularly bad, in that it only confirms many of them in their usual do-nothing policy when "periods" to some extent determine the demand for gramophones and records. In the opinion of leading men of the trade, a live, vigorous policy on the part of British firms is all the more necessary to-day if we are to hold the field against imported manufactured articles, which are reaching this market in ever-increasing quantities. It is realized that the high cost of materials and labor here to a large extent neutralizes the tariff import duty of 33 1/3 per cent. Where the exchange is in our favor, as instance German imports, the position is even more disadvantageous, particularly to those British firms whose businesses have suffered by the war restrictions, or have been established since. It is a fact that in many cases domestic difficulties have not entirely been overcome, by reason of disorganized markets, shortage of materials, labor troubles, lack of credits, etc. Further complication naturally arises through the encouragement and advent of cheap imported articles at this time when the financial struggle for existence is particularly keen. Sooner or later selling prices must be reduced, and with that in mind it is up to British manufacturers to maintain a vigorous trading policy which takes into account a reasonable anticipation of the public need and the public pocket.

Credit Facilities at a Discount

Credit facilities always are at a discount, but the high bank rate now prevailing is a matter of serious concern to the business community. The excess profits duty of 60 per cent and the threatened—though likely to be abandoned—capital levy is said to be causing a restriction of business development and unsettling conditions all over the country. Except in cases of a very favorable character, the banks are refusing credits by overdrafts, and at 7 per cent credit is not easily given or taken except under dire necessity. Of the latter, instances in the musical instrument trade have come under notice. Collections are generally very slow. In payment for goods long credit is being taken as between seller and buyer. With thousands of pounds tied up in stock and partly manufactured goods, and quite large sums outstanding on credit accounts, the manufacturers in question find it difficult to conduct normal trade, quite aside from any plans of expansion. The shortage of and great demand for raw material have created unusual competitive conditions, and knowing that they can pick and choose the prevalent custom of merchants is to favor only such orders for raw material as are prepaid, or cash on delivery. In such cases, the manufacturer has in the past been able to secure a reasonable overdraft at the bank. But to such an extent is this now discouraged that many otherwise solvent businesses are in sore straits for a little ready money to tide over a temporary difficulty.

Another aspect of the finance question relates to the resumption of presenting and discounting bills. With plentiful supplies of, for instance, gramophone goods, comes very keen competition. Whereas in times of shortage sellers were able to demand and secure cash on delivery, it is now a question of giving credit on period bills. To carry on, the seller wants to discount these bills, and where it can be done it is only at a substantial discount percentage. These bills are forced upon suppliers of gramophone cabinets and accessories, often to their business disadvantage, just as the buyer or assembler of the completed article is under necessity to accept overlong credit conditions or pass the business. It is up to dealers to settle their accounts promptly monthly and thus ease the situation all around. There is ample scope here for members of the Gramophone Association to confer and

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Lanrence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL WINNER GRAMOPHONE RECORDS
TRADE MARK
CABLE "PHONOKINO, LONDON"
ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN
TEN INCH DOUBLE SIDED NEEDLE CUT
PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire
DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH
Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

devise some means that will tend to ease conditions and render healthier the present methods of trading.

The British Music Trades' Convention

Held at Scarborough on the Yorkshire coast, the tenth British music convention claimed extraordinary interest from June 9 to 14, 1920. The British Federation of Music Industries, previously known as the "Federated Board," organized this year's proceedings and under the chairmanship of the president, Alexander Dow, much has been done to focus the attention of the whole trade upon the manifold advantages of a complete organization such as the "Federation" is intended to be. Seven music trade associations now belong to this organization and are as follows: Piano Manufacturers' Association, Music Trades Association of Great Britain, Association of Gramophone and Music Instrument Manufacturers, British Associated Piano Makers, Scottish Music Merchants' Association, Association of Manufacturers of Pianoforte Supplies and the Federation of Master Organ Builders.

The headquarters of the convention was the Grand Hotel, where over 200 members were accommodated. The fine drawing room at the Grand provided ideal conference facilities. The opening conference commenced with an address by Alexander Dow, who in a very statesmanlike speech outlined the care necessary during the next few years in conducting trade at home and abroad. He sounded a note of warning in the matter of venturesome enterprises and insisted upon the value of the Federation as an organization, which, by amalgamation of their united interests, would promote sound development. A discussion of trade problems followed, and in each case it was shown how the Federation could deal with them if given the right support.

George Riseley, of Bristol, the veteran leader of musical culture in the West of England, addressed the members on Friday, June 11, and his subject, "What the Federation and Its Members Can Do to Develop and Support Musical Culture Throughout the Nation," gained for him the warmest of praise. Percy A. Scholes, late head of the musical arrangements of the Y. M. C. A. during the war, contributed most useful advice in the matter of musical propaganda. Professor O. A. Rankine, O. B. E. D. Sc., professor of physics at the Imperial College of Science and Technology, and Dr. R. S. Clay, principal of the Northern Polytechnic, London, and head of the Musical Instrument Research Department, each offered most excellent suggestions in the matter of producing musical instruments on strictly scientific lines. Further, it was shown in several ways that by the application of science much that was at present mysterious would definitely be scheduled for the future guidance and assistance of manufacturers.

FROM OUR LONDON HEADQUARTERS—(Continued from page 224)

Criticism of Gramophone Records

Beyond a few leading members, the gramophone trade was not so strongly represented at the convention as, I think, the importance of our industry warrants. It is probably the most progressive section of the music trades to-day. Its many pressing problems did not come up for discussion, time probably precluding, but I am assured that the Association which represents the interests of the gramophone trade will take an early opportunity (at the annual general meeting in London) of dealing with some of the difficulties experienced.

A subject of considerable interest to the gramophone trade was raised at the convention by Dr. R. S. Clay, who is in charge of the Musical Instrument Research Department. His remarks were confined to the urgent need of scientific research, and dealt with the phenomena of sound in relation to musical instruments generally. He raised a hornets' nest by severely criticizing the gramophone, stigmatizing it as a very crude instrument on the grounds that despite improvements it was still almost impossible to follow the words of a song. This, very naturally, prompted a warm protest from several of those present. M. E. Ricketts stated that the fault was not in the gramophone, but in the way in which the vocalist pronounced words. Diction was not taught or studied in anything like a comprehensive manner, and he defied all the research and scientific efforts to produce perfection if, when recording, the singer failed to pronounce words clearly. Mr. Ricketts further stated that he could demonstrate to Dr. Clay hundreds of records in which the words were clear and distinct and in their results achieved a higher standard of enunciation than the average concert performance.

Wilfred Samuel, London, remarked that he was glad to hear what Mr. Ricketts had said respecting gramophones, because it had always seemed to him that if there was one instrument which had been evolved by the scientist it was the gramophone. He further expressed his conviction that with the Research Department they were now on the right lines, as in the past manufacturers had wasted a lot of time listening to inventors and a lot of money also in taking up their inventions. Professor Rankine said if he referred to the gramophone topic it would be merely to make the remark of a mediator that there was probably something to be said on both sides. That extraordinary instrument, the human ear, was hard to please, a small variation from perfect reproduction being appreciated, though in regard to words almost the reverse was the truth. The ear was easily satisfied in the matter of words, but the same was not true in regard to music. While paying a tribute to the advancement made in gramophone reproduction, Dr. Clay said he was very pleased to note Mr. Ricketts' offer with regard to gramophones and would be glad to hear some of the records he referred to.

(Continued on page 226)

PEROPHONE—PERFECTION—PRODUCTS
PEROPHONES SELL - - - and carry with them a reputation of sound business for the Agent. - - -
THE whole output of **Perophone Machines** is practically booked up month by month.
Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.
PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,
Cable Address—Perowood, London. Immediate Shipments. LONDON, E. C., ENGLAND.
A. B. C. Codes.

FROM OUR LONDON HEADQUARTERS—(Continued from page 225)

Percy A. Scholes, editor of the Music Student and musical critic of the Observer, in the course of a speech, said that Sir Hugh Allan had made the suggestion that when there is reproduced on a record a fine orchestral selection there might be on the other side of the record an explanation of the theme so that the ordinary man would be better able to understand what he was listening to. Mr. Scholes said he passed the suggestion on for what it was worth.

A banquet, a dance, several concerts and excursions to the surrounding places of interest provided a social side to the convention that well rewarded members for the strenuous discussions. Alexander Dow in bringing the Federation of the British Music Industries into such prominence as a central organization well deserves and indeed receives the wholehearted support of all keen members of the British music trade.

A Sensational Purchase by the Victor Co.

The financial correspondent of the Chronicle reports as follows: "Some interest was taken in gramophones (the 'His Master's Voice') on rumors that the Victor Talking Machine Co., an American concern, is taking up 850,000 shares at 25/ each, to be known as 'B' shares, entitled to 15 per cent dividends after a similar rate has been paid on the existing capital. Gramophones closed rather better at 35/." The following day, June 4, it was reported that "Some opposition to the Gramophone deal with American interests . . . seems to be developing, and the shares lost ground yesterday."

On June 9, at a meeting of the shareholders of the Gramophone Co., Ltd., a resolution to increase the capital to £1,700,000 was agreed to. This is brought about by the Victor purchase. The present ordinary shares are, however, entitled for the current and next three years to a preferential dividend of 15 per cent. After outlining the necessity for the enlargement of the capital at this time, Trevor Williams, chairman, stated that the Victor Co., with its net capital assets of over £6,500,000, had been closely associated commercially and otherwise with the Gramophone Co., Ltd., for something like twenty-five years. He described the result of the deal as an equal partnership and repudiated any suggestion that it would mean for them virtual control by the American interests.

The position is that the Victor Co. hold £850,000 of the £1 ordinary shares, leaving this side £750,000 ordinary and £100,000 preference shares.

The result of this additional capital will doubtless mean great expansion of the "His Master's Voice" this side. We know that developments in the shape of new buildings and plant are under way, and that the company are out to represent an even greater force in the industry than ever.

Misleading Advertisements

The Gramophone Association has circularized its members for co-operation towards supression of that injurious class of private house trading arising from misleading advertisements. In many papers small advertisements offering "beautiful inlaid mahogany cabinet gramophones at £9 (or £10) equal to 30 guinea instruments" snare the public into purchasing what are very trumpery machines. I do not say they are not worth the money, but the wording of these announcements is wholly misleading to those without knowledge.

A case of this kind was recently before the courts when allegations were made against a dealer that purchasers of inlaid gramophones were jobbed off with inferior instruments. One of the complainants told the court that he answered an advertisement, and was shown a gramophone in a flat at Gloucester House, Hyde Park. He agreed to buy at £12. The machine delivered was not the one shown him. The legs were tied up, the doors would not close and he could not wind it up.

Great Demand for Jascha Heifetz Records

It was a great day for England when this wonderful violin virtuoso reached London from the States. We had read much of the homage paid to him by your countrymen, and an advance set of his technique as recorded exclusively for the "His Master's Voice" Co. only served to whet our appetite for the complete satisfaction which comes from personal presence. His two London recitals aroused on each occasion a pitch of enthusiasm unique in the annals of British music gatherings. Even his confreres succumbed to this rare genius. The "His Master's Voice" record issues have been much praised by musical critics as masterpieces of record art. A striking window bill, leaflets, and other advertising literature, with generous press publicity have contributed to secure large retail sales of the Heifetz numbers.

London Exhibit of Canadian Gramophones

In no other British dominion or colony has there been displayed such manufacturing activity on the gramophonic side as, perhaps, in Canada. The efforts of its commercial men have expanded in the direction of export trade with the Mother Country. For instance, two or three exhibits of Canadian musical instruments were shown at the Canadian Industries Exhibition in London, June 3 to 17.

Cabinet gramophones of high class finish and design would seem to be a specialized trade in Canada, for it is of this type principally that the exhibits consist. A fine display is made by the Windsor Phonograph & Record Co., Ltd. George S. Pequenat, in charge, tells me that he has received many inquiries for territorial agencies and that the British trade has accorded a good reception to the Windsor line.

Another interesting exhibit is that of the Mc-

GRAMOPHONES

Complete—Fittings—Sundries—Repair Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

YE "POPULAR" RECORDS

Double-Sided Superb Needle Cut "Lateral"

"OUR POINTS" SET OUT BELOW

LONDON'S LEADING VALUE!!!

Have Attracted Keen Overseas Houses from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

IMPORTANT We can give customers their own design Labels for LARGE Parcels.

REMEMBER You Can Have CLOSE QUOTATIONS
For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

POINTS
- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestrals
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

Address: SOUND RECORDING CO., Ltd.
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox" London
"QUOTATIONS CABLED FREE"

Lagan Furniture Co., Ltd., Stratford, Ontario. Their sales manager, S. J. Cook, is looking after things this side. He tells me that his company is not out for big business yet awhile, owing to pressure of orders for the Canadian market. He is desirous of introducing samples of the superb McLagan gramophone art, and is prepared to treat for a sole agency. The distinctive and artistic style of this firm's cabinet gramophones has attracted considerable interest.

The period of the Canadian Industries Exhibition unfortunately clashes with that of the music trade convention at Scarborough, but there will be a day or so toward the end for the conventionites to put in an appearance at the C. I. E.

A New Gramophone—The Separaphone

A demonstration of the above was given recently at the Oxford Theatre. It is the invention of the brothers Gay. The essence of the instrument is a new kind of sound box. An outer case entirely encloses the diaphragm and stylus, and by this method very natural effects are obtained. Claims are made for other improvements, about which I shall have something to say later on. I am informed by Mr. Gay that many leading men of the musical world have expressed special interest in his invention.

The Winner Wet or Dry Publicity Couplet

For some time the Winner Record Co. has been running a publicity stunt on the London trams, in the form of a couplet—Wet or Dry Winner Records you should try. Any suggestion that this was inspired by Pussyfoot Johnson would doubtless be repudiated, though to be sure, the connection is rather suspected. As yet, the British public remains solidly against the prohibition idea, and aggressively so when it comes to Winner records, which distill such excellent fare of pleasing variety in the world of music. Nothwithstanding all this, it appears that before his departure Mr. Johnson left us some mementos of his campaign in the shape

FROM OUR LONDON HEADQUARTERS—(Continued from page 226)

of Winners. These "wet or dry" discs will not figure on the company's ordinary program, having been made to private order, but are intended for use (with the loud-playing Stentorphone) by the pussyfoot prohibitionists. It is a coincident that among recent Winner issues is a record called "Mister Pussyfoot," by that young comedian, Ernie Mayne.

"We are offering the public just what it wants," said Percy Willis, in the course of an interview with your correspondent, "and it is our policy to be on time with prompt deliveries of the up-to-date songs and musical numbers from the London plays. That is why we are not so much affected by the present sales depression, though, of course, at this time of year, one must not expect to be so overwhelmed with orders as in the Winter months."

It is an interesting fact, by the way, that the Versatile Three so tickled the Prince of Wales at an entertainment prior to his colonial tour, that he ordered a set of their Winner records to take away with him.

Perophone Popularity

In Phonoland business is said to be rather on the quiet side, but one of the firms least affected is the House of Perophone, Ltd., (Lockwood's Branch) City Road. Here I found an absence of the usual busy season's bustle, it is true, but the general air of business concentration bespoke the fact that a goodly volume of trade was under way. This firm are jobbers of the famous Zonophone goods, and have for long undertaken the manufacture of a quality range of instruments of all types, known as Perophones. The company's policy aims at the better class trade by the provision of models of artistic and exclusive design and workmanship, with, in the main, British equipment throughout. Though sold at competitive prices, Perophone machines make no appeal to that class of trade which is best served by cheap value lines. Oversea buyers conducting a good class trade will therefore find in these products just the degree of merit they require in gramophones and their parts. Messrs. Perophone, Ltd., are now in a position to handle oversea contracts, and will be pleased to open up trading relations with any business reader of this journal not already on their books.

Interesting News in Brief

Another important price reduction is announced by the "His Master's Voice" Co. Dealers have received notice that on and after July 1 the Titta Ruffo records are reduced as follows: Ten-inch solo and concerted, from 8s. to 5s. 6 d.; twelve-inch do, from 12s. 6 d. to 7s. 6d.; twelve inch (No. 2-054049), from 20 s. to 10 s. 6d. Another step in the company's determination to bring the cream of talent within the price reach of a wider public!

From July 26 to August 9, inclusive, dealers and others are reminded that the "His Master's Voice" factories will be closed for the Summer vacation. During this period orders cannot be executed.

The Leipsic Messe catalog of exhibits, etc., published in two volumes, totalled over 1,750 pages. It comprised references to many industries, and shows, at least, that the Teutons are again very much on the move.

As previously noted in these columns, the shellac market is in rather a fluctuating state. An average pre-war price was 70/ per cwt. Early this year the figure of 900/ was quoted. After going down to about half this amount, the price is again upward, it being 620/ per cwt. at the time of writing.

Apropos the recently increased postal charges for the United Kingdom and letters to America, it should be noted that the postcard and printed

(*Continued on page 228*)

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

Export Quotations for Quantities at Extraordinarily Low Prices.

LARGEST OUTPUT IN UNITED KINGDOM

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HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F. (one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, $5 (DOLLARS)

FROM OUR LONDON HEADQUARTERS

(Continued from page 227)

matter rate remains the same, though a revision is expected later.

The recent strike of over 200 men employes at the Columbia record factory, London, has collapsed by the employes resuming their duties on the company's terms.

S. W. McGregor, H. M. trade commissioner in Australia, has arrived in England for the purpose of conferring with British manufacturers concerning trading conditions and prospects in the Commonwealth. My advice is that those interested in the development of trade with this important country can interview Mr. McGregor by appointment at the Department of Overseas Trade, 35 Old Queen street, Westminster.

A "big bargain sale," as it is called, has been launched by an enterprising City Road jobber of gramophone goods. Its duration is twenty-eight days. Tempting advantages are offered dealers to stock up for next season!

A report dealing with the great expansion of American trade abroad, and particularly in the case of India, mentions that for the eleven months ending February last India's total imports from all sources amounted in value to 1,838,152,834 rupees, an increase as compared with same period last year of over 300,000,000 rupees!

Foreign made goods are imported and sold in the United Kingdom without any indication of the country of origin. The Gramophone and other trade associations have taken steps to place their views before the committee now considering the provisions of the merchandise marks act.

Successful experiments have been made in recording sound wirelessed over a distance of forty miles. It is the outcome of the wireless phone, about which we have recently heard much. A demonstration at Marconi House, London, gave some remarkable results. The wireless phone equipment attached to a Dictaphone recorder, registered on the wax cylinder a message spoken at Chelmsford, forty miles away.

Viscount Galway has made for the "His Master's Voice" an interesting record of Hunting Calls. It has been on the list some considerable time, according to the recent discovery of a newspaper reporter! Funny how some of the writers in daily papers "dig" up old news.

Gramophone needle sapphires require special treatment for their work, and are not likely to be ousted by the synthetic article being made in Clarkewell. But it is interesting. A report in the Chronicle states that these synthetic sapphires are made white and yellow for commercial purposes by fusing down aluminum powder. Dealers aver that they can sell the real article almost as cheap.

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)
IS MADE BY
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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

The Sterno Co. Expand

Interesting advice of business development reaches me from The Sterno Manufacturing Co., this city. For a considerable time past it has been very obvious by the congestion at the company's City Road premises that something was necessary to ease and permit of increased facilities of output. As a fact, lack of accommodation has for long restricted trading activity. London is a big place, but it is mighty short of suitable factories, owing to cessation of building during the war. But the Sterno people have at last been successful in securing a useful factory of three-floor capacity in the S. E. district, and this is now being equipped with up-to-date machinery for the manufacture of gramophones. Here will be transferred all departments with the exception of office and showroom, which remain at City Road. The company's future plans embrace an augmented output of complete machines of all types—cabinet, table-grand, hornless, portable and exterior horn models, of a good standard of quality, and based upon selling prices that will bear favorable comparison competitively. The Sterno Co. are manufacturers of the well-known portable Compactophone instrument, and sole agents of the Mermod Frères series of motors. These considerations, with the new factory facilities, represent a combination of good promise for next season's trade. Progress of this nature shows a confident outlook in the future stability of British gramophone effort. Congratulations!

The Motor of Quality

Reports from the London headquarters of the General Phonograph Corp. indicate that, period and conditions considered, sales are keeping up quite satisfactorily. A. Balcombe informs me that trade is not quite so brisk as in former months, though good progress has been registered in comparison with even time a year ago. The retail demand for machines shows an easing off because the public is not buying to the same extent as during the Winter months. Again, with the advent of German goods, which the rate of exchange permits of selling at slightly less than the usual market prices, there is a noticeable tendency on the part of instrument assemblers to revert to the pre-war practice of making up very cheap machines. This is much to be regretted. The foundation, the life-blood of a gramophone, is first-class mechanism, and it should be the aim of everyone concerned to insist upon reliable motive power. In this regard, the motor of quality occupies a recognized place. The company intend to maintain a trading policy which, in its educational aspect, will help all to a wider realization that "Good music depends upon a perfect motor."

By the way, the company has just issued a very attractive folder itemizing full descriptions and illustrations of their various models, and this has been circulated with good results.

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Songster Talking Machine Needles

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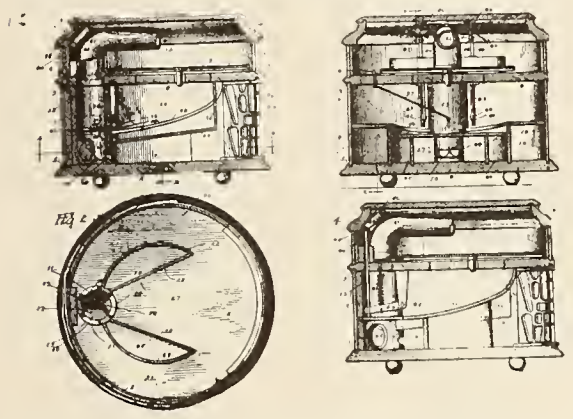
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—**Phonograph.** Arthur E. Teal, Walker Township, Mich. Patent No. 1,336,492.

The present invention relates to phonographs; and an object thereof is to provide an instrument improved in various features of construction; a further object is to provide a phonograph having improved resonant qualities; a further object is to provide a phonograph having an outer wall sufficiently strong and rigid but nevertheless vibratile under the action of sound waves; a further object is to provide in a phonograph an improved sound amplifier; a further object is to provide in such an amplifier a plurality of branches so disposed interrelatively that the sound waves issuing therefrom intersect and blend; a further object is to provide a phonograph wherein the vibratile outer wall of the phonograph forms a wall of the amplifier; a further object is to provide an amplifier having a middle and side branches; a further object is to provide an improved valve for governing the volume of sound issuing from the



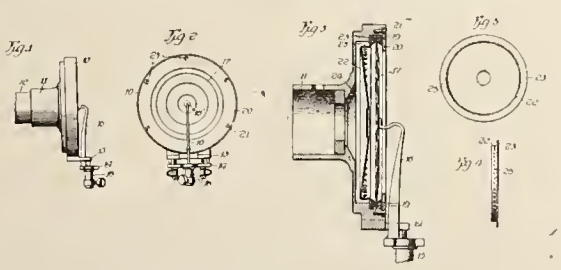
amplifier; a further object is to provide an improved counterbalancing device for the hinged cover of the cabinet.

Fig. 1 is a central vertical section of a phonograph; Fig. 2 is a sectional view of the same taken on a horizontal plane corresponding to line A—A of Fig. 1; Fig. 3 is a central section of the same taken on a vertical plane corresponding to line B—B of Fig. 1, and Fig. 4 is a section of the same taken on vertical planes corresponding to line C—C of Fig. 3.

Sound Box. Forest Cheney, Chicago, Ill., assignor to Cheney Talking Machine Co., same place. Patent No. 1,339,809.

This invention relates to talking machines and particularly to a novel sound box therefor. The principal object is to provide a new and improved apparatus for recording or reproducing sound in connection with talking machines and the like.

Other objects are to provide a sound recorder or reproducer that will operate to preserve the quality of the sound; to provide a sound box for talking machines which will clarify the sound reproduced thereby; to amplify sound by providing a plurality of air chambers



within a sound box; to clarify the sound by providing a sound box with a partition wall to eliminate interferences of the sound waves; to improve sound boxes for talking machines by providing an apertured partition through which the sound waves are directed radially with respect to the axis of the diaphragm; to provide a sound box having double air chambers, each of which increases in volume in the direction of the flow of the sound.

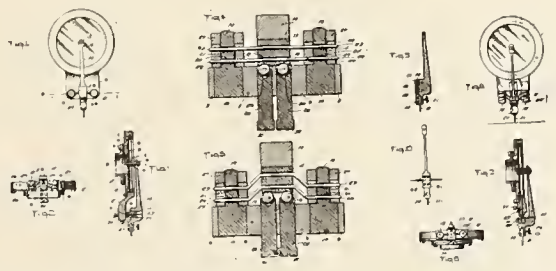
Fig. 1 is a side elevation of a sound box made in accordance with this invention. Fig. 2 is a plan view of the same looking from the right hand side of Fig. 1. Fig. 3 is an enlarged vertical sectional view through the center of the sound box made in accordance with the invention. Fig. 4 is an edgewise view of the preferred form of apertured partition, and Fig. 5 is an elevation thereof.

Phonograph and Analogous Apparatus. Elwood Grissinger, Buffalo, N. Y. Patent No. 1,339,649.

This present invention is shown as embodied in a phonographic sound box which is primarily adapted for mechanically reproducing sound from a record, but may be employed for the reverse process of recording sound upon a wax or other impressionable surface. The general purposes and objects of the present invention are similar to those explained in prior applications Ser. Nos. 236,735, 239,512 and 239,513; and the novel features of the present device may be employed in connection with the recording apparatus and methods of application Ser. No. 236,735.

One important object of the present invention is to insure faithful transmission through a lever or other similar machine element, of physical movements corresponding to speech vibrations or other vibrations having similar frequencies or similar complexities.

In the drawings: Fig. 1 is an elevation or face view of a phonographic reproduction embodying one form of the invention; Fig. 2 is an end view of Fig. 1 from below; Fig. 3 is a section on the line 3—3, Fig. 1; Figs. 4 and 5 are sections on the line 4—4 showing an initial position and one of the adjusted positions of the parts; Figs. 6, 7 and 8 are respectively face, end and sectional views corresponding to Figs.



1, 2 and 3, but showing a modified arrangement of the pivotal mounting; Figs. 9 and 10 are respectively longitudinal section and face views of a form of lever arranged for use with a single wire.

Phonograph and Analogous Apparatus. Elwood Grissinger, Buffalo, N. Y. Patent No. 1,339,648.

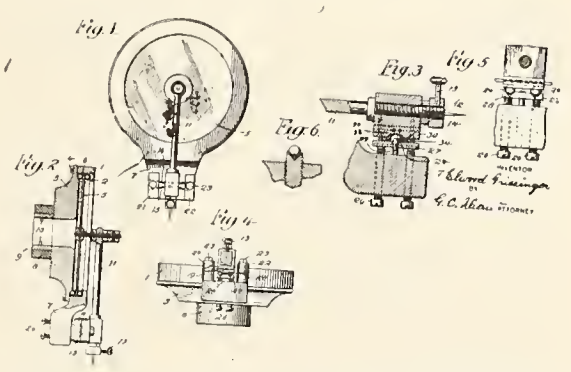
This present invention is shown as embodied in a phonographic sound box which is primarily adapted for mechanically reproducing sound from a record, but it may be embodied in a phonographic recorder or other apparatus where rigid, frictionless, noiseless pivoting is necessary or desirable in order to insure faithful, undistorted mechanical receiving or transmission of high frequency or complex wave energy.

The present invention relates more particularly to the use of the spaced stretched wires, and it involves in addition thereto a means for further predetermining and fixing the location of the pivotal axis of the lever. Broadly stated, the said means consists of a third element adapted to apply a thrust perpendicularly to the plane of the wires, and along a line parallel with and midway between them. The means employed for this purpose may be varied, but in this application is disclosed how a pair of alined steel balls may be used for such purpose.

By providing suitable adjusting screws, the pivotal means may be very powerfully forced against the lever, thus affording a convenient and very effective means for transversely displacing the wires and thereby stretching them to any desired degree of tension.

By the above expedient, the alined balls become the physical bearing surfaces for the pivotal movement of the lever. These bearing surfaces are forced into contact with relatively enormous pressure by the symmetrically applied stresses of the spaced wires. This prevents all possibility of jumping or noise producing movements at the point of contact of the lever with its bearing. The bearing parts are preferably of very hard steel and are formed with smooth, preferably polished surfaces.

Fig. 1 is a face view of a phonographic sound box showing the spaced stretched wire suspension; Fig. 2 is a section on the line 2—2, Fig.



1, the lever and pivotal mounting being shown in side elevation; Fig. 3 is an enlarged vertical section on the line 3—3, Fig. 1; Fig. 4 is an elevation endwise of the lever; Fig. 5 is a detail view showing the pivotal mounting as in Fig. 4, but on a larger scale; and Fig. 6 is a detail section showing a modified form of adjustable ball support.

Phonograph and Analogous Apparatus. Elwood Grissinger, Buffalo, N. Y. Patent No. 1,339,558.

The present invention is shown as embodied in a phonographic sound box which is primarily adapted for mechanically reproducing sound from a record, but it may be embodied in a phonographic recorder or other apparatus where rigid, frictionless, noiseless pivoting is necessary or desirable in order to insure faithful, undistorted mechanical receiving or transmission of high frequency or complex wave energy.

The present invention may include the above features, but it relates more particularly to the use of the spaced stretched wires and it involves in addition thereto, a means for further predetermining and fixing the location of the pivotal axis of the lever. Broadly stated, the said means consists of a third element adapted to apply a thrust perpendicularly to the plane of the wires, and along a line parallel with and midway between them. The means employed for this purpose may be a knife edge or a cylinder of small diameter or a pair of alined steel balls.

By providing suitable adjusting screws, the pivotal edge or surface may be powerfully forced against the lever, thus affording a convenient and very effective means for transversely displacing the wires and thereby stretching them to any desired degree of tension.

By the above expedient, the knife edge or alined balls become the physical bearing surfaces for the pivotal movement of the lever. These bearing surfaces are forced into contact with relatively enormous pressure by the symmetrically applied stresses of the spaced wires. This prevents all possibility of jumping or noise

(*Continued on page 230*)

producing movements at the point of contact of the lever with its bearing. The bearing parts are preferably of very hard steel and are formed with smooth, preferably polished surfaces.

Fig. 1 is a face view of a phonographic sound box showing the spaced stretched wire suspension; Fig. 2 is a section on the line 2—2,

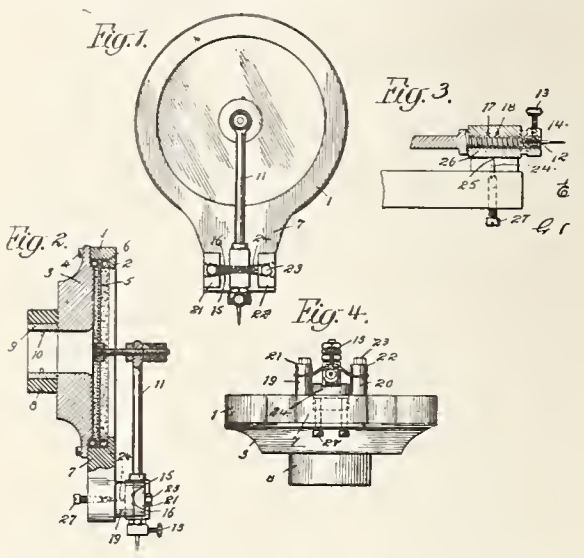
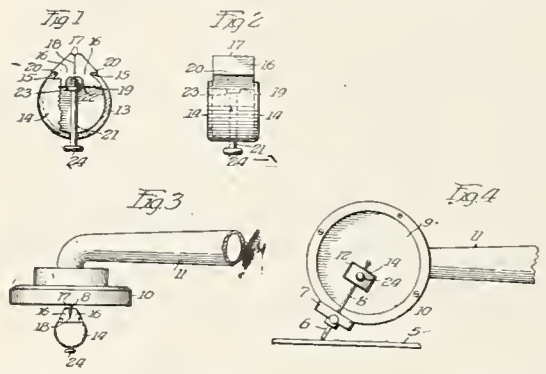


Fig. 1, the lever and pivotal mounting being shown in side elevation; Fig. 3 is an enlarged vertical section on the line 3—3, Fig. 1; Fig. 4 is an elevation endwise of the lever.

Phonograph Tone Modifier. Meyer Maltz, Chicago, Ill., assignor of one-half to B. M. Arnesen and one-half to W. C. Utes, both of Chicago, Ill. Patent No. 1,339,404.

This invention relates to means for modifying tones produced by phonographs and similar machines, and has for an object the elimination of the scratching and metallic sounds frequently produced by phonographs, and a particular object is to modify the tones so as to make them more mellow and pleasing to the ear.

Of the accompanying drawings Fig. 1 is an elevation of the device which is used in modifying the tone of the instrument, certain portions of the device being broken away to show the interior thereof. Fig. 2 is another elevation of the same device. Fig. 3 shows the man-



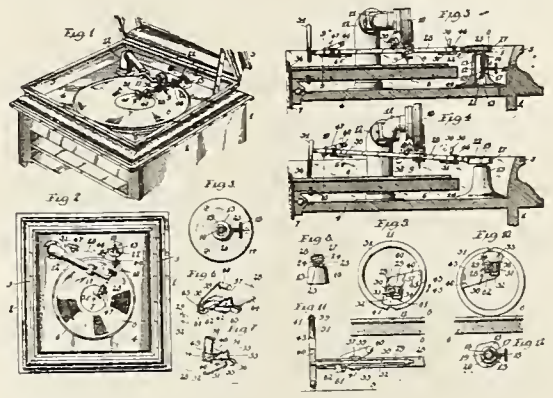
ner of attaching the modifying device to the ordinary mechanism of the phonograph. Fig. 4 is another view of the device attached to the said mechanism.

Record-Repeating Device for Sound-Reproducing Machines. Rasmus P. Christensen, Buffalo, N. Y. Patent No. 1,340,525.

This invention relates to improvements in record-repeating devices for sound reproducing machines.

This invention is an improvement on an application for patent filed on the 15th day of March, 1917, Serial No. 154,944, and embodies the same principles therein shown and described; it, however, has for its object to improve and simplify the construction of the parts to render the device easier to operate and to reduce the cost of the same.

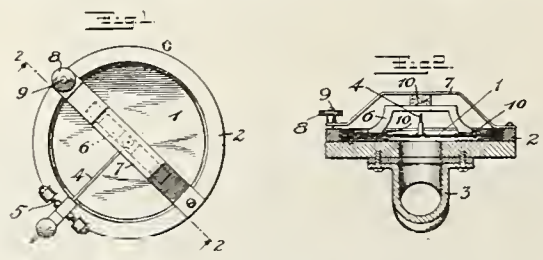
In the drawings Fig. 1 is a perspective view of the upper end of a sound reproducing machine of popular style, to which the improved repeating device is attached, part of the cover only being shown. Fig. 2 is a plan view of the machine with the cover removed. Fig. 3 is a transverse section through one-half of the upper portion of the sound reproducing machine with the cover removed, the repeating device being shown in normal position. Fig. 4 is a similar view with the repeating device in a position in which it serves to automatically return the tone or reproducer arm with its sound box or reproducer to the starting point of the record, or to any other desired point from which the record is to be repeated. Fig. 5 is a horizontal section on an enlarged scale taken on line 5—5, Fig. 3. Fig. 6 is a perspective view of one of the stop devices adjustable on the skid or guide arm of the device, said skid or guide arm being shown in dotted lines to better illustrate the application of said stop device to said arm. Fig. 7 is a detached perspective view of the other stop device adjustable on the skid or guide arm of the device, said skid



or guide arm being shown in dotted lines to better illustrate the application of said stop device to said arm. Fig. 8 is a transverse section on an enlarged scale taken on line 8—8, Fig. 3. Fig. 9 is a transverse section on an enlarged scale taken on line 9—9, Fig. 3. Fig. 10 is a transverse section on an enlarged scale taken on line 10—10, Fig. 4. Fig. 11 is a longitudinal section taken on line 11—11, Fig. 9. Fig. 12 is a horizontal section taken on line 12—12, Fig. 3.

Sound Box. Eugene T. Turney, New York, assignor of one-half to Ernest C. Wilcox, Meriden, Conn. Patent No. 1,340,854.

This invention relates to improvements in sound boxes, so-called, for use in phonographs and talking machines. The chief object of the invention is to provide a new and useful construction designed to improve the quality of



tone reproduced. In the accompanying drawing Fig. 1 is a side elevation. Fig. 2 is a section on the line 2—2 of Fig. 1 looking in the direction of the arrows.

Record-Repeating Device for Sound-Reproducing Instruments. Rasmus P. Christensen, Buffalo, N. Y. Patent No. 1,340,524.

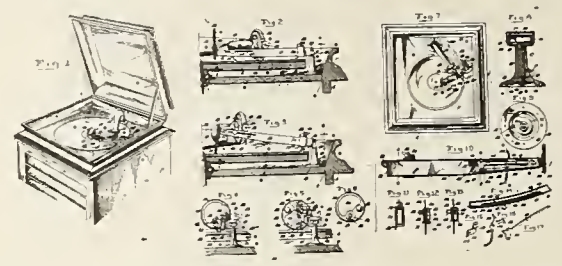
This invention relates to improvements in record-repeating devices for sound-reproducing machines.

The object of the invention is to provide an improved repeating device having adjustable stops whereby any portion or the whole of the record may be repeated.

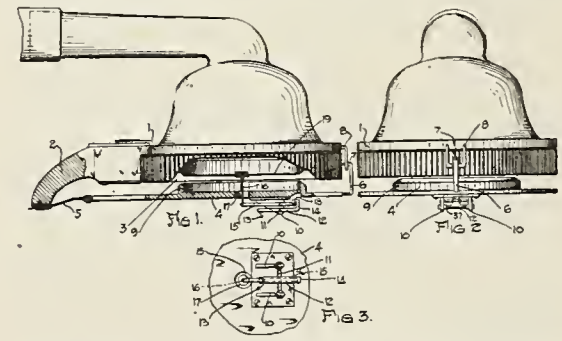
Another object of the invention is the production of a device of the kind mentioned which will positively return the sounding box of the reproducer to the starting point of the record while gently lowering the needle into contact with the record, thus assuring full protection to the record and guarding against injury to the needle.

Another object of the invention is the provision of a repeating device which can be easily attached to any disk-playing sound reproducing machine and which may be swung into inoperative position so that the record may be played in the usual manner without repeating.

Fig. 1 is a perspective view of the upper end of a sound reproducing machine to which the improved repeating device is attached. Fig. 2 is a transverse section through one-half of the upper portion of the sound reproducing machine, with the cover removed, the repeating device being shown in normal position. Fig. 3 is a similar view of the repeating device in a



position in which it automatically returns the reproducer to the starting point of the record, or to any other desired point from which the record is to be repeated. Fig. 4 is a section taken on line a—a, Fig. 2, looking in the direction of the arrow crossing said line. Fig. 5 is a section taken on line b—b, Fig. 3, looking in the direction of the arrow crossing said line. Fig. 6 is an elevation of the eccentric whereby the skid or guide member of the device is actuated to place the same in inclined position. Fig. 7 is a plan view of a sound reproducing machine with the cover removed. Fig. 8 is an enlarged vertical section through the skid or guide support. Fig. 9 is an inverted view of the same. Fig. 10 is a longitudinal section through the skid or guide member. Fig. 11 is a cross section taken on line c—c, Fig. 10. Fig. 12 is a cross section taken on line d—d, Fig. 10. Fig. 13 is a cross section taken on line e—e, Fig. 10. Fig. 14 is a longitudinal section taken on line f—f, Fig. 10, the eccentric and its shaft being omitted. Figs. 15 to 17 are perspective views showing in detail parts of the actuating devices forming part of said skid.



Floating Weight Sound Box. Erwin Cassca, Gloversville, N. Y. Patent No. 1,340,436.

This invention relates to sound boxes for phonographs and has particular reference to a floating weight and the connection of the stylus lever thereto, the said lever being connected with the diaphragm through an intermediate lever and flexible connector, whereby to absorb local vibrations and to reproduce through the diaphragm the recorded vibrations, and to increase the accuracy and tone of the reproduction.

Fig. 1 is a side elevation, partly in section, showing the invention as applied to a sound box. Fig. 2 is an end elevation, and Fig. 3 is a plan view of the stylus and supports.

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Advance RECORD BULLETINS for August, 1920

VICTOR TALKING MACHINE CO.

VOCAL RECORDS

35697 Gems from "Apple Blossoms," Victor Light Opera Company 12
Gems from "Irene," Victor Light Opera Company 12
18676 The Love Nest (from the musical comedy "Mary") ..... John Steele 10
Blue Diamonds ..... Henry Burr 10
18677 Tiddle-Dee-Winks ..... Billy Murray 10
I Love the Land of Old Black Joe, Billy Murray and Peerless Quartette 10

DANCE RECORDS

18675 All Star—One-step ..... All Star Trio 10
Hy'n Dri—Fox-trot ..... All Star Trio 10
18678 Love Nest—Medley Fox-trot, Joseph C. Smith's Orchestra 10
A Young Man's Fancy—Fox-trot, Joseph C. Smith's Orchestra 10

RED SEAL RECORDS

EMILIO DE GOGORZA, *Baritone*
64888 Each Shining Hour ..... Glad Forster 10

EMMY DESTINN, *Soprano—In Bohemian*
87310 Home! (Domu!) ..... K. Horky-Arno M. Hess 10

GERALDINE FARRAR, *Soprano—In Italian*
87311 Zaza—Mamma usciva di Casa (Mother Has Gone) ..... Leoncavallo 10

FLONZALEY QUARTET
(Adolf Betti, 1st Violin; Alfred Pochon, 2nd Violin; Louis Bailly, Viola; Iwan d'Archambeau, 'Cello)
64889 Quartet No. 3 in E Flat Minor (Scherzo), Tschaikowsky 10

MABEL GARRISON, *Soprano*
64891 Heaven Is My Home ..... Taylor-Sullivan 10

JASCHA HEIFETZ, *Violinist*
(Piano accompaniment by André Benoist)
74626 Introduction and Tarantelle ... Pablo de Sarasate 12

FIRST RECORD BY MME. HOMER AND DAUGHTER
MME. HOMER, *Contralto*, and MISS LOUISE HOMER, *Soprano*
87570 Last Night ..... Halfdan Kjerulf 10

JOHN MCCORMACK, *Tenor*-FRITZ KREISLER, *Violinist*
(Piano accompaniment by Edwin Schneider)
87571 When Night Descends ..... Rachmaninoff 10

SERGEI RACHMANINOFF, *Pianist*
74628 Prelude in G Minor ..... Rachmaninoff 12

PHILADELPHIA ORCHESTRA
(Leopold Stokowski, Conductor)
74627 Blue Danube Waltz ..... Johann Strauss 12

TITTA RUFFO, *Baritone—In Italian*
88621 Otello—Era La notte (Cassio's Dream) .... Verdi 12

ERNESTINE SCHUMANN-HEINK, *Contralto*
88620 Old Folks at Home ..... Stephen C. Foster 12

COLUMBIA GRAPHOPHONE CO.

A2940 Some Beautiful Morning (I'll Find You in My Arms) (Friend and Jolson). Orch. accomp., Al Jolson 10
I've Got the Profiteering Blues (Bibo)—Tenor solo, Orch. accomp. ..... Frank Crumit 10
A2941 Ten Little Bottles (Monaco). Orch accomp., Bert Williams, Comedian 10
Unlucky Blues (Lewis and Robinson). Orch. accomp. ..... Bert Williams, Comedian 10
A2942 All the Boys Love Mary (Van and Schenck). Character duet, Orch. accomp., Van and Schenck 10
Way Down Barcelona Way (Jentes). Character song, Orch. accomp. ..... Harry Fox 10
A2843 Oh! By Jingo (Von Tilzer)—One-step, Lanin's Roseland Orch. 10
Rose of Chile (Bowers)—(Tango Fox-trot), Lanin's Roseland Orch. 10
A2938 Take It Easy (White)—Fox-trot, Art Hickman's Orch. 10
Come Back to Georgia (Hickman and Black)—One-step ..... Art Hickman's Orch. 10
A6153 Lassie, Intro "Echo," from "Lassie" (Felix)—Medley Waltz ..... Prince's Orchestra 12
Alabama Moon, Intro. "My Paradise" (Green Zamecnik)—Medley Waltz .... Prince's Orch. 12

THE NOVELTY RECORD

E4642 Love and Money—Waltz ..... Russian Balalaika Orchestra, S. S. Samuels, Conductor 10
Popular Neapolitan Melodies .. Russian Balalaika Orchestra, S. S. Samuels, Conductor 10

SPECIAL SUMMER DANCE RECORDS

A2812 Peggy—Fox-trot ..... Art Hickman's Orch. 10
Tell Me Why—Fox-trot .... Art Hickman's Orch. 10
A2817 Only—Fox-trot ..... Prince's Dance Orch. 10
Chinese Lullaby—Fox-trot, Waldorf-Astoria Dance Orch. 10
A2818 I Ain't Gonna Give Nobody None o' This Jellyroll—Medley Fox-trot, Sweatman's Original Jazz Band 10
Hello! Hello—One-step, Sweatman's Original Jazz Band 10
A2819 O! What a Pal Was Mary—Medley Waltz, Columbia Saxophone Sextette 10
Weeping Willow Blues—Fox-trot, Columbia Saxophone Sextette 10
A2712 Sweet Siamese—Fox-trot, Fuller's Novelty Orch. 10
Ruspana—One-step ..... Fuller's Novelty Orch. 10
A2708 Aloma—Oriental Fox-trot ..... Jockers Bros. 10
Full o' Pep—One-step ..... Jockers Bros. 10
A2814 Patches—Fox-trot ..... Art Hickman's Orch. 10
Sweet and Low—Waltz .... Art Hickman's Orch. 10
A2840 I Want a Daddy Who Will Rock Me to Sleep—Medley Fox-trot, Waldorf-Astoria Dance Orch. 10
I Might Be Your Once-in-a-While—Medley Fox-trot ..... Yerkes' Jazarimba Orch. 10
A2841 Rainbow of My Dreams—Fox-trot, Art Hickman's Orch. 10
Burmese Belles—One-step, Art Hickman's Orch. 10
A2721 That's Got 'Em—Fox-trot, Sweatman's Original Jazz Band 10
A Good Man Is Hard to Find—Medley Fox-trot, Sweatman's Original Jazz Band 10
A2547 Down Home Rag—Fox-trot, Fuller's Novelty Orch. 10
I Ain't Got Nobody Much—Fox-trot, Fuller's Novelty Orch. 10
A2696 Thousands of Years Ago—Medley Fox-trot, Waldorf-Astoria Dance Orch. 10
I Wonder Whether—Medley Fox-trot, Waldorf-Astoria Dance Orch. 10
A6104 I'm Forever Blowing Bubbles—Medley Waltz, Columbia Orch. 12
That Tumble Down Shack in Athlone—Medley Waltz ..... Columbia Orch. 12
A2857 Wond'ring—Fox-trot .... Ted Lewis Jazz Band 10
You Can't Get Lovin' Where There Ain't Any Love—Medley Fox-trot, Louisiana Five Jazz Orch. 10
A2906 Oriental Stars—One-step, Prince's Dance Orch. 10
Bound in Morocco—Fox-trot, Prince's Dance Orch. 10
A6064 I'm Always Chasing Rainbows—Medley Fox-trot ..... Prince's Band 12
Oh! Frenchy—Medley One-step .. Prince's Band 12
A6132 Pretty Little Rainbow—Medley Waltz, Prince's Orch. 12
Dreamy Alabama—Medley Waltz, Prince's Orch. 12
A6089 Memories of the Past Waltzes. Part I, Prince's Orch. 12
Memories of the Past Waltzes. Part II., Prince's Orch. 12
A2895 Venetian Moon—Medley Fox-trot, Kentucky Serenaders 10
Bo-la-Bo—Fox-trot ..... Ted Lewis Jazz Band 10
A2879 Ah! There—Flirtation Fox-trot .. Columbia Orch. 10
Just Another Kiss—Medley Waltz, Paul Biese Trio 10
A2720 Mary Ann—One-step, Waldorf-Astoria Dance Orch. 10
Bevo Blues—One-step, Yerkes' Jazarimba Orch. 10
A2880 Dancing Honeymoon—Fox-trot, Art Hickman's Orch. 10
Fe Fi Fo Fum—One-step .. Art Hickman's Orch. 10
A2876 Buddha-Dardanella—Fox-trot, Columbia Saxophone Sextette 10
Limehouse Nights—Medley One-step, Columbia Saxophone Sextette 10
A5929 Charming—Waltz ..... Prince's Orch. 12
A Dream—Medley Waltz ..... Prince's Orch. 12
A2844 "O" (Oh)—Fox-trot ..... Ted Lewis Jazz Band 10
Barkin' Dog—Fox-trot, Gorman's Novelty Synoopators 10
A2851 Dardanella—Fox-trot ..... Prince's Orch. 10
Wild Flower Waltz .... Yerkes' Jazarimba Orch. 10
A2858 Cairo—One-step ..... Art Hickman's Orch. 10
Rose Room—Fox-trot ..... Art Hickman's Orch. 10
A2874 Apple Blossoms Waltz—Medley Waltz, Prince's Dance Orch. 10
Old Fashioned Garden—Medley One-step, Prince's Dance Orch. 10
A6081 My Belgian Rose—Medley Waltz, Prince's Orch. 12
Beautiful Ohio—Medley Waltz .. Prince's Orch. 12
A2813 The Hesitating Blues—Medley Fox-trot, Art Hickman's Orch. 10
Those Draftin' Blues—Medley Fox-trot, Art Hickman's Orch. 10
A6137 Oh What a Pal Was Mary—Medley Waltz. Prince's Orch. 12
Carolina Sunshine—Medley Waltz, Prince's Orch. 12
A2864 Just Like the Rose—Medley Fox-trot, Paul Biese Trio 10
When You're Alone—Medley Fox-trot, Paul Biese Trio 10
A2686 Out of the East—Oriental Fox-trot, Fuller's Novelty Orch. 10
Singapore—Medley Fox-trot, Fuller's Novelty Orch. 10
A2707 Ja-Da!—Fox-trot, Sweatman's Original Jazz Band 10
Rainy Day Blues—Fox-trot, Sweatman's Original Jazz Band 10
A2811 My Baby's Arms—Fox-trot, Art Hickman's Orch. 10
On the Streets of Cairo—One-step, Art Hickman's Orch. 10
A2719 No One But You—Medley One-step, Waldorf-Astoria Dance Orch. 10
It Gets Them All—Medley Fox-trot, Waldorf-Astoria Dance Orch. 10

SPECIAL AUGUST MID-MONTH LIST

A2939 Left All Alone Again Blues, from "The Night Boat" ..... Marion Harris, Comedienne 10
Everybody But Me .. Marion Harris, Comedienne 10
A2944 The St. Louis Blues, Marion Harris, Comedienne 10
Homesickness Blues, Marion Harris, Comedienne 10
A2946 In Sweet September ..... Al Jolson, Comedian 10
Early in the Morning (Down on the Farm), Frank Crumit 10
A2948 Marion (You'll Soon Be Marryin' Me), Frank Crumit 10
Pretty Kitty Kelly ..... Charles Harrison 10

DANCE RECORDS

A2945 Somehow—Fox-trot ..... Ted Lewis Jazz Band 10
I Know Why—Medley Fox-trot. Intro.: "My Cuban Dreams" ..... Morrison's Jazz Orch. 10
A2949 Dance-o-Mania—Fox-trot ..... The Happy Six 10
Slow and Easy, Intro.: "I'm Sorry I Ain't Got It You Could Have It If I Had It Blues"—Fox-trot ..... Louisiana Five Jazz Orch. 10
A6157 Tripoli, Intro.: "Let the Rest of the World Go By"—Medley Waltz ..... Prince's Orch. 12
Romance, Intro.: "There'll Come a Day"—Waltz ..... Prince's Orch. 12

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

29056 Want of You (Vanderpool). Baritone, Orch. accomp., Thomas Chalmers
29057 Love's Sorrow (Shelley). Contralto, Orch. accomp., Carolina Lazzari

REGULAR LIST

4037 Red Tulip (Weiller). Waltz intermezzo, Edison Concert Band
4038 When I'm Alone, I'm Lonesome (Brett-Jacobs). Soprano, Orch. accomp. ..... Leola Lucey
4039 Pickaninny Blues (A Waltz Lullaby) (Klickmann). Male voices, Orch. accomp. ..... Crescent Trio
4040 When You're Gone I Won't Forget (De Rose). Contralto and tenor, Orch. accomp., Louise Terrell and George Wilton Ballard
4041 Oh By Jingo! Oh By Gee! (You're the Only Girl for Me) (A. Von Tilzer). Male voices, Orch. accomp., Premier Quartet
4042 Dardanella (Bernard-Black). Soprano and tenor, Orch. accomp. ..... Gladys Rice and Vernon Dalhart
4043 Afghanistan (Wilander-Donnelly). Fox-trot, for dancing, Lopez and Hamilton's Kings of Harmony Orch.
4044 Bluin' the Blues (Ragas). Fox-trot, for dancing, Lopez and Hamilton's Kings of Harmony Orch.
4045 All Over This World. Male voices, Fisk University Jubilee Quartet
4046 Semper Fidelis March (Sousa), United States Marine Band
4047 Everybody's Buddy (Frisch). Tenor, Orch. accomp., Lewis James
4048 Oh! How I Laugh When I Think How I Cried About You (White). Conversational duet, Orch. accomp., Rachael Grant and Billy Murray
4049 Bow-Wow (Wadsworth). One-step, for dancing. Two saxophones and two pianos, Wicdoeft-Wadsworth Quartet
4050 Oh, Joe (Please Don't Go) (Briers), Al Bernard and Frank M. Kamplain
4051 Will It Ever Be the Same Again (Gilbert-Cooper). Tenor, Orch. accomp. ..... Reese Jones
4052 Hawaiian Smiles (Earl). Waikiki Hawaiian Orchestra
4053 While Others Are Building Castles in the Air (I'll Build a Cottage For You) (Fischer). Tenor, Orch. accomp., ... Lewis James
4054 Dinnie Donohue, the District Leader (Irish Monolog). Orch. accomp. ..... William Cahill
4055 As You Were (Gaskill). Tenors, Lewis James and Charles Hart
4056 La Veeda (Alden). Fox-trot, Max Fells' Della Robbia Orchestra
4057 Sweeter As the Years Go By (Morris) Mezzo-soprano and tenor, Orch. accomp., Helen Davis, Charles Hart and Mixed Chorus
4058 Alabama Moon (G. H. Green). Soprano, Orch. accomp. Xylophone obbligato by G. H. Green, Gladys Rice
4059 Alexandria (Aphrodite (Goetzl). Fox-trot, for dancing, ... Max Fells' Della Robbia Orchestra

EDISON RE-CREATIONS

82188 Scherzo-Tarentelle (Wieniawski). Violin, Albert Spalding
Träumerei (Schumann). Violin ..... Albert Spalding
82189 By the Waters of Minnetonka (Lieurance), and Lullaby (Licurance). Soprano ..... Frieda Hempel
Kentucky Babe (Geibel). Soprano, Fricda Hempel and Lyric Male Quartet
82190 Elégie (Massenet). Soprano, in French, 'Cello obbligato by Lauri Kennedy ..... Marie Rappold
Torna a Surriento (Come back to Sorrento) (De Curtis). Baritone, in Italian ..... Mario Laurenti
82191 Carry Me Back to Old Virginny (Bland). Soprano and male voices ... Anna Case and Criterion Quartet
Danny Deever (Damrosch). Bass-baritone, Arthur Middleton
80512 Columbia, the Gem of the Ocean (Red, White and Blue) (Old English Air). Baritone, Thomas Chalmers and Mixed Chorus
Farewell Marguerite (Boardman.) Tenor, Albert Lindquest
80523 Old Hungarian Melody (Laczi), Armand Vecsey and his Hungarian Orchestra
Summer Showers (Intermezzo) (Logan), Peerless Orch.
80528 Gentle Annie (S. C. Foster). Male voices, Apollo Quartet of Boston
Home Again (Pike). Tenor ..... Hardy Williamson
80529 Is My Name Written There (Davis). Tenor and baritone ..... Charles Hart and Elliott Shaw
Shall You? Shall I? (McGranahan). Tenor, baritone and mixed voices, Charles Hart, Elliott Shaw and Calvary Choir
80530 In an Old-Fashioned Town (Squire). Contralto, Marie Morrisey
Want of You (Vanderpool). Baritone, Thomas Chalmers
80531 Ambassador Polka (Losey). Cornet .... Bohumir Kryl
Luxembourg Waltz—Count of Luxembourg (Lehar). Whistling ..... Sybil Sanderson Fagan
50623 Hawaiian Breezes (MacMeekin). Waltz, Waikiki Hawaiian Orch. (with Louise and Ferera)
Marche Lorraine (Ganne) ... Imperial Marimba Band
50652 Hail to the Spirit of Liberty March (Sousa), New York Military Band
Spirit of Independence March (Holzmann), Conway's Band
50653 Devil's Dream Medley. Reels. Violin, Joseph Samuels
Haste to the Wedding. Medley of Irish Jigs. Accordion, ... John J. Kimmel
50654 Darky's Oration on Woman Negro vaudeville sketch with banjo ..... Billy Golden and James Marlowe
Train Time at Pun'kin Center (C. Stewart. A rural sketch ..... Cal Stewart and Company
50655 My Friends, Morris and Max (Kalmar-Leslie-Ruby), Maurice Burkhart
Pittsburgh, Pa. (Burns-Kissen-Ruby), Monroe Silver

AEOLIAN CO.

OPERATIC SELECTIONS

55006 Zaza—O mio piocolo tavalo (Leoncavallo). Tenor in Italian. Vocalion orch. accomp., Giulio Chimi 12
55007 Miserere, from "Il Trovatore" (Verdi). In Italian. Vocalion orch. accomp., Rosa Raisa, Giulio Crimi and Crous 12

STANDARD SELECTIONS

24008 Little Town in County Down (Carlo Sanders) Tenor, Vocalion orch. accomp. Colin O'More 10
Pretty Kitty Kelly (Nelson-Pease). Tenor, Vocalion orch. accomp. ..... Colin O'More 10
14072 Oh Susanna (S. Foster). Tenor, Vocalion orch. accomp. 10
Medley—Plantation Songs: (1) Massa's in the Cold, Cold Ground, (2) My Old Cabin Home, (3) O Dem Golden Slippers. Vocalion orch. accomp. ..... Aeolian Male Quartet 10

INSTRUMENTAL SELECTIONS

24009 Joselyn—"Berceuse" (Godard). 'Cello, Piano accomp. ..... Maurice Dambois 10
Scherzo (Dittesdorf). 'Cello, Piano accomp., Maurice Dambois 10

POPULAR SELECTIONS

14073 Everybody's Buddy (Frisch). Orch accomp., Samuel Ash 10
When He Gave Me You (Murphy and White). Orch. accomp. ..... Henry Burr 10
14074 Lone Star (Bernard-Wiedoeft). Orch. accomp., Ernest Hare 10
14074 You Can't Go Wrong With a Girl from Dixieland (Pickard). Orch. accomp. ..... Peerless Quartet 10
14075 Clouds (David). Orch. accomp .... Samuel Ash 10
Hiawatha's Melody (Bryan-Meyer). Orch. accomp. ..... Charles Hart-Elliot Shaw 10
14076 There's a Typical Tipperery Over Here (Silver). Orch. accomp. ..... American Quartet 10
One Loving Caress (Wenrich). Orch. accomp. ..... Chapbell-Burr 10

(*Continued on page 232*)

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ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 231)

DANCE SELECTIONS

14077 A Young Man's Fancy (Music Box), from "What's in a Name?" (Ager)—Fox-trot, Harry A. Yerkes' Dance Orch. 10
On Miami Shore—Waltz (Jacobi), Harry A. Yerkes' Marimba Band 10
14078 Wigwam—Fox-trot (Samuels), Murray's Melody Men 10
Polly—One-step (Richmond), Murray's Melody Men 10

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 35
POPULAR VOCAL

22381 In Old Madeira (Wehner-Sanders-Carlo), Tenor duet .....Campbell and Burr 10
When a Peach in Georgia Weds a Rose from Alaham' (Hager-Goodwin), Peerless Male Quartette 10
22355 I'd Like to Know Why I Fell in Love With You (Timberg). Tenor.....Lewis James 10
One Loving Caress (Wenrich). Tenor and baritone duet.....Charles Hart and Elliott Shaw 10
20458 Ten Little Bottles (McDonnell-Monaco). Baritone, piano accomp.....Jack Norworth 10
I'm On Strike (Feldman). Baritone, piano accomp., ...Jack Norworth 10
22392 I'd Like to Take You Away (From "Betty Be Good") (Smith-Riesenfeld). Contralto and tenor duet.....Marion Cox and Billy Jones 10
Le Wanna (Bernard). Baritone...Ernest Hare 10
22393 I'm the Good Man That Was So Hard to Find (Green-Piantadosi). Baritone.....Ernest Hare 10
Alihi Blues (Swanstrom-Morgan). Soprano, piano accomp.....Aileen Stanley 10
22394 Mammy's Little Sugar Plum (Davis-Erdman). Tenor, ...Nohle Sissle 10
Gee, I Wish I Had Some One to Rock Me in the Cradle of Love (Sissle-Blake). Tenor, Nohle Sissle 10
22395 There's a Typical Tipperary Over There (Gerber-Si'ver). Male quartet.....The Harmonizers 10
I'll Be With You in Apple Blossom Time (Fleeson-Von Tilzer). Tenor.....Malvin Strong 10

DANCE

22383 Jade Lady (Wehb). One-step Wehh's Novelty Entertainers 10
Gems (Broaker). Fox-trot, Wehh's Novelty Entertainers 10
20459 Missy, Introducing "Rainhow of My Dreams" (Rohe-Stanton). Medley Fox-trot, Rudy Wiedoeft's Palace Trio 10
Lone Star (Wiedoeft). Fox-trot, Rudy Wiedoeft's Palace Trio 10
22380 Dance-O-Mania (Gilbert-Cooper). Fox-trot, Green Brothers' Novelty Band 10
Kismet (Henlere). Fox-trot, Green Brothers' Novelty Band 10
22396 Do You Know? (McNamara-Fitzgihbon). Fox-trot. (Under personal direction of Joseph Knecht.....Waldorf-Astoria Dance Orchestra 10
Romance (David). Waltz. (Under personal direction of Joseph Knecht), Waldorf-Astoria Dance Orchestra 10
22397 Korinthia (Kneight). One-step. (Under personal direction of Joseph Knecht), Waldorf-Astoria Dance Orchestra 10
When Shadows Fall I Hear You Calling, California (Kalmar-Ruhy-Jones). Fox-trot. (Under personal direction of Joseph Knecht), Waldorf-Astoria Dance Orchestra 10
40202 Marion (You'll Soon Be Marryin' Me) Introducing "Mayhe" (Ingram-McConnell-Davis). Medley Fox-trot, United States Hotel Orchestra, Saratoga, N. Y. 12
Some Pretty Day, Introducing "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" (Ahlert). Medley Fox-trot, United States Hotel Orchestra, Saratoga, N. Y. 12

INSTRUMENTAL

22373 Underneath the Moon (Branen-Plunkett). Saxophono solo.....Duane Sawyer 10
Some of the Time I'm Lonely (Hatch). Saxophone solo.....Duane Sawyer 10

HAWAIIAN

22391 Hawaiian Twilight (Sherwood-Vandersloot). Hawaiian guitars.....Ferera and Franchini 10
Drifting (Lamb-Polla). Hawaiian guitars, Ferera and Franchini 10

Regular August Pathé List

POPULAR VOCAL "HITS"

22374 Marion (You'll Soon Be Marryin' Me) (Kienzle-Smith-Ingham-McConnell), ...Orpheus Trio 10
Good-Bye Sunshine, Hello Moon! (Buck-Eckstein), Tenor .....Sam Ash 10
22376 Tired of Me (Clark-Donaldson). Tenor, Lewis James 10
Ages and Ages (Kendis-Brockman). Tenor duet, Lewis James and Charles Hart 10
22377 Rose of Washington Square (MacDonald-Hanley). Baritone, ...Sidney Phillips 10
Tiddle-Dee Winks (At All the Men) (Kilgour-Handman). Tenor.....Billy Murray 10
22378 Who'll Take the Place of Mary? (Duhin-Gaskill-Mayo), ...Orpheus Trio 10
After You Get What You Want You Don't Want It (Berlin). Tenor.....Billy Jones 10
22382 The Moon Shines ou the Moonshine (DeWitt-Bowers). Baritone.....Ernest Hare 10
1 Want a Jazzy Kiss (Ring-Hager), Collins and Harlan, Comedians 10
20456 When He Gave Me You (Mother of Mine) (Murphy-White). Tenor.....Henry Burr 10
That Old Irish Mother of Mine (Jerome-Von Tilzer), ...Sterling Male Trio 10
22388 Some Pretty Day (Lewis-Young-Ahlert). Contralto and tenor duet, Marion Cox and Billy Jones 10
Sunny Southern Smiles (Gilbert-MacBoyle-Cooper), ...The Harmonizers 10
22375 Unlucky Blues (Lewis-Rohinson). Tenor, Al Bernard 10
Oh, Joe! (Please Don't Go) (Walker-Briers), Tenor, ...Al Bernard 10
40200 American Fantaisie (Herhert) Artur Bodanzky, Director, ...New Symphony Orchestra 12
Invitation to the Dance (Weher). Artur Bodanzky, Director.....New Symphony Orchestra 12
22353 Believe Me If All Those Endearing Young Charms (Moore). Violin, flute and piano, Longo Trio (F. Longo, N. Laucella, S. Guidi) 10
The Meeting of the Waters (Old Melody), Longo Trio (F. Longo, N. Laucella, S. Guidi) 10
22387 The Sidewalks of New York (Lawlor-Blake). (H. J. Clarke-Steel Guitar), Royal Waikiki Hawaiian Orchestra 10
On the Banks of the Wahash, Far Away (Dresser). (H. J. Clarke-Steel Guitar), Royal Waikiki Hawaiian Orchestra 10

NEW DANCE RECORDS

22354 Just a Little Touch of Paris (Kernell). One-step, ...Van Eps-Banta Trio 10
Bell Hop Blues (from "Look Who's Here") (Piantadosi). Fox-trot, Van Eps-Banta Trio 10
22371 Rose of the Orient (Johnson-Arthur). Fox-trot, Green Brothers' Novelty Band 10
Dancing Honeymoon (Janssen). Fox-trot, Green Brothers' Novelty Band 10
22384 Jean (Brooks). Fox-trot, Ernest Hussar's Orchestra 10
Ahandonado (Pasadas). Waltz, Ernest Hussar's Orchestra 10
22342 I Know Why (Davis-Morgan). Fox-trot, Nicholas Orlando's Orchestra 10
So This Is Paris (Motzan-Akst). One-step, Nicholas Orlando's Orchestra 10
22390 A Young Man's Fancy (from "What's in a Name") (Anderson-Yellen-Ager). Fox-trot, Casino Dance Orchestra 10
In Sweet September (Monaco). Fox-trot, Green Brothers' Novelty Band 10
20457 Wigwam (Samuels) Fox-trot, Joseph Samuels' Orchestra 10
Mississippi Shore (Sizemore-Van Alstyne). Waltz, Joseph Samuels' Orchestra 10
54047 Somewhere a Voice Is Calling (Newton-Tate). Tenor, in English.....Tito Schipa 12
54046 Good-Bye (Tosti). Soprano, in English, Yvonne Gall 12
25042 By the Waters of Minnetonka (Cavanass-Lieurance). Baritone.....Percy Hemus 10
Last Night (Kjerulf). Baritone....Percy Hemus 10

PARAMOUNT RECORDS

DANCE RECORDS

20001 Dardanella. Fox-trot. Selvin's Novelty Orchestra 10
That Naughty Waltz. Selvin's Novelty Orchestra 10
20002 Isle of My Golden Dreams. Waltz, Selvin's Novelty Orchestra 10
Peggy. For dancing. Selvin's Novelty Orchestra 10
20007 Irene. Medley Fox-trot. Selvin's Novelty Orch. 10
Venetian Moon. For dancing. Selvin's Novelty Orchestra 10
20008 Charms. Fox-trot. Newport Society Orchestra 10
Jean. Medley Fox-trot. Selvin's Novelty Orch. 10
20009 I'll See You in Cuha. For dancing, All Star Trio 10
When My Bahy Smiles at Me. For dancing, All Star Trio 10
20010 Oh, By Jingo. Vocal.....Al Bernard 10
Saxophone Blues. Vocal. Al Bernard. Saxophone solo .....Rudy Wiedoeft 10
20011 Pickaninny Blues. Vocal.....Henry Burr 10
Let the Rest of the World Go By, Qula Helene Evans 10
20012 Wond'ring. Fox-trot.....All Star Trio 10
Rose of Washington Square. Medley Fox-trot, Newport Society Orchestra 10
20013 La Veeda. Fox-trot. Newport Society Orchestra 10
Left All Alone Again Blues. Medley Fox-trot, Newport Society Orchestra 10
33061 I Might Be Your Once In a While, American Marimha Band 10
On Miami Shore.....American Marimha Band 10

GENNETT LATERAL RECORDS

SELECTIONS

9038 La Veeda (Alden). Fox-trot. Saxophone solo, Orch. accomp., Duane Sawyer and His Novelty Orchestra
The Crocodile (Motzan-Akst). Fox-trot, Bennie Krueger's Melody Syncopators
9039 Railroad Blues (Roberts). One-step, Raderman's Novelty Orchestra
Bow-Wow (Wadsworth). One-step, Saxi Holtsworth Harmony Hounds
9043 Oriental Stars (Monaco). One-step, Rose Garden's Orchestra, A. Uhrmetz conducting
Left All Alone Blues (from "The Night Boat") (Kerns). Fox-trot.....Cordes' Orchestra
9036 Who'll Take the Place of Mary (Cunningham-Gaspice-Mayo). Vocal trio, Orch. accomp., Orpheus Trio
One Loving Caress (Wenrich). Tenor and haritone duet, Orch. accomp.....Hart and Shaw
9044 All the Boys Love Mary (Van-Schenck-Sterling). Tenor solo, Orch. accomp.....Billy De Rex
One Little Girl (Klickman-Frost). Tenor solo, Orch. accomp.....Arthur Hall

EMERSON PHONOGRAPH CO.

BIG DANCE HITS

10203 The Love Nest. From Musical Production "Mary" (Louis A. Hirsch). Fox-trot, Rudy Wiedoeft's Palace Trio
Close to My Heart, Medley. Intro.: "I Love to Fox-trot" from the Musical Production "Honey Girl" (Von Tilzer-Fleeson). Fox-trot, Rudy Wiedoeft's Palace Trio
10192 So Long Oolong, How Long You Gonna Be Gone? (Kalmar-Ruby). Fox-trot, Green Brothers' Novelty Band
Yokahoma (Gerald Peck). Japanese Fox-trot, Knickerhocker Specialty Orchestra
10193 Hiawatha's Melody of Love (Bryan-Meyer). Waltz .....Green Brothers' Novelty Band
Whose Bahy Are You? From Musical Production "The Night Boat" (Jerome Kern). One-step .....The All Star Trio
10191 My Sahara Rose (Clarke-Donaldson). Fox-trot, Sanford's Famous Dance Orchestra
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10194 Jean (Shelton Brooks). Fox-trot.....All Star Trio
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10196 Cairo (Freed-Weeks). One-step, Plantation Jazz Orchestra
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10205 Fatima (Curtis-Van Alstyne). One-step, Six Brown Brothers
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10197 I Know Why (Davis-Morgan). Fox-trot, The Palace Trio
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10204 Do Another Break (George Hamilton Green). Fox-trot .....Green Brothers' Novelty Band
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10206 Fee Fi Fo Fum (Motzan-Olman). One-step, Van Eps Banta Trio
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Whistle a Song (Howard-Kornhlum-Myers). Novelty Song, Orch. Accomp.....Billy Murray
10199 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Lewis-Young-Ahlert). Baritone Solo, Orch. Accomp.....Eddie Nelson
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10200 The Argentines, the Portuguese and the Greeks (Swanstrom-Morgan). Comedy Song, Orch. Accomp. .....Eddie Cantor
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10202 That Old Irish Mother of Mine (Jerome-Von Tilzer). Tenor Solo, Orch. Accomp. Walter Scanlan
Shamrock Leaves (Rohe-Arthur). Tenor Solo, Orch. Accomp.....Walter Scanlan
10201 In the Shade of the Sheltering Palm, from Musical Production "Florodora" (Leslie Stuart). Tenor Solo, Orch. Accomp.....Sam Ash

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10207 Wailana Waltz.
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Kawaihau Medley. Waltz,
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10208 Kentucky Babe (Adam Geibel). Male Quartet, Banjo Accomp.....Shannon Four
Drink to Me Only with Thine Eyes (Ben Johnson). Tenor Solo, Orch. Accomp.....Reed Miller

10209 Ragtime at Pun'kin Centre. Monologue..Cal Stewart
The Last Day of School at Pun'kin Centre. Monologue .....Cal Stewart

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6002 Who'll Take the Place of Mary?. Tenor solo, orch. accomp.....Charles Hart
Hiawatha's Melody of Love. Male Duet, orch. accomp.....Charles Hart and Elliott Shaw

6003 In the Shade of the Sheltering Palm. From "Florodora" .....Elliott Shaw
My Isle of Golden Dreams. Orch. accomp., Sterling Trio

6004 Bless My Swanee River Home. Orch. accomp., Peerless Quartet
Floating Down to Cotton Town. Orch. accomp., Shannon Four

6005 Oh! By Jingo. Tenor solo, orch. accomp., Billy Murray
Profiteering Blues. Tenor solo, orch. accomp., Billy Murray

6006 Just Like the Rose. Orch. accomp.....Sterling Trio
Venetian Moon. Tenor solo, orch. accomp., Henry Burr

SACRED SELECTIONS

2003 He Leadeth Me. Male Duet, orch. accomp., Reed Miller and Royal Dadmun
I Need Thee Every Hour. Male Duet, orch. accomp.....Reed Miller and Royal Dadmun

CONCERT SELECTIONS

4004 Souvenir. Violin solo, piano accomp..Vera Barstow
Bird Voices. Whistling solo, orch. accomp., Sibyl Sanderson Fagan

4005 Sweet Genevieve. Violin, cello and piano. Taylor Trio
Valse Erica. Saxophone solo.....Rudy Wiedoeft

DANCE SELECTIONS

5004 La Veeda. Fox-trot.....Empire Jazz Orchestra
Oh My Lady (Listen to My Serenade). One-step..... Billy Murray's Melody Men

5005 Railroad Blues. Fox-trot....Empire Jazz Orchestra
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5006 Beautiful Ohio. Waltz....Rector's Dance Orchestra
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21171 In My Garden of Yesterday (Ash-Ring-Hager). Tenor, Orch. accomp.....Sam Ash
Le Wanna (Bernard). Baritone, Orch accomp., Ernest Hare

21172 Some Pretty Day (Lewis-Young-Ahlert). Contralto and tenor duet, Orch. accomp., Helen Burke and Charles Knapp
Shadows (Brennan-Bule). Orch. accomp., Peerless Quartet

21173 Profiteering Blues (Wilson-Bibe). Tenor, Orch. accomp.....Billy Murray
I Want a Jazzy Kiss (Ring-Hager). Comedians, Orch. accomp... ..... Collins and Harlan

21174 Rose of Washington Square (MacDonald-Hanley). Baritone, Orch. accomp.....Sidney Phillips
There's a Typical Tipperary (Gerber-Silver). Orch. accomp., ...Melodious Four Male Quartet

21175 I'd Like to Know Why I Fell in Love With You (Timberg). Tenor, Orch. accomp., Lewis James
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31151 Abadele (Toddard-Franklin). Fox-trot, Sam Rosner's Dance Orch.
Vanity Waltz (Schanes). Sam Rosner's Dance Orch.

31152 Jade Lady (Webb). One-step, Novelty Dance Orch.
Do You Know? (McNamara-Fitzgibbon). Fox-trot.....Sam Rosner's Dance Orch.

31153 Wigwam (Samuels). Fox-trot, Sam Rosner's Dance Orch.
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51137 Hawaiian Twilight (Sherwood-Vandersloot), Hawaiian Instrumental Duet
Some of the Time I'm Lonely (Hatch) Saxophone solo.....Fred Roland

81101 Carmen (Bizet) "Micaela's Air." Soprano, in French, Orch. accomp.....Helen Buepre
Lakme ("Bell Song") (Delibes). Soprano, in French, Orch. accomp.....Helen Buepre

SACRED

71107 Flee As a Bird (Dana-Root). Baritone, Orch. accomp., ...Victor Churchill
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	When My Baby Smiles at Me—For Dancing	All Star Trio
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RICHMOND HARDWARE CO.,
Richmond, Va.
For Virginia.

PECK & HILLS FURN. CO.,
San Francisco and Los Angeles, Cal.
For California.

PECK & HILLS FURN. CO.,
141 Madison Ave., New York City.
For East New York, East Penn., New Jersey.

O'MEARA GREEN MOTOR CO.,
Denver, Colo.
For Colorado.

WITTE HARDWARE CO.,
St. Louis, Mo.
For Missouri.

BRANDON & TURNER,
Little Rock, Ark.
For Arkansas.

Edison Message No. 75

Where There Was No Inflation— There Can Be No Deflation

While prices of most merchandise were skyrocketing, the prices of Edison phonographs since 1914 increased only 15 per cent, including War Tax.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.

Orange, New Jersey

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven — Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co. James I. Lyons (Amherola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenherger Co. Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amherola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XVI. NO. 8

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

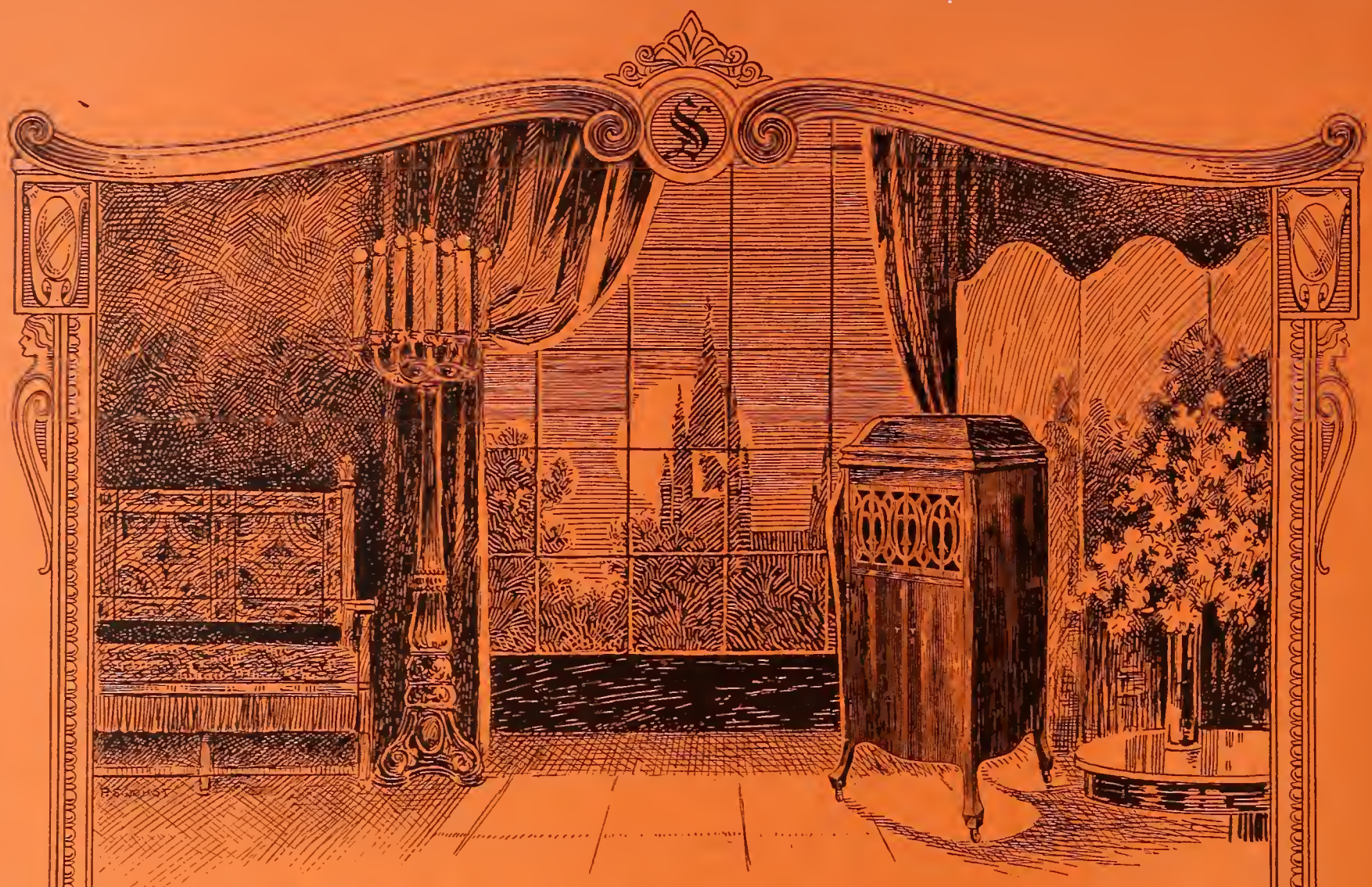
For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, August 15, 1920

The best-known trade-mark in the world

designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Pride of possession creates demand

MANUFACTURERS overstocked with phonographs are already trying to induce dealers to take goods off their hands. They've discovered that "cheap" phonographs aren't popular.

IT is well to remember that a low price doesn't mean a bargain. Sonoras are never offered in "cheap" lots, are sold at standard prices, and are worth all that's asked for them.

Sonora brings valuable prestige and substantial profit to you and builds your business to last a lifetime

Sonora Phonograph Company, Inc.

George E. Brightson, President

New York: 279 Broadway

Canadian Distributors: I. MONTAGNES & CO., TORONTO

You are safe in handling

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 16. No. 8 | New York, August 15, 1920 | Price Twenty-five Cents

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending May 31, 1920, Total $6,792,267

WASHINGTON, D. C., August 5.—In the timely summary of exports and imports of the United States for the month of May, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during May, 1920, amounted in value to $80,073, as compared with $49,190 worth which were imported during the same month of 1919. The eleven months' total ending May, 1920, showed importations valued at $721,658, as compared with $282,318 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 6,186, valued at $335,106, were exported in May, 1920, as compared with 4,002 talking machines, valued at $123,058, sent abroad in the same period of 1919. The eleven months' total showed that we exported 70,741 talking machines, valued at $3,217,401, as against 45,186 talking machines, valued at $1,367,641, in 1919, and 88,239 talking machines, valued at $2,506,617, in 1918.

The total exports of records and supplies for May, 1920, were valued at $231,129, as compared with $325,748 in May, 1919. For the eleven months ending May, 1920, records and accessories were exported valued at $3,574,866; in 1919, $2,653,319, and in 1918, $1,856,879.

OWENS & BEERS MAKE ADDITIONS

Owens & Beers, Victor retailers of New York and Brooklyn, are making extensive improvements in the store at 81 Chambers street. Thirty-two booths will make up the demonstration section when the alterations are completed and a large foreign record department will be established. In front of the store a large electric sign extending the entire height of the building adds much to the appearance of the store.

For the man who claims to like to rave on the merits of gentle rain falling on the tin roof outside the bedroom window, praising it as a soporific, we suggest that he have a record made of the melodious sound. Then he can have his sleep to order.

ARTISTIC ARRANGEMENT OF STORE

Field-Lippman Co. Adds New Booths and Makes Service Keynote of Sales Policy—Arrangement Assures All Possible Comfort

Many innovations in store arrangement have been made in the new location at 500 Houston street, occupied by the Field-Lippman stores, Victor dealers in Fort Worth, Tex. Here, according to E. I. Conkling, the local manager, have been combined a number of the best ideas in store furnishing and appointment found in the most exclusive stores in other cities, with an

General View of Interior of Store

effect that is not excelled in any store in any other part of the United States.

Six large booths have ben constructed, two of them for demonstrating Victor records and music rolls. These booths are practically sound proof; finished in white enamel and furnished throughout in a way that will not only be restful to the customer, but pleasing to the eyes.

A splendidly appointed ladies' rest room has also been installed, while in the front part of the building is what is known as the "cozy corner," where people waiting for engagements or the street cars can make themselves comfortable.

The illumination for the entire store is furnished by the latest indirect lighting devices, which provide a splendid white light without glare. Hardwood floors have been put in all through the store, and provisions made for the use of electrical cooling and ventilating devices.

The Victor Talking Machine Co. has drawn plans for alterations to the main office building of the Camden, N. J., plant, which will cost approximately $35,000.

RETAILER RESPONSIBLE FOR ADS

Must Check Up on Manufacturer's Statements and Make Sure They Are Right—Ignorance Is No Excuse—Advertising Must Be Reliable

A retailer is responsible for the statements he makes as to the quality of goods he sells, whether he is merely repeating the statement of a manufacturer or not. It behooves retailers, therefore, to be certain as to the accuracy of descriptions which are given by manufacturers whose integrity might be doubted. Such a warning was recently issued by H. J. Kenner, secretary of the national vigilance committee of the Associated Advertising Clubs, and was given wider circulation among California merchants by one of the Better Business Bureaus (vigilance committees) out there.

In the case in point a retailer had taken refuge behind the fact that the goods he had advertised had been misrepresented to him. "The retailer," said the national vigilance committee, "is held responsible morally and legally (in most States) for the accuracy of the statements appearing in his advertising whether or not he merely quotes representations made by the manufacturer from whom he obtained the merchandise.

"Of course, if the retailer has knowledge that the manufacturer is wrong and he goes ahead with a misstatement that is a fraud clearly, and even if a retailer hasn't knowledge that the manufacturer is wrong and quotes a manufacturer without making some effort to check up, the retailer can be held responsible legally. The retailer is looked upon by the buying public as a specialist and expert in the various kinds of merchandise which he sells and the public relies upon him to set out all of the facts truthfully with respect to his merchandise and holds him responsible—and has a right to hold him responsible. The public has a right to believe exactly what it reads in advertising and to act upon that belief.

"The retailer is, and should be, held responsible for all of the statements appearing over his signature in advertising. If he does not know that they are misstatements he should make it his business to know."

EDISON MAKES TELEGRAPH RECORD

Wizard Uses Telegraph Key for First Time in Nineteen Years in Sending Annual Message

Using a telegraph key for the first time in nineteen years, Thomas A. Edison on July 20 sent from Orange, N. J., to a committee of the Old Time Telegraphers and Historical Association here a message to be inscribed on an imperishable record disc to be placed in the association's archives as a record of his style of "sending."

The message, addressed to the "Telegraph Fraternity," received by David Homer Bates, secretary of the United States Military Telegraph Corps, at Western Union headquarters, read:

"Amid the activities of a busy life full of expectations, hopes and fears my thoughts of early association with my comrades of the dots and dashes have ever been a delight and pleasure to me. I consider it a great pleasure to record in Morse characters on an indestructible disc this tribute to my beginnings in electricity through 'the telegraph' and with it a Godspeed to the fraternity throughout the world."

Mrs. Corrinne Roosevelt Robinson, sister of the late Theodore Roosevelt, has recorded her speech, "Safeguard America," in support of the Republican ticket, on one of the Nation's Forum records. This record will be used in the coming campaign.

"I WILL"—THE CREED OF A SUCCESSFUL TALKING MACHINE DEALER

By FRANK H. WILLIAMS

I WILL keep my salesroom neat and pleasing because I realize that people prefer trading in attractive places to doing business in poorly lighted and confused looking salesrooms.

I WILL make my newspaper advertising as snappy, interesting and attractive as possible because I realize that there is so much advertising of the ordinary kind that it takes a different slant from the usual in newspaper publicity to make people sit up and take notice.

I WILL make my window displays attractive, timely and interesting and I will vary them frequently because I realize that window displays advertise my goods to folks very effectively at the point where the goods are on sale and are, therefore, just about as profitable and inexpensive advertising as I can possibly engage in.

I WILL sell customers the sort of records and machines they want to buy because in this way I will make friends of them, but I will also recommend new records and machines to customers because in this way I will increase my business.

I WILL watch my charge accounts carefully, send bills regularly and make a real effort to collect overdue accounts because I realize that the loss on one unpaid account eats up the profits on a good many cash sales.

I WILL read my trade paper carefully and note the various points it emphasizes because I realize that it is published for the purpose of helping me make more money out of my business and that from it I can secure many valuable pointers.

I WILL take my proper place in civic and commercial affairs because by so doing I will enhance my prestige in the community and because I realize that the greater my prestige is the more business I will do.

I WILL see to it that my employes extend to customers a constant courtesy and service because I realize that courtesy and service are two of the most important factors in building up and keeping a good trade.

I WILL be fair and square in my dealings with customers and with the house from whom I purchase goods because I realize that the Golden Rule is still the best rule for the successful conduct of modern business.

Importance of the Follow-Up System In Attaining Business Success :: :: By Frank L. Parsons

In the commercial world it is frequently remarked that the talking machine business is an unusually profitable one. And so it is, but not to the retailer who hasn't a proper conception of its requirements. The time is past when a dealer can put a sample instrument and a line of records in the window and expect to be immediately swamped with orders.

The talking machine has assumed an important position in the musical and artistic worlds to-day—one that calls for its presentation in warerooms that are attractively fitted up and neatly furnished, if it is desired to win a line of customers that will grow. In addition the retailer must "work" his territory and see to it that the people in his district are made fully aware that he sells certain instruments and records, and what are their distinctive merits. Attractive warerooms and a strong line of instruments, vitally important as they are, mean little, however, unless the man who owns the establishment is fully imbued with the importance of developing an intense follow-up program.

One of our most successful business men, who is fully acquainted with the ramifications of the talking machine business, pointed out recently that in his opinion the follow-up system is one of the biggest business getters in the talking machine trade, as it is in other industries, and even rivals in importance advertising and the quality of the goods itself.

In laying out a follow-up campaign, the entire publicity may be divided into classes as follows: First, the man who is interested and comes into the store for the purpose of making further investigations; second, the man who enters into the store who is not interested; third, the man who telephones or writes for information; fourth, the man, who, while interested has not called, telephoned or written; fifth, the man who is not interested in any way and hasn't made any effort to ascertain the musical possibilities of the talking machine and records—and so on down the line.

No prospect who has shown the slightest interest in talking machines, either by calling up a store, or writing, should be allowed to get away without at least giving his name and address, and should receive the constant attention of the dealer until the sale is completed.

The talking machine dealer should take a leaf from the book of the shoe salesman, who never starts to make a sale until he has removed the shoe of the customer, for by that means a customer is prevented from leaving suddenly if dissatisfied, except in his stocking feet, and the salesman can present many arguments and show additional styles while the shoe is being replaced. Now while such a system could not be literally followed in the talking machine store, yet the spirit of this practice is worth observing and following.

For a couple of years past there has been little salesmanship in the retail talking machine trade; the demand has been greater than the supply, and a customer had only to come to the store to be content with whatever instrument

The Man Who Wins Is the Man Who Is Constantly Evolving Ideas and Bringing Them to Public Notice

was available. The situation is changed nowadays, however, and the man who comes into the store to buy a moderately priced machine can be sold a better type by real salesmanship on the part of the seller.

There still exists among the public a lamentable amount of ignorance regarding the musical value of the talking machine. A prominent salesman who was visiting at the house of a friend of his recently, in discussing the talking machine heard the lady of the house remark: "I would not give one of those things house-room."

Her conception of the talking machine was based upon a cheap instrument she had heard many years before the numerous improvements of recent years had been made. That a woman of intelligence should hold such an opinion forced the salesman to reason that if this woman held views of this nature, a great many others did, and he at once proceeded to analyze the reasons for this ignorance. He arrived at the conclusion that he himself, as well as other local retailers, was mostly to blame. This woman had often called at his store in a social way, and he knew that she was rather fond of high-class music, and yet he had never looked upon her seriously as a prospect, and never had played the marvelously beautiful high-class records which are now in the stock of every high-class dealer. An ordinary, aggressive dealer would have sold that woman a real talking machine and acquainted her with its possibilities in a musical way months before she had made the remark above mentioned.

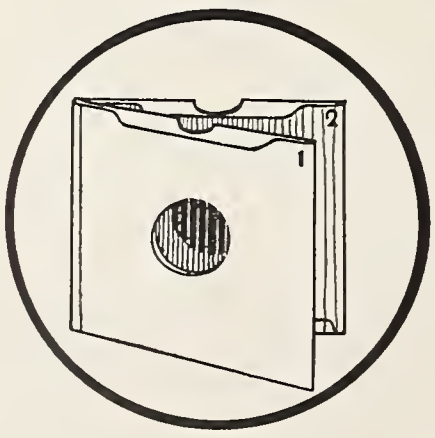
The moral of this, of course, is that one never can tire of carrying on an educational or follow-up campaign. It is difficult to kill prejudice; yet a great many people are still unfriendly to the talking machine. They hear cheap machines and records played and at once come to the conclusion that this represents the general character and musical possibilities of the instrument. The viewpoint of these people can only be removed by real earnest propaganda on the part of the dealer or sales manager.

Invitation concerts in the salesrooms are undoubtedly among the best means of educating these people, but this alone will not be sufficient, for there are still numbers of people who are suspicious of invitation concerts, and here is where dignified, forceful and well written literature can do its work. It is obvious that there can be no resting on one's oars in the talking machine business if success is to be achieved. Plans must be constantly developed to broaden out the business to the end that its expansion is continuous and profitable.

M. A. STEWART NOW IN COLUMBUS

M. A. Stewart, of Philadelphia, Pa., has been appointed manager of the Aeolian-Vocalion department of the W. C. Moore Co., of Columbus, O. Mr. Stewart is well acquainted with the talking machine business and has had considerable experience in the production end as well as in retail selling. He is planning an active Fall campaign.

Reasons Why NYACCO Albums Are the BEST



[In Six Chapters]

CHAPTER II

The SECOND consideration in the making of the NYACCO album is that the envelopes are made of the highest grade green fibre paper. A good feature of the pockets is the way they are made two in one securing each envelope from coming apart, and ready to be inserted into the album.

Watch next issue for the third Chapter

NYACCO

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.

Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.

Cleveland, O.: Cleveland Talking Machine Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.

New York, N. Y.: Plaza Music Co.

Philadelphia, Pa.: Penn Talking Machine Co.

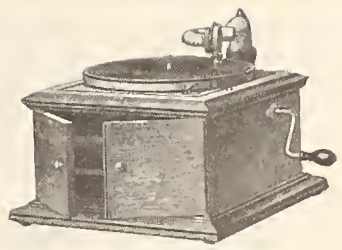
Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.

Washington, D.C.: E. F. Droop & Sons Co.

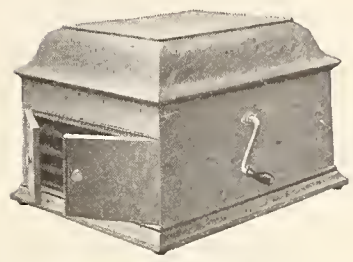
Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.



Victrola IV, $25
Oak



Victrola VIII, $50
Oak

Victrola X, $125
Mahogany, oak or walnut

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

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

Albany, N. Y......Gately-Haire Co., Inc.
Atlanta, Ga. .....Elyea Talking Machine Co.
Phillips & Crew Piano Co.
Baltimore, Md. .....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Birmingham, Ala. ..Talking Machine Co.
Boston, Mass. .....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y......American Talking Mach. Co.
G. T. Williams Co., Inc.
Buffalo, N. Y......W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc.
Burlington, Vt. ...American Phonograph Co.
Butte, Mont. .....Orton Bros.
Chicago, Ill. .....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O. .....The Rudolph Wurlitzer Co.
Ohio Talking Machine Co.
Cleveland, O. .....The Cleveland Talking Machine Co.
The Eclipse Musical Co.
Columbus, O. .....The Perry B. Whitsit Co.
Dallas, Tex. .....Sanger Bros.
Denver, Colo. .....The Knight-Campbell Music Co.
Des Moines, Ia......Mickel Bros. Co.
Detroit, Mich. .....Grinnell Bros.
Elmira, N. Y. .....Elmira Arms Co.
El Paso, Tex. ....W. G. Walz Co.
Honolulu, T. H. ...Bergstrom Music Co., Ltd.
Houston, Tex. .....The Talking Machine Co. of Texas.
Indianapolis, Ind. ..Stewart Talking Machine Co.
Jacksonville, Fla. ..Florida Talking Machine Co.
Kansas City, Mo. ..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Los Angeles, Cal...Sherman, Clay & Co.
Memphis, Tenn. ....O. K. Houck Piano Co., Wholesale Dept., 115 Union Ave.
Milwaukee, Wis. ...Badger Talking Machine Co.
Minneapolis, Minn..Beckwith, O'Neill Co.
Mobile, Ala. .....Wm. H. Reynalds.
Newark, N. J......Collings & Co.
New Haven, Conn..The Horton-Gallo-Creamer Co.
New Orleans, La....Philip Werlein, Ltd.
New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Landay Bros., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Omaha, Nebr. .....Ross P. Curtice Co.
Mickel Bros. Co.
Peoria, Ill. .....Putnam-Page Co., Inc.
Philadelphia, Pa....Louis Buehn Co., Inc.
C. J. Heppe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc
Pittsburgh, Pa. ....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co
Portland, Me. .....Cressey & Allen, Inc.
Portland, Ore. .....Sherman, Clay & Co.
Richmond, Va. .....The Corley Co., Inc.
Rochester, N. Y....E. J. Chapman.
Salt Lake City, U..The John Elliott Clark Co.
San Francisco, Cal..Sherman, Clay & Co.
Seattle, Wash. .....Sherman, Clay & Co.
Spokane, Wash. ....Sherman, Clay & Co.
St. Louis, Mo......Koerber-Brenner Music Co.
St. Paul, Minn......W. J. Dyer & Bro.
Syracuse, N. Y......W. D. Andrews Co.
Toledo, O. .....The Toledo Talking Machine Co.
Washington, D. C..Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

Victor Talking Machine Co.

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

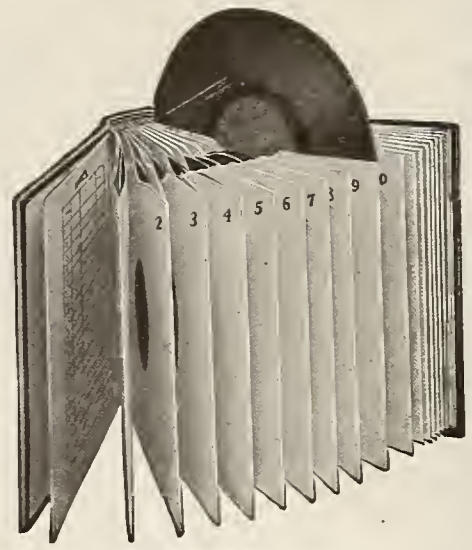
The enormous demand for "National" Record Albums keeps apace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proved themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.



THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. **A profitable adjunct** to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Album containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

FACILITATES RECORD SELECTION

Plans of Miss Kingston of the Hauschildt Co. Will Prove of Interest to Dealers

San Francisco, Cal., August 6.—Miss Gertrude Kingston, of the Hauschildt Music Co., has arranged a new scheme for quickly picking out records instead of the slower method of consulting the catalog for records of any particular class. She has a color placed on the back of the holder for each record and the different colors represent the various classes of records. For example King's blue is for the Hawaiian records and she can tell at a glance the Hawaiian records in any case. A list at the beginning of each case tells what class of records each color stands for. Miss Kingston reports that her system has more than doubled the speed with which records can be selected and, needless to say, sold.

W. N. NORTH WITH GRAY-MAW CO.

W. N. North, former Pathé representative in Bakersfield, Cal., has sold out to McMahon Bros., furniture dealers, and has become associated with the Gray-Maw Music Co., Inc., in San Diego, Cal., as manager of the talking machine department.

SEMELS NOW OWNS TAPNER CO.

Well-known Talking Machine Man Buys Entire Interests of Company on August 1

F. Semels, who resigned from Bamberger's talking machine department in Newark, N. J., on August 1, has purchased the entire interests of the Tapner Music Co., 1141 Elizabeth avenue, Elizabeth, N. J., and will devote his time and efforts to the upbuilding of this establishment, which handles Victor talking machines and records exclusively.

The only man who has really failed is the man who refuses to try again.

PEERLESS
Metal Back Album

Does it stand the strain?
I'LL SAY IT DOES!

Three elements of PEERLESS success

Factory capacity—Quality production - Sound policy

Phonograph manufacturers and dealers who depend on Peerless for their albums do so with the fullest conviction that they will:

1. Receive their albums when promised.
2. Get the best album at the price.
3. Be protected in their selling right.

They also know that the empty album is a constant invitation to the owner to fill it with records—that PEERLESS albums **do** sell records.

Our Standard Grade

Lowest-Priced Quality Album on the Market

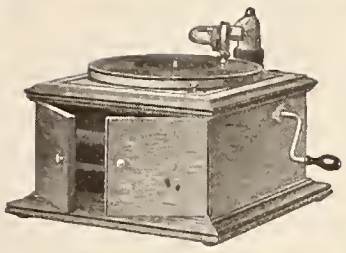
Write for description and prices

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

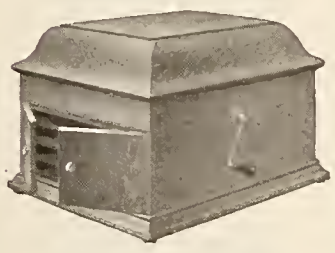
43-49 Bleecker Street NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street:
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray Co., 942 Market St.



Victrola IV, $25
Oak

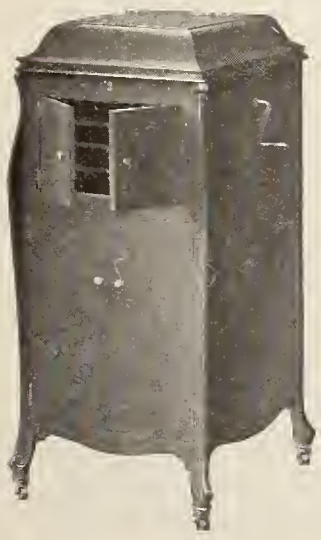
Victrola VI, $35
Mahogany or oak



Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak

Victrola X, $125
Mahogany, oak or walnut



Victrola XI, $150
Mahogany, oak or walnut

Victor Supremacy

—all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit producer, the Victrola is supreme.

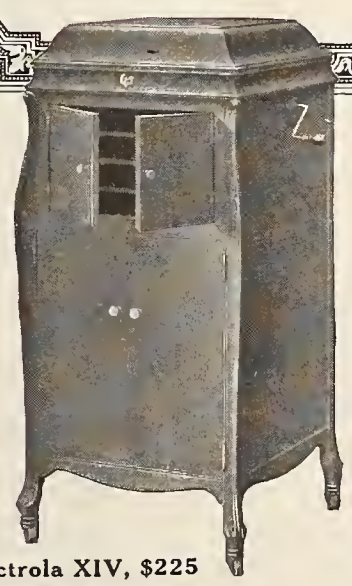
"Victrola" is the Registered Trade mark of the Victor Talking Machine Company designating the products of this Company only.

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

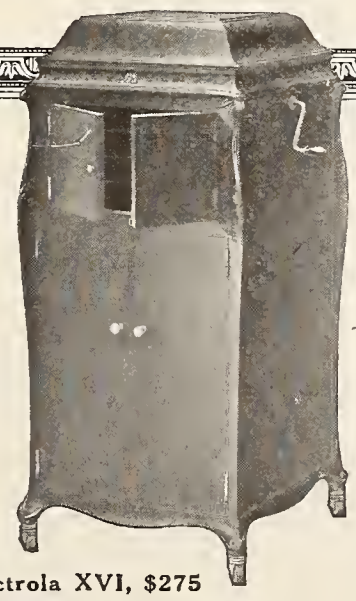
Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Talking Machine Co.

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



Victrola XIV, $225
Mahogany, oak or walnut



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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Assistant Treasurer, Wm. A. Low.

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NEW YORK, AUGUST 15, 1920

ADHERE TO SOUND BUSINESS PRACTICES

UNLESS present prospects are most deceiving, the time is coming in the retail talking machine trade when certain dealers will show a tendency to increase their sales volume by offering talking machines on a long term basis of payment, ignoring the fact that these long terms cut into legitimate profits and likewise tend to raise the overhead by increasing expenses.

The really successful business man is the one who manages to keep his head under unfavorable conditions and does not yield to a panicky impulse to follow the trails of his competitors, or to cut under them. If there is a general tendency in the trade to compete in the matter of terms, it will be only a question of time when there will develop a tendency to compete in the matter of price, although such a practice could not proceed very far without the evil of this course being recognized.

Throughout the period of reconstruction the talking machine trade has been kept on a sound basis—on a basis that has represented practically all cash dealing. The public has been educated to the fact that the average talking machine is sold at a price that is within the means of the great majority and should not force the granting of extended terms to swing the sale. There seems to be no reason why this education should go for naught, for if a cash basis is desirable during times of great demand, it is equally desirable, and in fact more necessary, when the demand is less active and selling again becomes the rule, and when the business must be guided very carefully over certain periods.

The talking machine business has kept up remarkably well, and there is no reason to believe that it will not keep up indefinitely. With a steady increase in production, however, and the constant growth of retail stocks as a result, the proportion of demand to supply is naturally being reduced. The dealer must watch for the time when the level is reached, when he must be expected to go out and sell the instruments and records that are in his store instead of waiting for a prospect to come in and plead for them.

The man who sticks to sound business practices, and makes up his mind to keep his business going on that basis, is not only going to prove successful, but is going to be in a position to weather any business storms that may perchance sweep the country in the future. The secret lies in the dealer paying full attention to his own business and not worrying about what the other fellow is doing.

BENEFITS DERIVED FROM TRADE GATHERINGS

THERE have been held within the past few weeks a number of national and sectional conventions of dealers and jobbers representing various talking machine manufacturers for the purpose of having these distributing factors discuss among themselves, and with the factory officials, the problems of business and the plans that have been, and may be developed, for future sales campaigns.

These conventions are made well worth while by the spirit of co-ordination that is engendered in the various sales organizations by these meetings, but in a number of cases there is realized the additional result of having the convention delegates go home to their respective territories full of fresh enthusiasm regarding the product they represent, and with added knowledge of the care taken in the manufacture of that product.

Many of the manufacturers carry on elaborate and expensive sales and dealer service campaigns calculated to keep the retailers advised at all times of the salient talking points of the product, of the details of its manufacture, and of the new features that have been incorporated in it. Some dealers and salesmen have the faculty of becoming enthused over the printed word, but there are many who are not possessed of that faculty and who must be convinced by word of mouth, and by actual demonstration. One manufacturer, for instance, has for several years used a most interesting method for testing records in order to insure uniformity and accuracy in the matter of musical reproduction. The method has been explained on more than one occasion in printed matter sent to dealers and yet at a recent convention many of the delegates appreciated the importance of the test for the first time, because they had seen it carried out and realized what it meant.

No one man is sufficient unto himself. No dealer, no matter how ambitious, can hope to have a monopoly of selling knowledge, and it is, therefore, most desirable that these men from various sections of the country get together at regular intervals to exchange ideas and to profit by each other's experience. The plan has been worked out successfully for years in trade associations. If competitors find it possible to gather for the interchange of thought and ideas, how much more profitable should such gatherings prove to men engaged in the selling of one particular product.

STEADY GROWTH IN OUR EXPORT TRADE

THOSE who have had little occasion to keep in touch with what is being done to develop our foreign markets in American talking machines and records will, without doubt, be surprised and pleased to learn of the rapid advance being made in that direction. One only need refer to Government reports to realize the extent to which foreign talking machine business has grown. The total value of these exports for the eleven months ending May, amounted to $6,792,267, and it is quite obvious that the twelve months period will reach a very substantial sum over the seven million mark. The value of the exports for the eleven months were divided as follows: Talking machines, $3,217,401; records, $3,574,866.

The figures in detail for the month of May showed that there were exported 6,186 talking machines, valued at $335,106, together with records totaling in value $231,129, a grand total of over half a million dollars worth of machines and records for a single month. Australia proved the best customer for machines; Canada the heaviest buyer of records, with Cuba and various South American republics doing their full share in absorbing American products.

In view of the new attitude towards the development of export business, as a form of protection against any likelihood of flooding the domestic market with surplus machine or record production, and the consequent bad effect upon trade, this growth of foreign business in the products of the talking machine trade is to be regarded with much interest. It is in its effect upon the business of the future, rather than upon the business of the present, that it is especially important.

WHY THE SHEET MUSIC TRADE INTERESTS

THE average talking machine dealer has regarded with complacency—if he, in fact, has heard them at all—the reports that conditions in the music publishing field during the past few months have not been at all satisfactory, and that there has been, and now exists, a distinct dearth of song "hits." He has felt that his busi-

ness is selling records and that he has enough problems to worry about without sympathizing with the publisher.

As a matter of fact, however, the conditions in the sheet music field so far as they affect popular hits are of distinct if not of vital interest and importance to the talking machine man, for the extent and success of the record business depends in no small measure upon the general popularity of the songs recorded. If there are no song "hits" then there will be little spontaneous demand for popular records. The falling off of song "hits" does not become apparent in the talking machine trade until two, three, or even four months after the situation has changed, owing to the time required in recording and placing the records before the public. The slump in the publishing field, therefore, will not be really apparent to the talking machine dealer until Fall.

The answer seems to be that increased attention be given to standard and operatic records and to records of better music generally—the sort of music that is not affected by the present day whims of the public. When a substantial demand for such records is created and maintained, the popular record demand assumes a secondary position—an excellent means for increasing profits, but not, as some may think, vital to the success of the business.

The fact remains, however, that talking machine dealers may do well to heed the oft-repeated advice that they keep in as close touch as possible with the sheet music market, for the volume of their business under present conditions depends largely upon the status of the sheet music trade.

DEALERS SHOULD STUDY THEIR STOCK NEEDS

DISCUSSING business prospects for the fall with a prominent manufacturer the other day, he pointed out that a great many dealers are displaying a certain amount of hesitancy in deciding upon their stock requirements for the fall and winter. Some seem to think that we are facing a slowing up in demand and there is evident an undercurrent of uneasiness—it should not be described as pessimism—which is swaying the judgment of a great many dealers in making up their minds as to the amount of talking machines and records they expect to handle—and to sell.

Now this attitude is as dangerous as it is unnecessary. The real talking machine dealer has made a substantial investment in his business and expects to be in the trade this year, the year after and for years to come. The fact that he has prospered up to the present time without considerable effort, doesn't mean that he should not now plan ahead and build seriously for the future. If at the first sign of a lull since the war he is content to rest on his oars and let his business lie dormant until there is some change in one way or the other in conditions, he is placing himself in a distinctly dangerous position.

Manufacturers must be guided by their dealers and jobbers as to their approximate requirements, otherwise they cannot perfect their own production plans. Moreover if the manufacturing and transportation conditions were approximately normal, the retailer might be reasonably safe in ordering his customary stock and developing a real sales campaign that would place his sales volume equal to, if not greater than that of last year, but the fact remains that manufacturing and transportation conditions are still very uncertain.

Railroad deliveries throughout the country are annoyingly slow, and this applies to the shipments of supplies to manufacturers as well as the shipments of finished goods to the dealer. Hence it is the duty of the dealer to give close attention to his needs to the end that his jobber and manufacturer are informed as to the amount of stock he might require, and thus his orders are presented at a sufficiently early date to merit proper consideration. There is a certain volume of trade that the average retailer can rely upon. He knows that, bar the unexpected, he should do a certain minimum volume of business between September 1 and January 1, and he has the experience of previous years on which to base his calculations. To offset his business plans, to wait until the last minute before ordering and then ordering only from hand to mouth, is placing him in a position where he is going to suffer severely by any sudden tie-up of freight transportation or any sudden drop in factory production.

The dealer who is able to get a fair stock on his wareroom or warehouse floor will be lucky, for he will be relieved of considerable financial and freight worries. He will not be bothered about the problem of getting goods, and his freedom in this connection may mean much for him if the Fall brings the volume of business that is to be expected even under normal conditions.

"TALKER" HELPS RECREATION AND EDUCATION

THE talking machine has been much in evidence this Summer in the public parks throughout the country—in fact wherever physical education, recreation and play have been paramount features. The supervisors of recreation and education in many of the leading cities have paid the highest possible tribute to the talking machine as a stimulator, educator and leader in the public playgrounds. In many of the parks it has not only furnished the necessary music, but it has been the leader in community singing, the talking machine record first being heard and then the public taking up the second verse, and so on, while also records have been specially made giving advice to the boys and girls how to play and how to enjoy themselves in a sane and sensible way.

The wonderful availability of the talking machine in the Summer months is a worthy duplication of its effectiveness in the school room during the Winter months. Through the aid of the talking machine the smallest village now can have all the enjoyments of the big city in the way of music, recreation, and a close acquaintance with all that is great in our literature, thanks to the splendid list of educational records which are procurable.

It is quite clear that the talking machine is becoming one of the most potent influences for good in our civilization, and the time is fast coming when this will be recognized by those who are interested in the character building of the children of the Nation.

COMPETITION

The inevitable result of increased production is increased competition. We believe that the Victor dealer is best equipped to meet this competition successfully, ***particularly*** the Victor dealer who devotes his ***entire energy to Victor products exclusively.***

ORMES, Inc.

26 East 125th Street **NEW YORK**

Victor Wholesale Exclusively

Tying Up the Talking Machine With the Movie Film and Local Theatre :: By Charles L. Smith

As with all established customs of modern domesticity, the talking machine, now that it has become a recognized part of every home, comes in for its share of fun and ridicule, especially through the medium of the movies, which now are turning to every known field for material out of which to manufacture scenarios for the all-devouring public eye. The domestic quarrel which once found its source in the expected visit of his mother-in-law, or hers, or both, has given way to a more versatile cause celebré, the talking machine, which not only plays the role of trouble maker but also appears in the final moment as the "deus ex machina" who soothes away all the troubled hearts and makes the sun shine again in the peaceful household.

One of the most common situations in which the talking machine plays the leading part in the screen drama centers around a decided family difference in musical tastes. She is devoted to the classics, to the elevating, intellectual type, while her lesser half delights in the latest jazz which elevates the shoulders more than the intellect, but nevertheless makes life a pretty good thing after all. At the end of a far from perfect day hubby comes home, stopping on the way to get a bunch of new releases in dance records to cheer up his burdened soul and liven up his tired feet. Picture him slipping quietly into the living room, winding up his machine and settling back in his easy chair while the skyrocketing syncopations sizzle forth and shiver up and down his spine. For a moment he listens, registering deep satisfaction and delight. Then he jumps up and begins to dance around the floor, doing the latest step which he learned one night when he was forced to "stay down at the office to work." Round and round he goes, nimbly avoiding chairs and tables Suddenly the cruel scenario editor cuts in a picture of wifey upstairs listening with growing rage to the desecrating sounds below. We see that hubby is in for it soon. And sure enough down comes wifey and catches him in the midst

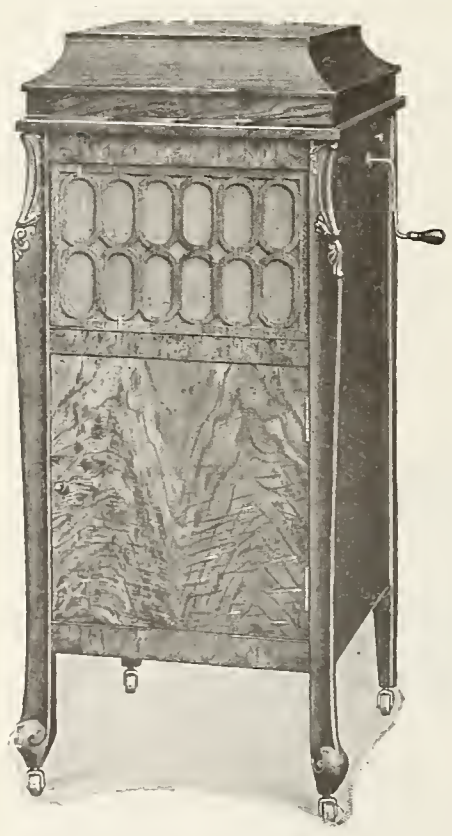
Dealers Should Watch Film Releases Where "Talkers" Are Used and Use Them as a Basis of Publicity

of his maddest gyrations. Then follows the second quarrel of the week (it is only Tuesday), which ends by wifey dashing the offending jazz record to the floor, breaking it in pieces, thereby greatly shocking members in the audience who may have tried in vain to get a copy of the record at the local store, but nevertheless showing that the movies never stop at a little thing like eighty-five cents!

Now it is wifey's turn. She goes to the cabinet, selects her favorite classic, carefully puts in a fiber needle and starts the music on its way. Hubby registers great mental and aural distress. Soon he storms out of the room and retires to his den to gloom over his troubles. A few days later he is left alone on a rainy night and seeking something to do he goes through his list of records and discovers that some of his wife's despised "classics" are worth while after all. He is converted. The rest of the story cannot be told here.

With the film's usual attention to detail, several close-ups of each record are shown and the label showing the make of the record and the name of the selection, as well as the artist, are clearly shown. This is very valuable advertising, all the more so because it is free and unstudied. It shows the recognized place of the talking machine in the home and goes to show how familiar everyone is with the joys of placing a new record on the machine. Herein lies a great opportunity for the local talking machine dealer to cash in on the film's advertising of his product.

Dealers have already made it a point to feature the records of special music written for feature photoplays and have had talking machines in the theatres during the presentation of these films. This boomed certain songs and records, but did not pay any particular attention to the instrument itself. It was a good form of publicity in its way, but the opportunity offered by the film story described above and by similar pictures is of a different kind. In the case of the special music written for the photoplay the publicity efforts of the dealer differed little from the usual methods. It was clear to all that the whole thing was worked out in advance by the manufacturer and the song writer. This is in



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany, Red or Brown

The Dulcitone

A BUSINESS WINNER

In selling the DULCITONE the dealer is assured of offering his customers an instrument that is truly distinctive. As distinctive, in fact, as DULCITONE WALNUT FINISH itself, which challenges comparison as the most beautifully finished and perfectly matched veneer in the phonograph industry.

The winning combination of remarkable tone and rare physical beauty makes the DULCITONE a real business winner, an asset on any dealer's floor.

INTERESTED?

Write for prices and full information.

Dulcitone Phonograph Company

Chicago Office, 404 Republic Bldg. **SOUTH HAVEN, MICHIGAN**

LAMPAGRAPH

NOTHING BUT GLASS

Lampagraph Company : St. Louis, Mo.

no way reflecting upon the value of these campaigns, for the results obtained were gratifying to all concerned. In the case in hand the dealer can cash in on advertising that is unconscious and spontaneous and therefore all the more valuable. The dealer can feature in his own advertising the fact that the same machine shown in the film may be had at his store. In addition, he has a chance to deliver a little lecture in the cause of music, using the story of the film as a basis and drawing his conclusions from that. He can emphasize the power of music in the home, he can show the value of a well-balanced record library and he can show that both popular and classical music have their own place. He can work along the lines suggested by the National Bureau for the Advancement of Music. In fact, the chances are innumerable and their number depends on the individual ability of the particular dealer.

In the past most of these opportunities have been allowed to pass by unnoticed. Films in which talking machines play an important part have appeared at theatres in towns where there were many dealers. But these dealers have failed to take advantage of the chances offered. Perhaps it is because they were unaware of the fact that the film contained anything of interest to them. By a little co-operation between the film companies and the talking machine industry dealers could be informed of pictures where talking machines were featured and in this way would have a chance to prepare their campaigns in advance. Such a thing is by no means impossible and might be worthy of consideration.

AN ARTISTIC WINDOW DISPLAY

Dealer Service Department of Columbia Co.'s Kansas City Branch Pleased With Display of J. E. Black Music Co., Springfield, Mo.

The Dealer Service department of the Columbia Graphophone Co. received recently from the company's Kansas City branch a photograph of a window display installed by the J. Ed Black Music Co., at Springfield, Mo. This window which is presented herewith, is undoubtedly one of the finest displays prepared by Columbia dealers in recent years.

The display shows very clearly the popular Columbia trade-mark decalcomania, the "Flags of All Nations" decalcomania, the Columbia brass sign, and a painting which forms a part of the mammoth Columbia Summer advertising campaign of 1920. This painting shows very prominently the Columbia Summer slogan "Now We Can Dance." In connection with this display, Mr. Black gave the following interesting details:

Striking Window Display of J. E. Black Music Co.

The floor is covered with sand and mining chats. In the left foreground a type C Grafonola is resting on a pile of rocks and at the left and right real live plants growing in mother earth placed in boxes and surrounded with rocks, give a naturalness that cannot be had with imitation plants.

The night effects of this window are really beautiful. The moon shining on the water with reflecting ripples gives an effect that is very attractive. This is heightened by a concealed top light behind the signs. This globe is covered with light blue tissue paper and makes a moonlight effect which can only be improved by the moon itself.

As you will note, we took the suggestion of the monthly bulletin cover, and built around it scenes in keeping with the season and the occasion. The busy business man, just away from the daily toils of the city, just in the distance, enjoys with his family, real, Summer recreation at his home on the river.

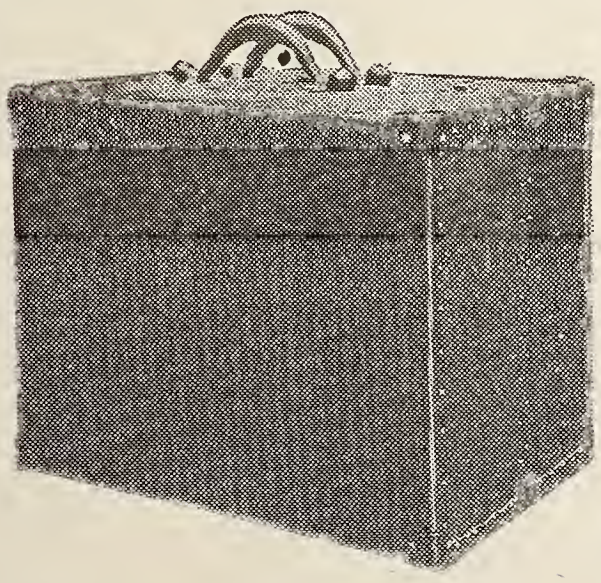
The garage in the distance at the left, makes his Summer time really ideal, for it tells us that he is not compelled to be away from his business but may come and go at his pleasure. The girl with outstretched arms tells her own story and you are familiar with it. This is a window that may be used all Summer.

The man who has ability plus honesty will get both wealth and happiness, while the man who has ability minus honesty will get only wealth, and what he gets in this way he can seldom keep.

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's



This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

Price, $8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., *Inc.* - - **Albany, N. Y.**

Exclusive Popular

Announcing
Marion Harris
New Exclusive
Columbia Artist

Columbia

Columbia Artists

All the Leading Stars of the Stage Make Records Exclusively for Columbia

Al Jolson

Columbia dealers already have more records by the sort of *exclusive* artists who mean big sales than any other dealers today. Now Columbia has capped the climax by securing the *exclusive* services of Marion Harris.

The week of August 28 to September 3 is to be Marion Harris week. Order in advance the Columbia window display, hearing-room hangers and all other sales material. Get a letter out to your mailing list.

Nora Bayes

COLUMBIA GRAPHOPHONE COMPANY, New York
Canadian Factory: Toronto

Bert Williams

Harry Fox

Van and Schenck

Frank Crumit

Harry C. Browne

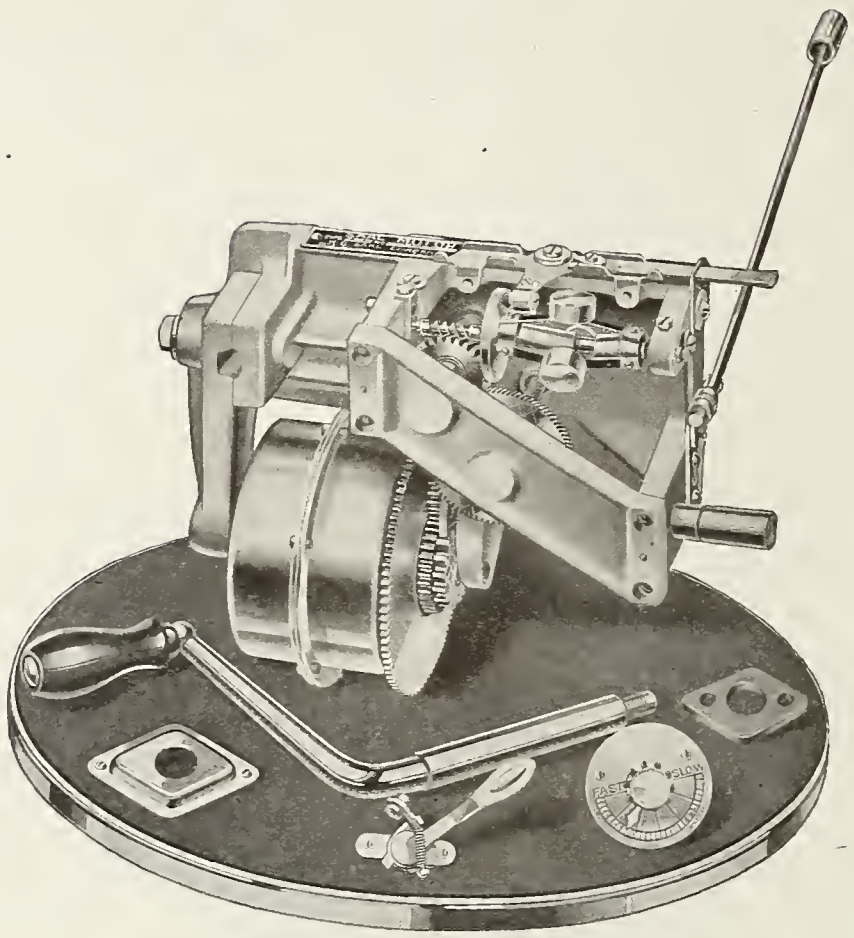
Photos ©—Lumiere—White—Apeda—Moffett—Straus Peyton—Press Bureau, Inc.

Records

SILENT SAAL
PHONOGRAPH MOTORS

Saal Motors Represent Seven Years of Accumulated Knowledge.

In Them You Get—"Experience"—Not Experiment.



Motors

Insure a Service of Satisfaction

NO EXPERIMENTS TO OFFER—But a Motor which has stood the test of time—Proven its superior Qualities over practically all others in the hands of big users and most critical purchasers.

The "Saal Motor" not only sells Phonographs, but it keeps them sold.

Supply your customers with the Motor which spells "SATISFACTION" and New Orders.

Employ the greatest of all advertising mediums—"A Satisfied Customer"—that living example of "Your Money's Worth."

Send for illustrative and descriptive catalog.

H.G.Saal Company
1800 Montrose Ave. Chicago, Ill.

Beneficial Effect of Phonographic Music in Office, Factory and Home

:: By Col. W. V. Bingham

[Editor's Note.—The effect which phonographic music has in promoting the efficiency of workers in factories and offices was discussed by Col. W. V. Bingham before the Edison Caravan Conventions in New York, Chicago and San Francisco, in an address entitled "What Music Does." Col. Bingham has been Professor of Psychology and Director of the Division of Applied Psychology at the Carnegie Institute of Technology, Pittsburgh, since 1915. During the war he was Licutenant Colonel in the U. S. Army and Executive Secretary of the Committee on Classification of Personnel in the Army. He is at present Chairman of the Division of Anthropology and Psychology, National Research Council, Washington. From early youth he has been interested in music. At the International Musical Congress in Paris in 1914, just before the war, he read a paper summarizing the results of all the research that had been carried out by means of the phonograph in studying exotic music, the songs of savages and primitive people in all parts of the world. Col. Bingham's profession as a psychologist is to study human nature. His fondness for music leads him to be particularly concerned about the effect of music on human nature.]

When a customer takes into his home a New Edison he has purchased a powerful instrument for producing varied effects on people. Think of what he can do with this musical instrument! Think of the emotional and spiritual values he has bought. We have put into his possession an instrument for evoking enjoyment, for quieting him when he is restless and irritated, for resting and refreshing him when he is tired, or weak or worried; for rousing and stirring him when he wants to be stimulated and energized. Have you ever thought seriously about the enormous range of varied potentialities in the effects which the New Edison can produce on the listener when different kinds of selections are used?

Out in a certain Ohio town the wife of the owner of an Edison uses Re-creation No. 80113, a tender lullaby, to put to sleep her two-year-old daughter. Little Marion has the connection well established between hearing this reposeful number and going to sleep; and no matter how wide-awake and active she may be when sleepy time comes, the playing of this soothing melody makes her quite ready and glad to undress, go to bed and soon drop into a sound slumber.

A Chicago professional man frequently puts himself to sleep with the Meditation from Thais, No. 82043.

A mother in New Hampshire uses re-creations of an opposite kind in the morning when her two boys have been roused from sleep, but are feeling pretty glum and cranky and need to have their minds as well as their bodies bathed in order to come to breakfast and to the day's activities feeling fresh and cheery and energetic.

Business Men Need Musical Relaxation

Cheering selections we need when we are morose and irritable. A very different sort of selection is good when at evening we find ourselves all entangled in the numerous petty concerns of the day's business and cannot seem to banish from our minds the ceaseless round of anxieties and plans and projects that have absorbed us during business hours. One day I asked a hard-headed business man to listen to a certain re-creation and then to tell me what it had done to him. Here is his account of the result:

"During the first part of the selection I found myself thinking about three important business decisions that I was going to have to make. And then pretty soon I found that I wasn't thinking about business any longer—I was thinking about a race meet next Saturday. And I noticed, too, that I was gradually relaxing my muscles and sitting back in my chair more comfortably." That is what one re-creation did to one business man. There are times when it is important to get your mind quite away from business and on to something utterly different.

Col. W. V. Bingham

Phonographic Music and Architectural Design

Here is another illustration of the use of the phonograph during business hours. Dr. L. L. Thurstone, who is now associated with me in making an experimental study of the different effects produced by different sorts of re-creations, was one day passing the doors of an architect's office when he heard some blatant sounds issuing from the work room and stepped in to see what was going on. Here were a couple of architects bending over their desks hard at work, sketching the design for a beautiful monumental building, a war memorial of some sort. Near at hand was a loud phonograph playing a rather raw and unfamiliar tune. Thurstone asked the architects, "What's the big idea?" One of them explained that the use of the phonograph was an established item of technique with them. Whenever they wanted to get into a particularly imaginative and fertile frame of mind, so that they could do their very best productive work, they turned the phonograph on. "And what sort of selections," asked Thurstone, "do you find most useful?" "I want music that pulls and hauls me, none of your soft, sweet stuff."

There you have it in a nutshell. For some occasions, for some purposes we need music that pulls and hauls us; which stimulates us; which releases new stores of nervous energy. Under different circumstances we can use the opposite sort—the soft, sweet, sentimental melody produces precisely the effect on us that our condition and our needs at the time demand.

Psychological Analysis of Musical Pleasure

The explanation of these complex human reactions to contrasted sorts of musical stimuli is an absorbing field of research in the modern psychological laboratory. Something has been accomplished by Weld and other investigators in the analysis of the musical experience, and of the sources of musical enjoyment.

As contributing causes of the reactions we have been examining, these investigators distinguish first, the purely sensuous elements of music, the quality or timbre of the sounds, the rhythm, accents and dynamic effects some of which are found to produce muscular strain and tension in the listener, to deepen and retard his breathing, to accelerate his heart throbs, and particularly to set up changes more or less pervasive and profound in the sympathetic nervous system that presides over the activities of the vital organs, including the digestive tract.

The Effects of Music on Muscular Strength

It is not hard to measure the effects of musical stimuli on the muscles. Many years ago the French Psychologist, Féré, and the American Psychologist, Scripture, found that one's strength of grip, as measured by the hand dynamometer, is considerably increased by listening to stirring music such as the "Marseillaise." This experiment merely gave more precise expression to a fact regarding the effect of martial music on muscular strength, which soldiers on the march had known for centuries. We need to-day to measure the muscular and nervous reactions to many sorts of music in order to know better their possible values in practical situations.

Good marches and jazzes furnish the clearest examples of the sensuous element in music. In addition to these sensuous elements, analysis reveals certain intellectual elements of structure

(*Continued on page* 16)

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF. Distributors

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our *Superior Service,* co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street Memphis, Tenn.

BENEFICIAL EFFECT OF PHONOGRAPHIC MUSIC IN THE OFFICE, FACTORY AND HOME—(Continued from page 15)

and form, most prominent in a Bach Fugue and in much of the music admired exclusively by trained musicians.

Finally come the associative factors. Our feelings are sometimes stirred because the music we are hearing, or music very similar to it, has in the past been connected with some deeply emotional experience, or characteristic mood.

What Constitutes Good Music

In the masterpieces of musical composition, sensuous, intellectual and associative factors all combine to produce the most profound reactions. No wonder they make deep impressions on us. No wonder that some pieces pull and haul us, resulting in an enormous stimulation, with release of vigor and pent-up nervous energy, and in a revival of muscular and mental tone.

The Need for Variety

The person who is bent on getting the most enjoyment and mental stimulation and refreshment of spirit from listening to music is going to have conveniently at hand a wide range and variety of musical stimuli.

Let me drop here one practical suggestion for you to take home to your sales clerks. Let them pass on to their customers this idea of building up a re-creation library, a library that contains a well-rounded variety—heart songs and ballads, operatic selections and simple folk songs; Sousa's "Hands Across the Sea" and Wagner's "Tannhauser March"; the very latest jazzes and the lovely old Vienna waltzes that will always be enjoyed; slumber songs and humoresques; simple violin romances and brilliant exciting demonstrations of virtuosity; re-creations that the children love; selections that rouse to patriotism and loyalty; simple, sincere religious hymns, and oratorio numbers such as Christine Miller's reverent rendering of the Aria from the Elijah, "For the Lord Is Mindful of His Own."

The customer will sometimes say, "But the only kind I care for are Spalding's," or "I am only interested in opera," or "nothing appeals to me except the latest hits." That is the chance to exhibit real salesmanship, to remind the customer, without offending him, that he wants other re-creations for his guests, some of whom have a fondness for different kinds of music; and that he himself will enjoy and use a greater variety if only he will study his own changing moods and needs, and have ready at hand an assortment of re-creations well adapted to produce the different desired effects. I should like after this program to talk with any of you individually who have systematically tried this plan of getting customers interested in rounding out their collection of re-creations. I want to find out what your experience has been as to the best way to go about it so as to increase sales and to increase customers' satisfaction.

We could also use to excellent advantage such systematic information as you have accumulated regarding the best re-creations to include in the initial assortment sent with a new phonograph. How do you choose these initial sets, so as to include a maximum of variety together with the uniform excellence that will best develop your new customer into a full-fledged Edison enthusiast?

Plato Recognized the Power of Music

The knowledge that different kinds of music produce strikingly different effects on the listener is as old as the ancient Greeks. I was rereading the other day the pages in the third book of Plato's Republic where Socrates discusses sincerity in art in its bearings on the structure of the ideal State. He is described as pointing out to Glaucon that certain Lydian harmonies are expressive of lamentation and sorrow; other Lydian and Ionian modes which were called "relaxed" are expressive of drunkenness and softness and indolence unbecoming to the rulers of the Republic; while other modes, such as the Dorian and Phrygian, are war-like harmonies "to sound the note or accent which a brave man utters in the hour of danger and stern resolve." Socrates then points out that certain rhythms "are expressive of meanness or insolence or fury or other unworthiness, while other rhythms are reserved for the opposite feelings." The ancient Greeks knew that different sorts of music produce important effects on the moods, emotions, impulses and character of the listener, and so they made music one of the chief subjects of the Athenian education.

Uses of Music Among Savages

We might pursue this theme far beyond the Greeks to the prehistoric period of the childhood of the human race. When we examine the uses which have been made of music by savages and primitive peoples the whole world over, we realize afresh how potent an influence music may be in determining human life and action.

There is no savage tribe but has its wild war songs with which to rouse its fighting men to a high pitch of energized excitement and bravery and frenzied abandon before making an attack on the enemy. Very different are the primitive love songs that profoundly stir the mating instinct in young men and maidens. Still different are the crooning lullabies which the savage mother sings in order to quiet her fretful infant. Narrative songs and ballads are useful to primitive tribes in instruction to teach the boys of the clan the noble exploits of their ancestors and the true behavior of the resourceful warrior and tribesman.

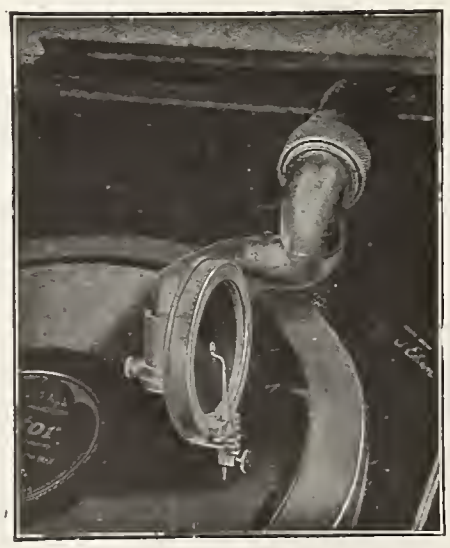
Some primitive music is essentially social in its function—it brings the family and the members of the tribe together, and develops a sense of common interest and group consciousness. We must not let our clerks and re-creation salesmen forget that these social values of music are as real to-day as they were when our ancestors sang together with only crude tom-toms for accompaniment. Every home should contain a generous assortment of records, expressive not only of the individual liking of one purchaser but also selections that guests and neighbors enjoy. For when we share our satisfactions with our

(Continued on page 18)

You can do it—with the Kent

Can do what? Sell more machines, if you handle the Edison, or sell more records by catering to Edison owners, as the case may be. Your money invested in the KENT MASTER ADAPTER will yield you prompt and material profits, both directly and indirectly.

PLAYING LATERAL CUT RECORD



WHY? Because—

The KENT Master Adapter plays all RECORDS on the EDISON

TRADE MARK KENT

Registered in U. S. Pat Office

PLAYING HILL and DALE CUT RECORD

MANUFACTURERS OF

Tone Arms, Sound Boxes and Attachments for Edison, Columbia and Victor Machines. We also have on hand large supplies of Steel, Sapphire and Diamond Points.

KENT PRODUCTS "Win their way by their play."

F. C. KENT COMPANY

IRVINGTON

N. J., U. S. A.

The Big Fact in the Phonograph Business

One thing looms big in the phonograph field and that is the amazing growth in demand for the Vitanola.

It's the live proposition today and the dealer who grasps the opportunity it offers will be taking advantage of the flood tide.

Supreme merit in tone quality and construction—thousands of dollars spent monthly for national advertising, and impressive dealers' sales helps make a combination for trade building which every progressive merchant must recognize.

Send for the unique booklet "Making a Phonograph Department Pay" and sample of attractive vest pocket catalog.

VITANOLA
The Phonograph of Marvelous Tone

VITANOLA TALKING MACHINE COMPANY, 508 W. 35th St.
CHICAGO, U. S. A.

Columbia Grafonola

"Sweetest Story Ever Told," sung by Hulda Lashanska straight from the heart to the heart, will bring you the biggest receipts that an old-fashioned love ballad ever brought. Columbia 79115.

Columbia Graphophone Co.
NEW YORK

BENEFIT OF PHONOGRAPHIC MUSIC

(*Continued from page 16*)

friends, we not only multiply our own pleasure, we strengthen the bonds of common interest and association and social solidarity.

Music an Aid to Work

Still another variety of primitive music is found in the work songs; songs sung by women patiently grinding grain in a simple stone hand-mill, or weaving basketry or hoeing corn: songs sung by men riding to the hunt or pulling together at the oar, or rhythmically heaving heavy timbers. These kinds of primitive music had their uses both in relieving the monotony of long hours of repetitive toil, in diminishing irksomeness and fatigue, in helping to stimulate more rapid and energetic labor, and in bringing about more effective group action.

Music in Plant Aids Efficiency

I wonder how many of you know of instances in which the phonographs you have sold have been put to similar use in modern work-rooms of great factories or offices. Let me read a clipping from the Washington Times for June 13:

"Girls work faster and earn more under new inspiration in Lorillard factory. Efficiency among workers has increased 20 per cent in the Wilmington plant of the P. Lorillard Co. since the inauguration of a music program during working hours . . . in the wrapping department. . . . Whether following the measured tempo of some sentimental ballad or the accelerated time of a march, nimble fingers move even more rapidly over a task that is purely mechanical—and production is increased."

I want to see some energetic salesman in this audience go to one of the great clothing manufacturers in Rochester or Baltimore or Chicago, or right here in New York, and convince him of the practicability of the New Edison as an asset in his factory. I venture to predict that the clothing manufacturer can make his employes more contented and so help in reducing his labor turn-over and at the same time speed up production, by the use of the right kinds of phonographic music during certain portions of the day; and there will be a diminution instead of an increase of fatigue. I predict these favorable results provided two conditions are met. First, that the manufacturer gets the co-operation of these workers in the experiment; and second, that he is judicious in his selections of the kinds of re-creations to be employed.

In conclusion let me express the hope that I have given you one thought to take away from this convention and to carry back to your associates at home who are selling Edison merchandise. Tell them to take a square look at the goods they are selling. Tell them to look beyond the surface. The time has come to sell not only period cabinets and the superior sound reproducing mechanisms they contain; and not only the thing beyond these, namely, the musical instrument of which we are so justly proud. The time has arrived to think about, to talk about and to sell the thing beyond the thing beyond—what music does.

RAINIER A TALKING MACHINE CITY

Oregon Lumber Town Finds Ready Sale for Talking Machines and Records

While pianos and sheet music are not found in the music stores in the town of Rainier, Ore., talking machines and records are much in evidence. The Rainier Pharmacy sells Columbia and Pathé records, while the Columbia Drug Co. handles Victor and Columbia instruments. The city has not yet recovered from the loss of an immense mill which employed many hundred men when in operation.

Clatskanie, Ore., boasts of a new branch talking machine and music store of the Lacy & Cline Co., of Astoria. Clatskanie is a growing lumber town and music dealers there are making the best of the opportunity.

A GREAT SIGN AMONG GREAT SIGNS

Sonora Sign Recently Placed at Longacre Square Attracts Much Attention

The "Great White Way," otherwise known as Broadway in New York City, became more brilliant recently when a new Sonora sign was flashed from a twelve-story building, overlooking Times and Longacre Squares.

This sign has the new white bright lights, with a number of bells made of electric globes which

How Sonora Sign Stands Out

swing across the sky for 110 feet. On the right corner is an electric rose, and in the left corner there is featured what is considered the largest talking machine in the world, which is also lined with electric lights. There is a green border carried across to the cluster of roses, all in colored globes, and the entire effect is carried out through the use of 3,586 electric lights.

Each letter in the word Sonora is thirteen feet wide by twenty-three feet high. The bells are twenty-eight feet high, each one containing ninety-three globes. The rose is twenty feet in diameter with a stem seventy-eight feet long. This sign was created by the O. J. Gude Co., and it is recognized by advertising experts as one of the finest electrical signs ever conceived.

Dulude Bros., Hull, Que., have opened up Grafonola parlors at 63 Wellington street.

VITANOLA
The Phonograph of Marvelous Tone

Progressive Dealers in Southeast get in touch with us immediately for exclusive territory for this money-making machine—the instrument that when *"put"* stays *"put."*

H. H. SAPP & CO., *Distributors,* Macon, Ga.

Brunswick

PHONOGRAPHS AND RECORDS

The Completeness of Brunswick Distribution

Its advantages to the dealer

Many factors make the Brunswick franchise the most valuable a phonograph dealer can have. A super-fine instrument that won pre-eminence in four years, an immense volume of advertising and the prestige of a name already known to the millions, are some of them.

And in addition there is the vast scope of a distribution system supplying every part of the country with equal facilities.

Six production plants and thirty-eight branch houses assure direct, prompt and efficient service to any dealer, anywhere, at any time.

No matter where you are located, north, south, east or west, Brunswick men and Brunswick stocks are near you, waiting to serve you.

These stocks are complete. And these men are not mere distributors, interested in different lines, with a lukewarm attitude. They are all part and parcel of a great organization. Each one is keyed to enthusiasm in Brunswick ideals and methods.

The Brunswick dealer is in every sense a part of this great whole. He receives the benefit of the smooth-running machinery of a production and distribution system standardized in 75 years of merchandising.

He is not dependent upon any middleman, any more than the House of Brunswick is dependent upon any outsider at any stage of phonograph and record making.

Thus the Brunswick dealer is in an enviable position. And his connection becomes more valuable every day.

As our expansion continues there will be openings for appointments as Brunswick dealers in different places — perhaps in vour locality.

If you are interested in a Brunswick Franchise, the most profitable business proposition imaginable, write us at once for full particulars.

THE
BRUNSWICK-BALKE-COLLENDER
COMPANY

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

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

Canadian Distributors: Musical Merchandise Sales Co., 819 Yonge St., Toronto

Phonograph Factories: Dubuque, Iowa; Muskegon, Mich.; Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.; Toronto, Canada

Record Factories: Long Island City, N.Y.; Jersey City, N. J.

The Ultona Playing a Brunswick Record

One Winning Idea

A real all-record reproducer

Brunswick has accomplished in the Brunswick Ultona what all phonographs have sought from the beginning—a reproducer that plays *all* records just as they should be played, and without adjustment.

At a turn of the hand the Ultona presents to each type of record, no matter what the make may be, the proper needle, the proper diaphragm. No makeshift attachments are necessary.

The Ultona brings out in their original purity tones often slighted, tones too delicate for reproducing by former methods.

Furthermore, it practically ends so-called "surface noises." For it is the only counterbalanced reproducer. It is so perfectly suspended that the needle transmits the tiniest undulations in the record groove with perfect fidelity. And the result is purer, truer tones that win enthusiastic praise from nine prospects out of ten at the first hearing.

The exclusive Brunswick Method of Reproduction eliminated harshness and stridency. People quickly realized its superiority over other methods. Unbounded approval followed, and in the short space of four years a great business was created and established on unshakable foundations. All brought about by the merits of the instrument itself and the Brunswick policy of urging people to judge by the tone.

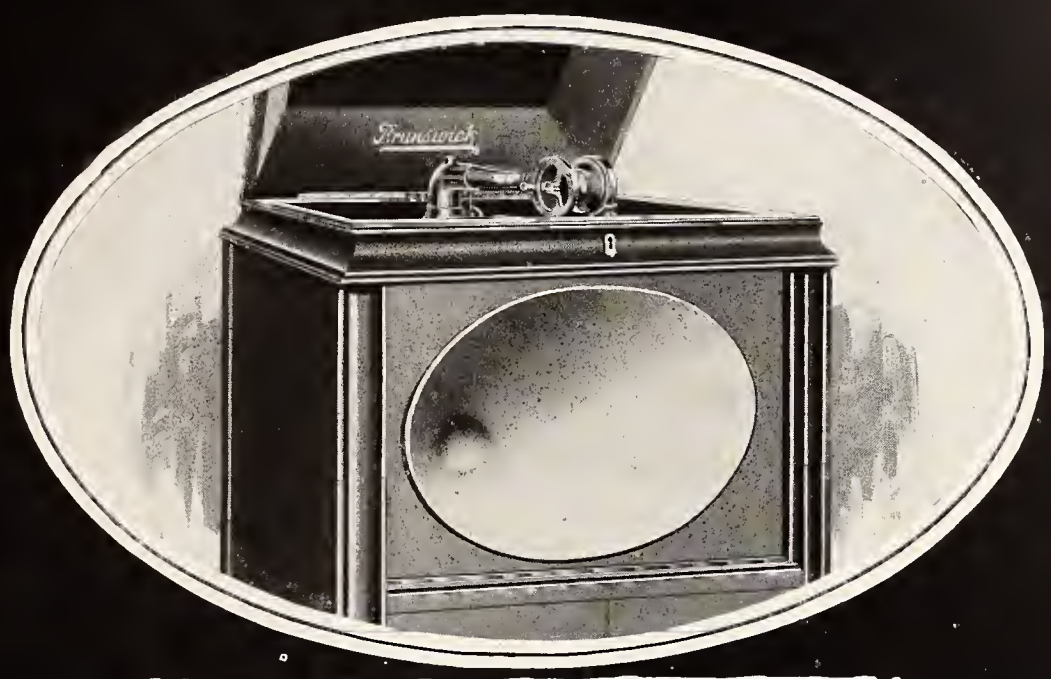
The Brunswick is the final type phonograph, the instrument of tomorrow. The Brunswick dealer is building for tomorrow on a permanent basis.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors: Musical Merchandise Sales Co.,
819 Yonge St., Toronto

Brunswick

PHONOGRAPHS AND RECORDS



The Tone Amplifier Built Entirely of Wood

Another Great Betterment

Exclusive with The Brunswick

A great advancement was made in the Brunswick Tone Amplifier, a sound chamber built entirely of wood, especially chosen, seasoned and moulded.

It connects directly with the tone arm. There is NO CAST METAL throat on The Brunswick. Sound waves are softened — eliminating harsh, unnatural noises.

We are justly proud of the fact that the great majority of our dealers, as well as our buyers, choose The Brunswick after comparison with other makes.

This is the test we invite from every dealer, as well as every buyer. It has been the Brunswick policy from the very first.

And as we, by this simple method, have built up a vast dealer organization, so can the Brunswick dealer build up a profitable business for himself.

Brunswick Records

Another aid to our dealer success lies in the triumph of Brunswick Records. They, too, set up new standards. For we have included all the best features of record-making, and super-added an element often missing—scientific direction.

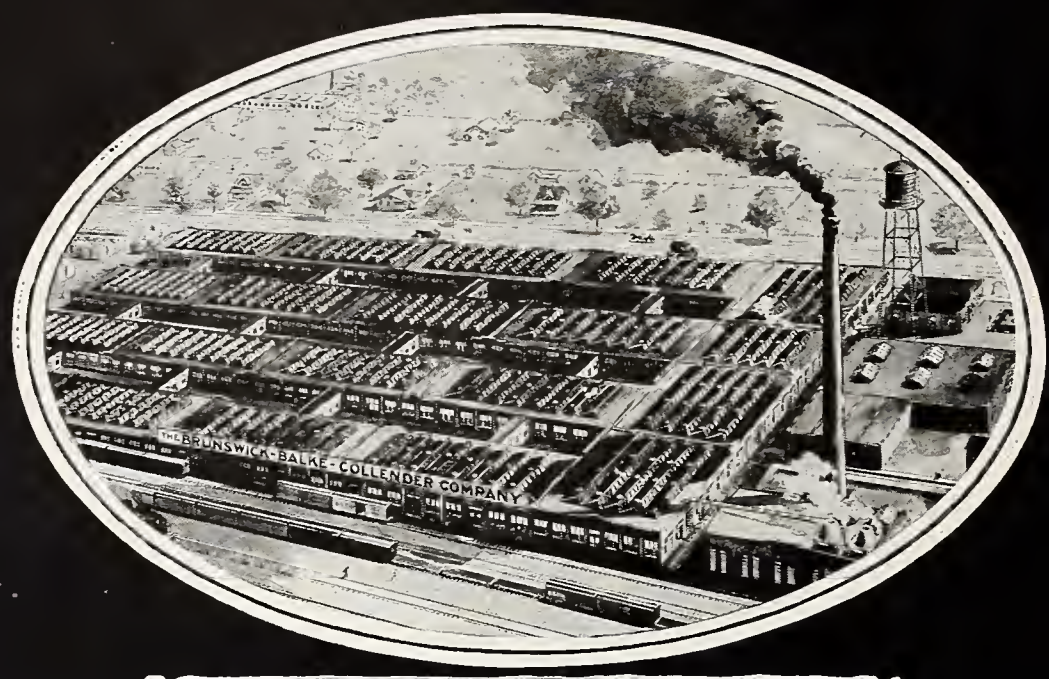
For every Brunswick Record is recorded under the supervision of a noted director. A new art is carried to a high degree of perfection.

You will note, as you listen to them, that Brunswick Records bring something better and finer into recorded music.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors: Musical Merchandise Sales Co.,
819 Yonge St., Toronto

Brunswick

PHONOGRAPHS AND RECORDS



Brunswick Phonograph Factory at Dubuque, Iowa

Every Brunswick

is 100% Brunswick

The Brunswick is not an assembled phonograph. We have six great factories. We build complete.

In assembled instruments there are too many discrepancies, too many variations. Our way of making everything ourselves is the right way for us, for our dealers and for our buyers.

We can control quality. We are sure of uniform production. We are able to guarantee every separate part for the life of the instrument.

The six Brunswick plants are the most modern, most complete and most efficient production units in the manufacturing world.

In every Brunswick policy we strive for the utmost, the best, regardless of cost, because we are building for many years to come.

In our advertising we use 56 publications, with a combined monthly circulation of 24,000,000.

Brunswick policies are directed by men who think in terms of millions, who aim at nation-wide markets. These policies have a telling effect in favor of the Brunswick dealer. They give him honest merchandise. They entrench him against all competition.

They practically guarantee his success.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada
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819 Yonge St., Toronto

Brunswick

PHONOGRAPHS AND RECORDS

MARION HARRIS WEEK COMING

Columbia Dealers Preparing to Feature Recordings by Miss Harris During Week of August 28—Special Displays to Be Furnished

As announced recently in The World, the Columbia Graphophone Co. has advised its dealers that the week of August 28-September 3 will be Marion Harris week and during these six days Columbia dealers everywhere will cooperate in introducing to the public this new and popular artist and her first two exclusive Columbia records.

Columbia Display Featuring Miss Harris' Records

The Dealer Service Department of the Columbia Co. has prepared, in addition to the usual September window display, several Marion Harris units, consisting of a regular artist poster in colors, a long window glass streamer, two record holder cut-outs, featuring her first two records, and a special record hearing-room hanger of Miss Harris' recordings.

The complete September display, as shown in the illustration herewith, consists of the following: Large centerpiece, a copy of Columbia's current magazine ad in full color, large side card listing popular dance records, large side card listing concert numbers, giving particular prominence to exclusive Columbia records by Pablo Casals; two record holder cut-outs featuring Marion Harris' first records; three record holder cut-outs, one of each featuring Jolson, Barbara Maurel and the popular operetta "Florodora"; two small easel-backed cards featuring the exclusive Columbia non-set automatic stop and the other the latest recording by Frank Crumit.

They tell the story of the man who learned to be an opera singer by studying the songs as played on broken and cracked records he collected from his friends. He got there, even if his inspiration was cracked.

PATHE CONVENTION IN OMAHA

Dealers in That Section Gather for Business Conference Under Auspices of Wright & Wilhelmy Co.—May Form Local Association

Omaha, Neb., July 31.—A large attendance of Pathé dealers in this State was reported at the first annual Pathé dealer convention held at the headquarters of Wright & Wilhelmy Co., Pathé distributors, of this city. An address of welcome was given by J. David Larson, commissioner of the Omaha Chamber of Commerce. Inspiring addresses were made by James Watters, secretary, and H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who journeyed from Pathé headquarters in Brooklyn to attend this "get together" meeting. Entertainment was furnished by two celebrated Pathé artists, Marion Cox and Lewis James. At the close of the session opportunity was given to all dealers to give the expression of their views on the various daily problems that arise. As additional entertainment the Wright & Wilhelmy Co. planned a matinee Orpheum party for the ladies and all delegates journeyed to Krug Park at night.

As the outcome of this convention, it is expected that a Pathé dealers' association will shortly be formed in this section of the country.

TO OPEN "TALKER" DEPARTMENT

Office Supply Co. Will Have Large Section Under Direction of John J. Gifford

Charlotte, N. C., July 19.—This city will have a new talking machine store in the next few weeks, when the Office Supply Co., one of the fastest-growing concerns of its kind in this locality, opens its new talking machine section. The new department will be under the management of John J. Gifford, a well-known piano and talking machine salesman of this city. Several popular makes of instruments and records will be featured, as well as pianos, players and music rolls. The department will be open to the public as soon as the extensive alterations now under way are completed.

INCORPORATED

The Dorsa Phonograph Co. has been incorporated in New York to do a business in talking machines, with a capital of $50,000. The incorporators are F. Ross, V. and P. Dorsa, 323 East Eighty-fifth street.

Mr. Dealer—

If you do not know of the quality of Okeh Records, *send for samples today* and get lined up for fall. Big season nearly here.

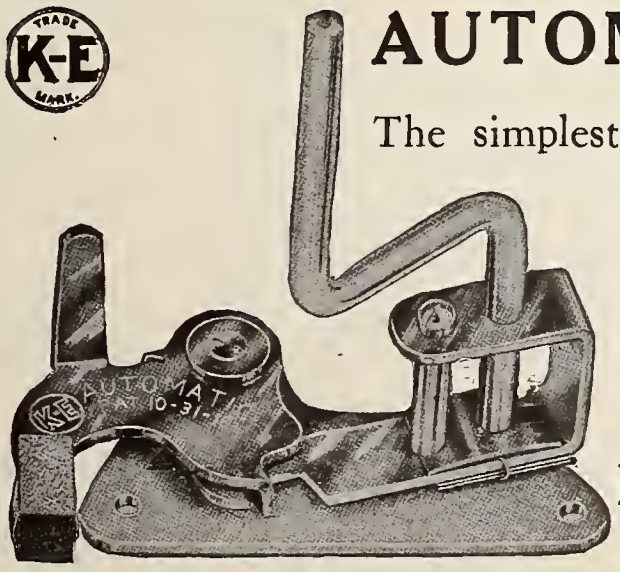
Okeh Records

KENNEDY-GREEN CO.
1865 Prospect Ave.
Cleveland, O.

And Again, Mr. Dealer—

Quality recordings of hits, *when they are hits*, are just what you have been waiting for for years. All orders filled same day as received.

THE RECORD OF QUALITY



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

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

Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Look at the Simplicity of the Brooks Automatic

Good Salesmanship?
Yes.

Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

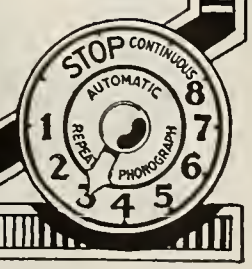
No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



HOLD AN ENJOYABLE OUTING

Forces of Columbia Wholesale Branch in New Haven Enjoy Themselves at Lake Quassapaug

New Haven, Conn., August 4.—The local wholesale branch of the Columbia Graphophone Co. was closed Thursday, July fifteenth when the employees celebrated their annual outing which was held at Lake Quassapaug, Waterbury, Conn.

The entire party was transported by automobiles, and an extensive program of sporting events attracted many entries. Handsome prizes were given the lucky winners, among whom were the following: B. A. Day, fat man's race; H. Calechman and D. Richetteli, three-legged race; Gertrude Lanz, shoe race for girls; Henry Calechman, running race for boys; Gertrude Lanz, running race for girls; J. J. Dun, egg race for boys; Sonia Hyatt, egg race for girls; Mary Flanery, marshmallow eating contest for girls; J. J. Dunn, tug o'war for boys and Juline Hemingway, blindfolded race for girls.

The members of the committee which were congratulated upon the success of the program were Peggy Pickus, Mary Flanery, F. C. Collins, J. McKiernan and Assistant Manager H. C. Cooley.

H. E. Gardner, manager of the branch, participated in all of the sports, and was an important factor in the success of the day's outing. Among the invited guests were Mrs. H. E. Gardiner, Mrs. H. C. Cooley, Mrs. A. G. Dillion and Mrs. F. P. Conklin.

Frederick C. Collins, manager of the Dealer Service department at the New Haven branch, attended the first convention of Dealer Service Managers held recently in Philadelphia. Mr. Collins was enthusiastic regarding the practical value of this convention and gave an interesting report at the weekly meeting of the branch salesmen.

Among the callers at the New Haven branch recently were the following: Frank Abbott, Derby, Conn.; M. Quadretti, Shelton, Conn.; Mr. Tomlinson, from Seymour Pharmacy, Seymour, Conn.; Mr. Wilson former assistant manager of Woolley's Columbia Store, Meriden, Conn.; Thos. Woolley, Meriden, Conn.; S. Finkelstein, Bridgeport, Conn.; A. G. Sommers, Guilford, Conn.; Mr. Levy, of the E. Hartford Tire and Motor Supply Co., East Hartford, Conn.; D. Smith, from Whitlock's Book Store, New Haven, Conn., and Mr. Louis Sackowitz, Hartford, Conn. Mr. Sackowitz is to open an exclusive 100 per cent Columbia store in a few days.

The foreign born population seems to buy the majority of the operatic records.

THE GREAT FORCE

"I am the soul of the joy of life—the companion of its sorrows.

"All moods are mine. I am hilarious. I am frivolous, I am gay, I am serious, I am sad. I spin out the silver thread of happiness, the golden thread of comfort and solace. On wings of melody I bear the dreamer off to strange places and strange lands. To the wanderer I sing of home. In the despondent I renew resolve. To the despairing I bring hope. In the child I engender pure tastes, refinement, and inspire noble thoughts and high ambitions.

"I am ever ready. I never tire. I am a well-spring of inspiration, relaxation, recreation. I am at home in the dwelling of the richest or the most lowly in the land—where religion reigns or under the roofs that know not God.

"In peace I had ever been at the service of man. In war was I to be found wanting? Was I to be thoughtlessly brushed aside in the tremendous rush to arms? Many there were who would have stilled my voice till peace should come again. But I was put to the test. I was not found wanting. I proved my worth. I found my niche, for I am full of cheer, of undying, unflickering resolve—of the spirit that knows not defeat.

"Day and night found me on duty with the saviors of civilization—in the camps, on the ships, in strange foreign villages, in dugouts, in trenches right up to hell's partition—everywhere where death and danger were commonplace, soothing tensed nerves straining at the leash, singing of victory amid the battle's roar, —restoring the balance of upset minds—chanting the dirge of deviltry.

"In war, as in peace, food, clothing, and shelter come first in sustaining morale and rendering comfort. I come next.

"I helped to win the war.

"I am MUSIC." —*Courtesy of Life.*

FEATURES OUTING VICTROLA SETS

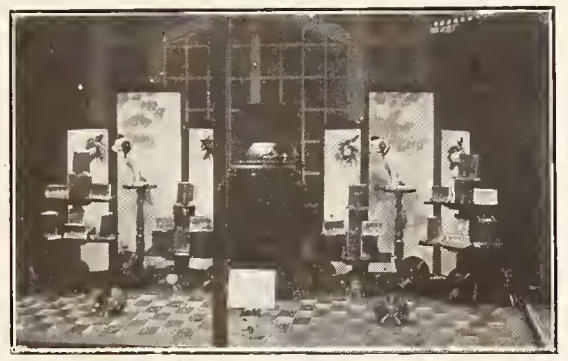
The Victrola department of S. Kann Sons & Co., Washington, D. C., has been making a special drive this month on the portable Victrola for the Summer trips to camp and seashore. Manager McFarquhar has prepared special sets of records for Victrola enthusiasts.

Mountains or seashore—both find the talking machine necessary. A good supply of records is now looked upon as necessary to the enjoyment of camping out.

VICTOR CATALOG WINDOW DISPLAY

Newton, Ia., Store Attracts Many Customers by Use of Attractive Display Features

This photograph shows a Victor display which created a great deal of business for the Iowa Mercantile Co., Newton, Ia. This concern is a large department store and is located in one of the most up-to-date towns in the State. On the second floor of the store where the Victor department is located they had a complete Victor



Iowa Mercantile Co.'s Clever Window Display

installation set up as shown in the picture. The Victor catalog is featured and the display brought many inquiries for the useful volume. C. P. Hunter, manager of the Victor department, believes in paying great attention to the matter of window and interior display.

STRADIVARA SELLS IN ASTORIA

Astoria, Ore., Aug. 5.—Within the next two years it is expected that this city will reach the position of the second largest city in Oregon The Lacy & Cline Music Co. is a large progressive house which covers much of southwestern Washington as well as western Oregon. The Stradivara is one of the biggest sellers here in this part of the country.

JAPAN HEARD FROM

The Stewart Talking Machine Co., of Indianapolis, Ind., reports an order for its lithographed blotters from the far distant land of Nippon. The Methodist Publishing Co., of Tokyo, Japan, having read the Stewart Talking Machine Co.'s advertisement of nursery rhyme blotters, made an inquiry for a sample. This was followed by a trial order which was recently filled. Another proof of the fact that Japan is wide awake to modern merchandising ideas.

In every business we must take a chance; we must venture to some extent; but with the venture we must combine judgment, enterprise and brains.

Flapjacks and Maple Syrup

FLIP the flapjacks and cook both sides. When machine sales are brown, flip your business and cook some real Victor record profits.

Lots of fun when you get the knack.

Pearsall Service keeps your business IN the frying pan OVER the fire, to revise the expression.

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records ***10 East 39th Street, New York***

Edison Message No. 76

Inflation Suggests Deflation

The inflation of prices associated with so many articles of merchandise, during and after the war, naturally is a temporary condition. Deflation is bound to come.

The prices of Edison Phonographs, since 1914, have increased only 15 per cent., including War Tax. We sacrificed large profits in order to stabilize the Edison Phonograph business.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

How the Portland Talking Machine Men Dressed Up for Shriners' Visit :: By W. B. Stoddard

Mystic Shriners to the number of between 60,000 and 75,000 took Portland by storm during their recent convention and the Rose City of Oregon, in gala attire, welcomed them with open arms. Thousands of electric lights, each with a red fez for a shade, were strung across the principal thoroughfares; a triumphal arch, showing the pilgrims looking towards Mecca was erected on Broadway; the wonderful rose gardens were abloom with thousands of roses by day and a perfect fairyland of light and color at night, while bales and bales of red, yellow and green bunting transformed the staid occidental buildings into a city of Oriental splendor.

In addition to the civic decorations the individual stores had displays on a degree of elaborateness never before attempted and the leading music houses vied with each other in doing homage to the Shriners—in fact, their contributions are worthy of detailed mention for the benefit of all those dealers who are interested in window displays in connection with great pageants.

Sherman, Clay & Co. had a window floored with fine sand and in the background several papier mache pyramids. At one end was a number of palms and in front of them a tall column covered with Egyptian hieroglyphics, into which was cleverly worked the picturization of the talking machine and the Victor dog. At the opposite end were palms, in the midst of which stood a Victrola. In another window, backed with palms, they showed a table on which were a number of the silver trophies offered by leading firms and associations as prizes in the big Rose Show.

The Bush & Lane Piano Co. had hung against the window a huge Shrine emblem ten feet high, extending from the top to bottom of the glass. On the rear wall was a large canvas drop depicting a caravan of camels crossing the desert. In the window was a tent of silk, made of scarfs of the Shriner colors, in front of which sat an Arab sheik in red satin and spangles with great turban and pointed red shoes, listening to the music of a phonograph set on the sand in front of him.

The Wiley B. Allen Co. had a large corner window with canvas back drop showing a desert with purple pyramids enfolded in flame-colored light. The floor was covered with fine sand. Large cutouts of palm trees were shown and in the center of the stage, so to speak, was a Brunswick, around which were gathered a number of life-size figures of Bedouin chiefs in turbans and red and white robes. A second window showed a canvas drop depicting a desert scene, with four Egyptian pedestals, each topped with a phonograph record. In the center of each disc was a white circle, lettered in blue: "Hear Karavan—the most realistic offering of Oriental effects." Palms at either end of the window added to the desert effect.

The Hyatt Talking Machine Co. had a large window with broad bands of bunting, red, yellow or green, extending from the top, bottom and sides of the window to a point in the center rear. At the point of focus was a kewpie doll in Shrine regalia. Nothing else appeared in the window, yet it was one of the most striking of any display. The other window of the store showed several talking machines, together with some of the latest popular records, this window also being hung with bunting of the Shriner colors.

A decidedly effective publicity stunt which could be used where any convention or large gathering was being held was that of Woodard, Clarke & Co. In the center of the floor was a mound surrounded with a garland of roses, with a card, "Portland, the Rose City." Standing on the mound was a tiny figure labeled "Mayor Baker." To the north were little snow-covered domes, labeled Seattle, Spokane and Tacoma, as well as a toy ship called Victoria, B. C. To the south was a toy train, with cars labeled San Francisco, Los Angeles and San Diego. Toward the east was another train with little pennants—Pendleton, The Dalles, Salt Lake City and Denver. In the background was a canvas drop, on which was painted a picture of the rising sun, and small black lines running towards Portland, the end of each being labeled Boston, New York, Philadelphia, Washington, Palm Beach, Atlanta and New Orleans. A card down front announced "They're All Coming to Portland." Pasted to the sides of the window were a number of typewritten messages on Western Union blanks, addressed to fictitious visitors in Portland during Shrine week from friends and relatives in other cities. Among the catchy messages were: "Chicago, Dear Daddy, we miss you awfully. Have a good time and bring us home from Woodard and Clarke a record of some of the dandy band music you hear. —Myrtle, Tom and Kathryn." "Indianapolis, Sorry I forgot to pack those records to go with your machine for your camping trip after leaving Portland. You can get any you want at Woodard & Clarke's, though, so don't worry. —Annette." There were half a dozen of these messages and any dealer could arrange others to suit local conditions.

Powers Furniture Co. had a large window showing the process of taking a candidate over the burning sands. In the background was an elaborate view of the Sphinx and Pyramids, and just in front of it two tall palms. Four life-size figures were shown, three in Shriner uniform and the other a candidate in bare feet, prodded from behind with a long spear. A card down front suggested: "He'll appreciate it all the more when he reaches the oasis." The next window suggested that the restful interior of Powers store was a veritable oasis. It showed wicker chairs, a soft rug, tall palms and two Victrolas. The company's card of welcome, which was repeated in the papers, was addressed to:

NOBLES OF THE MYSTIC SHRINE!
A ROYAL WELCOME!

Pitch your tent anywhere! Ye of the East—the West—the North—the South! Make yourselves at home anywhere in the big furniture store

POWERS

Would you delight your ear with sweet sounds? Pass through the temple gates into the garden of palms and there list to entrancing strains.

In the large, airy demonstration rooms were comfortable seats and attendants to demonstrate any class of music the visitor desired.

OPEN TALKING MACHINE ADJUNCT

The Craycraft Dry Goods Co., of Noblesville, Ind., has announced its assumption of the Victor line exclusively. This company plans to make its talking machine department one of the largest and most attractively arranged in the Middle West.

WASHINGTON STORE ENLARGES

Woodward & Lothrop, the largest department store in Washington, D. C., has enlarged the Victor department by adding additional booths and record counters. Gus Louis is manager.

Genuinely Interested in the Dealer Who is Genuinely Interested in Victor

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor *Strictly Wholesale*

WIDE RANGE OF PRODUCTS NEEDED TO MAKE A "TALKER"

Some Enlightening Information on This Interesting Subject Which May Add to the Knowledge of Salesmen Who Are Oftentimes Asked Questions by Inquisitive Customers

The wonderfully wide range of products necessary to construct a talking machine was the basis for a very informative article which appeared in a recent issue of The Tone Arm, an interesting publication issued by the factory forces of the Columbia Graphophone Mfg. Co., Bridgeport, Conn. It emphasizes how much of the world's territory is tapped to supply the requirements of the talking machine industry. The article reads:

"Think of needing thousands of yards of sewing silk for a machine shop, yards of velvet and plush, precious stones from Ceylon and Australia, diamonds, and the purest of pure gold. We tap the swamps of Brazil, Central America, and of Africa for wood of one kind, our own Southern swamps for another, Canada and the Maine woods for another, Spain and the Continent for another.

"Picture a more than half-naked savage prowling through the jungles of West Africa for material out of which to make an instrument to delight and amuse her dainty ladyship. The string of savages, porters, hunters, guides, what not, that make up the long caravan which finally carries the collected booty of the jungle wanderer through swamp and forest and over plain down to the coast. The loading into ships from rocking canoes and the long journey around the Cape, half across the world for our graphites to use. Who would recognize the Maori sheep herder of Australia as being a co-worker with our factory in making our instruments? Do you suppose he or any of us that should see him, in his lonely watches through the night under the tropical stars, guarding his sheep, could visualize the shearing, the cleaned wool, again the world trip, the arrival in America, the American factory, and—lo, the felt for our turntable?

"New Zealand! Once more the jungle, the native peering carefully all around, prodding here and there with his spear and every now and then gathering large or small lumps of fossilized gum that has lain there for a thousand years, to be used finally to record permanently for our delight the golden tones of a Ponselle or a Hofmann. Have we ever stopped to think that in the far off Straits Settlements the Malays are getting out the metals we use in this same instrument?

"We use clay from the hills of Pennsylvania, and precious stones from the mountains of Montana, products made from wild grass from Mexico, bamboo from Japan, mica from India and South America, nuts from Brazil, olive oil from Italy, boxwood from the West Indies and the Florida Keys, cory from Spain, and so on until nearly every part of the world is laid under tribute and almost every substance used in science and the arts as well as in ordinary manufacture is obtained and used.

"There was once a gentleman who came into the purchasing department and this subject was touched on and finally a bet was made that of all the things he could think of, he could not at one trial think of one thing or substance the Graphophone Co. did not use. He accepted the bet and, after a long pause in which he tried to think of the most unlikely thing possible to use in making Grafonolas and records, he said, triumphantly, 'toothpicks'—and he lost; for, although who could guess it, we use in our regular manufacture thousands of toothpicks."

HELPING THE DEALER WIN OUT

Serenado Mfg. Co.'s Activities Demonstrate How Its Dealers Are Aided in Developing Trade —Business Reported as Steadily Expanding

Cedar Rapids, Ia., August 5.—The Serenado Mfg. Co. of this city, manufacturer of the Serenado talking machines, is furnishing its dealers with effective advertising material, including outdoor signs for use on fences, indoor hangers, specially printed catalog folders, etc. It is also co-operating with the dealers through a direct-by-mail advertising campaign concentrated on a list of selected prospects.

The company, under its present efficient method of marketing, proposes to secure for its dealers desirable results attained through the personal appeal of direct-by-mail advertising, and to correlate this help with other up-to-date methods of advertising and distribution. That it has succeeded in these plans is evidenced in the fact that dealer contracts have been closed with progressive merchants in the most important trade centers.

The executives of the Serenado Mfg. Co. have both had previous experience in the talking machine industry, specializing in their respective fields. W. H. Conant was for eighteen years associated with prominent concerns, specializing in finance, credits and collections, prior to which he was a newspaper editor. M. E. Lusk, Jr., has to his credit over fifteen years' experience in the direction of sales and advertising.

The present Serenado chain of distribution, which includes representation in thirty-four states, was built up in a little more than a year,

W. H. Conant

M. E. Lusk, Jr.

and this record is a tribute to the musical and sales merits of the company's product, coupled with the varied experience and ability of its executives.

The days are shortening. Now's the time to plan for Fall activity.

Three Big Factories—and "Knowing How"

Made of 5 ply Panel Stock

6 Models at Popular Prices

Prima-Donna

"The Phonograph Inspired"

BUILT in our three large, efficient plants from lumber to finished product by master craftsmen who know the high standard a successful phonograph must measure up to; and marketed by a sales organization of wide experience in the phonograph field, that aids the jobber and the retailer, thru our advertising and sales helps, to bring the Prima-Donna to the ultimate user.

Mr. Retailer we have a jobber in your territory who can supply you over night with these big value phonographs at a liberal discount.

Also manufacturing other well known brands.

Guaranteed One Year

6 Models at Popular Prices

Still Have Some Territory Open

GENERAL SALES CORPORATION

1520 BUFFUM STREET MILWAUKEE, WIS.

OWNING & OPERATING

GENERAL MFG. CORPORATION RECORDEON PHONOGRAPH CO.

HEANEY-SCHWAB BILLIARD MFG. CO.

Makers of Fine Billiard Tables Since 1882

Write For Our Liberal Proposition

Here's a favorite model of our Console creations in

The Windsor Phonograph.

a work of art in design and workmanship worthy to be classed with the rest of the furniture line we have been making for the best trade since 1885.

Brochure of views sent on request.

Originator of the Console and Period Designs in Phonographs

WINDSOR FURNITURE CO.
Chicago, Ill.

Determining Whether the Making of a Sale Will Be Easy or Difficult

By Lional E. Davis

A great deal has been said and written about the psychology of first impression. Many eminent authorities claim that the first impression is nine-tenths of the ultimate impression and that for this reason the so-called popular man or woman is the one who "gets away good" right at the start. Whether or not this is 100 per cent true is not an issue in this article; sufficient be it that the first impression counts and accounts for a great deal in successful salesmanship. Let us, therefore, study the matter of approach when the prospective customer first enters the store. It seems reasonable to suppose everybody enters any and every store with some one thing definitely in mind, the unknown quantity question being what that thing is.

There are several general purposes that can induce a person to enter a store: namely (1) to purchase some pre-determined article; (2) to investigate, examine or otherwise inspect some pre-determined article, with the matter of whether to purchase or not still unsettled; (3) to make payment or to offer explanation for delay on some unpaid account; (4) to make a non-business personal call or ask for information not germane to the particular business in which the particular store is engaged.

Regardless of which of these classes the caller may belong to, it is vital that a good reception be extended, which must be characterized by politeness, sincerity, cordiality and intelligence.

Politeness! It is a wonderful quality to possess and to use every moment of one's life, but particularly in business when one is seeking to sell goods. As applied to the floor manager or salesman whose role it is to first greet the incoming caller politeness consists not only in manner or address, but also in neat, immaculate dress. Cleanliness and neatness will convey the impression of respect quicker than any one other thing and to be respectful and to be polite are one and the same.

Sincerity! It is a vital point, but is most quickly conveyed to a new acquaintance through walking directly up to the incoming caller and when speaking, looking the other party square in the eyes. This, perhaps, sounds like trivial advice. It is not. There are many retail salesmen who shuffle up to the newcomer in a rather aimless sort of manner and who spend the first few seconds after reaching the newcomer in making an inspection of the caller's attire, etc., instead of looking him or her squarely in the eyes. Even the most modest person likes to be looked squarely in the eyes by the store member who does the greeting, but very few people can stand a searching personal examination of their attire without embarrassment. It pays to make every caller feel comfortable right from the first minute.

A Prospect's First Impression Often Determines Whether Making a Sale Will Be Easy or Difficult

Cordiality! The most rapid and most effective means of conveying the impression of cordiality and of heartiness of welcome is via the well-timed smile. A really good winning smile is more or less like an inherited talent, but conscientious practice and study will go a long way toward perfecting a good "selling smile." Watch the actors and actresses on the stage and on the movie screen. Their smiles are professional, but yet appeal as genuine. That's the kind to develop and you will find it of infinite advantage to work in a good cheery smile before starting to speak.

Finally, we come to—intelligence! There is where it is most easy to fall down and where the most unforgivable blunders are made. There is here no simple rule to follow—a man or woman must use every ounce of the intelligence with which he or she is endowed to quickly convey the impression of intelligence to one he or she is just meeting for the first time and without an introduction.

Review again the four purposes which can prompt a person to come into your store. Doesn't it seem most logical to make the first remark seek to place the caller in one of these four classes? It most certainly does from the standpoint of efficiency and cutting out lost motion. But consider for a moment the questions it would be feasible to ask when such a policy is pursued. They would run something like this: "Is there something special that you are interested in?"—"What do you want?"—etc., etc. But is there any real quality—any real impression of intelligence given when such plain remarks are

AN AMERICAN WALNUT TALKING MACHINE CABINET

AMERICAN WALNUT
CAWMA
"The Cabinet-wood Superlative"

For Phonograph Cabinets

Walnut is surely as desirable as it has proved to be for the finest of other forms of furniture for four hundred years and longer. Beauty, remarkable working qualities *and* its hold on the public demand put AMERICAN WALNUT in the forefront for the finer musical instrument cases.

Write for data for makers or data for dealers and the "Brochure de Luxe" for your salesmen.

American Walnut Manufacturers' Association, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois

Lateral Cut

OKeh Records

Lateral Cut

Eleventh Supplement

READY NOW

4118 10-in. $1.00
- IN SWEET SEPTEMBER—Fox-trot, Ray Miller's Black & White Melody Boys
- MY SAHARA ROSE—Fox-trot, Harry Raderman's Jazz Orchestra

4119 10-in. $1.00
- ROSE OF SPAIN—Fox-trot, Ray Miller's Black & White Melody Boys
- KISMET—Fox-trot..Green Brothers' Novelty Band

4120 10-in. $1.00
- TELL ME PRETTY MAIDEN—Fox-trot, Rega Dance Orchestra
- POLLY—One-step, Joseph Knecht's Waldorf Astoria Orch.

4121 10-in. $1.00
- LE WANNA—Fox-trot, Green Brothers' Novelty Band
- JEAN—Fox-trot..Harry Raderman's Jazz Orchestra

4122 10-in. $1.00
- MARRIAGE BLUES—Fox-trot, Joseph Samuels' Jazz Band
- HUNKATIN—One-step, Green Brothers' Novelty Band

4123 10-in. $1.00
- THE CROCODILE—Fox-trot, Joseph Knecht's Waldorf Astoria Orch.
- HULLO, HOME—Medley One-step..All Star Trio

4124 10-in. $1.00
- DO ANOTHER BREAK—Fox-trot, Green Brothers' Novelty Band
- SLIM TROMBONE—One-step, Joseph Samuels' Jazz Band

4125 10-in. $1.00
- RAILROAD BLUES—One-step, Harry Raderman's Jazz Orchestra
- IN OLD MADEIRA—Fox-trot....Conway's Band

4146 10-in. $1.00
- THE LOVE NEST—Fox-trot, Lanin's Roseland Orchestra
- ENTICING (Seduisante)—Waltz, Joseph Knecht's Waldorf Astoria Orch.

4126 10-in. $1.00
- SUNNY SOUTHERN SMILES.....Crescent Trio
- HAWAIIAN TWILIGHT—Tenor, accomp. by Hawaiian Guitars.....Lewis James

4127 10-in. $1.00
- I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS. Peerless Quartet
- TRIPOLI—Contralto-Baritone Duet, Helen Clark-Joseph Phillips

4128 10-in. $1.00
- WHISTLE A SONG—Tenor.....Billy Murray
- THERE'S A TYPICAL TIPPERARY OVER HERE .....American Quartet

4129 10-in. $1.00
- WHEN A PEACH IN GEORGIA WEDS A ROSE FROM ALABAM—Tenor Duet, Hart-James
- I LOVE THE LAND OF OLD BLACK JOE, American Quartet

4130 10-in. $1.00
- OH HOW I LOVE YOU—Tenor..Fred Whitehouse
- TIDDLE-DEE WINKS (At All the Men)—Tenor .....Billy Murray

4131 10-in. $1.00
- UNDERNEATH THE SOUTHERN SKIES—Tenor .....Lewis James
- HIAWATHA'S MELODY OF LOVE—Tenor-Baritone Duet .....Hart-Shaw

4132 10-in. $1.00
- THE MOON SHINES ON THE MOON-SHINE—Baritone .....Arthur Collins
- WAY DOWN BARCELONA WAY—Baritone-Tenor Duet .....Collins-Harlan

4140 10-in. $1.00
- SILVER THREADS AMONG THE GOLD—Vocal .....Crescent Trio
- IN THE VALLEY OF SUNSHINE AND ROSES—Tenor .....Henry Burr

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York City, N. Y.

Factories:

NEWARK, N. J.
ELYRIA, OHIO
PUTNAM, CONN.
SPRINGFIELD, MASS.
KITCHENER, ONT.

Branch Offices:

CHICAGO, ILL.
SAN FRANCISCO, CAL.
TORONTO, CAN.
LONDON, ENG.

Charles Hackett is one of the greatest tenors of the New York Metropolitan Opera Company. His tender mother song, "Mother (I Love You)," has a universal appeal. Columbia 79060.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

directed to the new acquaintance? Don't they bring the prospect down to hard tack business too quickly? The writer of this article thinks they do, because he believes any person entering a store has his mind more or less detracted by the various styles shown and by persons flitting about. He or she needs a moment or two in which to collect his or her thoughts and particularly resents being "brought to earth" by a pertinent commercial inquiry.

The real artists at the game, in the writer's opinion, are the salesmen who build a bridge of contact along non-commercial lines before jumping into the commercial side. For instance, take an introductory remark such as, "Well, well, we've been looking for you to come in." Such a statement from a total stranger cannot help but bring some startled reply such as "Why?" or "How is that—I don't understand," and then the salesman can come back with something like, "Well, I just knew we had something in this wonderful store of ours that you wanted." And that gives the prospect the lead to tell what his real purpose in calling is. The beauty of this kind of an approach is that you can anticipate the prospect's answers to your remarks without really having asked any questions. That conveys the impression of intelligence.

Take, again, an introductory remark, such as "Mighty glad to have you come in and look over this wonderful store of ours. I think you will find it interesting in many ways." This doesn't force an answer, but very frequently causes the caller to promptly announce the mission of his call without having been cross-questioned. That conveys the impression of intelligence on your part.

One dealer used to always greet his callers with "Welcome to our home of music, and believe me, I am yours to command."

Without giving further specific examples of the first remark I think I have emphasized the importance of giving it a great deal of careful thought. The examples set forth above are not given to be copied—this whole discussion is made solely for the purpose of stimulating serious thought about the first remark made to an incoming prospective customer, to the end that the first impression may be one of politeness, sincerity, cordiality and intelligence.

FOUR RULES OF STOREKEEPING

United Phonographs Bulletin Gives Points for Retail Dealers in Talking Machines

If a merchant clearly understands the principles of storekeeping, as created by successful men, and followed with success by others, he will have no trouble in keeping up with the procession.

There is very little mystery about good store keeping—or to be more accurate, store management. It is largely a matter of common sense and a willingness to amend your judgment to conform to the daily trend of events connected with the business you are in.

The rules of the game are so simple that they can be condensed under four heads; it will pay you to memorize them and make your salesforce do likewise so you will all be working toward a common goal:

1—Carry a good line of phonographs. They build reputation. They have a constant year-in and year-out value that reflect credit on the standing of your store in your community.

2—Get a crackerjack cost system, and be sure to use it. Guessing at what it costs you to do business, and a hit-or-miss plan of adding profits is going to land you on the shoals sooner or later.

3—Advertise liberally and constantly. Use the daily papers and keep everlastingly at it, making the material the manufacturers send tie up with your local advertising.

4—Remember that Service and Salesmanship are the two forces that keep the public coming back to you when in need of the kind of goods you sell. Have a definite standard of service to the public and they will remember you—to your everlasting advantage.

If your public parks lack band concerts in the Summer nights, why not arrange for a record concert? Chance here for some dealer to prove he is really awake.

PLAN BIG PROMOTION CAMPAIGN

Fred Gretsch Mfg. Co. to Bring Its Products to Attention of Large Buying Constituency

The Fred. Gretsch Mfg. Co., manufacturer and importer of musical merchandise is extending valuable assistance to its dealers through the medium of its sales promotion department, which is under the management of J. J. Apatow. Mr. Apatow's experience in this line of work qualifies him exceptionally for the management of this very important department. A large series of newspaper advertisements are now in the course of preparation for the dealer as well as a series of consumer letters, circulars and pamphlets. Window cards and slides for moving pictures are also planned. The Fall catalog, which is now in preparation, will have space for the dealer's name and address on the cover and extra copies will be furnished to the dealer for distribution to his customers. The catalog will be very similar to the familiar mail order book and it is expected that an additional demand will be stimulated through having these catalogs in the hands of the buying public.

INCORPORATED

The Stradivara Phonograph Co. has been incorporated under the laws of Delaware to manufacture talking machines. The capital stock of the Delaware corporation is $4,000,000 and the incorporators are F. H. Clark, Richard W. Montague and M. M. Matthiessen, of Portland, Ore.

The Commander Talking Machine Co., Peekskill, N. Y., has been incorporated. The capital is $60,000.

Emerson Records

Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET

PORTLAND SPOKANE, WASHINGTON SEATTLE

Emerson Records

Thoroughly Covering Washington, Northern Oregon, Northern Idaho and Western Montana as Factory Distributors for

Emerson Records, Brooks and Paramount Phonographs

and a complete line of Phonograph Accessories, including
BRILLIANTONE AND WALL KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a $100,000 corporation officered by men thoroughly familiar with the musical instrument business as a result of many years' experience, we can assure dealers in our territory at all times

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

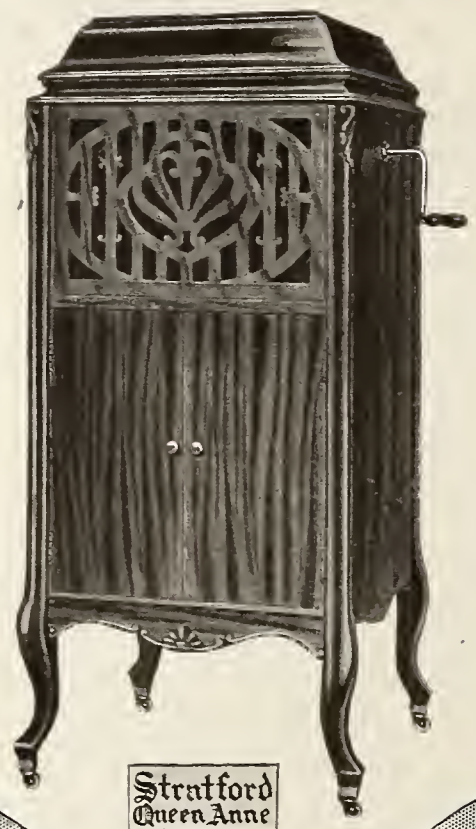
INQUIRIES SOLICITED FROM DEALERS ONLY

Stratford

The Shakespeare of Phonographs

NOTED FOR:

Tone
Quality
Distinction
Service



MODELS:

Adam
Louis XVI
Sheraton
Queen Anne

Stratford

The Shakespeare of Phonographs

World's Finest Reproducing Instrument

AS Shakespeare, born at Stratford-on-Avon, Warwickshire, England, was the world's greatest poet, so is the Stratford the world's greatest phonograph, says one of America's great Bachelors of Music.

Tone of the Stratford has richness, depth, purity and beauty that has brought the musical world to a new appreciation of the phonograph.

Stratford Phonographs give a perfect reproduction of either Lateral or Hilland-dale cut records without any change of parts.

In design, motor, method of amplification, workmanship, choice of woods, finish and tonal quality the Stratford is announced by critics, musicians and dealers as the world's finest reproducing instrument.

Quality representation solicited. Artistic catalogues, window display cards and newspaper mats furnished to Stratford dealers

The Stratford Phonograph Co., Inc.

Factories **Ashland, Ohio** General Offices

Reasons Why the Talking Machine Adds Most to the Satisfaction of Life :: Being an Editorial From the San Francisco Examiner

It is a source of genuine satisfaction to The World to realize the attitude of the daily papers nowadays toward the talking machine and its great work for musical advancement. A few years ago the writers in the daily papers considered the talking machine merely as a toy—as something to be treated purely in the humorous columns—but the daily papers as well as the people of the country now realize, what this publication has been pointing out for years, that the educational and musical influence of the talking machine is tremendous, and it is not uncommon to read editorials in which the talking machine comes in for no small meed of praise. For instance, the following very able and interesting editorial appeared in the San Francisco Examiner of recent date under the caption, "Things That Add Most to the Satisfaction of Life." It read:

"It is the fashion of the supercilious to sneer at the talking machine and the mechanical piano. There is no field where the snob rages more unchecked than the field of art. People who do not know anything else about music and pictures or letters know how to turn up their noses. They forget that the act of all acts of which the human mind is capable, requiring the least brains and the minimum of culture, is ridicule.

"As a matter of fact, the innumerable discs of talking machines flying over the land like so many Ezekiel wheels are the most tremendous assets in developing musical taste. For taste, or culture, or whatever you call maturity and sophistication in the finer arts of life, is entirely a matter of saturation. You cannot learn to judge pictures by attending lectures and listening to some one tell you what to think. The only way is to go to the galleries or private collections where the masterpieces are and look at them, and go again and again. You like what you know. And familiarity weeds out the commonplace and breeds the love of perfection.

"Neither can you become a person of correct musical taste by thrumming on the piano or singing scales. That way lies virtuosity, perhaps, but not the peaks of culture. You come to know what good music is simply by hearing it over and over, and so you come to love it, and the advantage of the masters is that they survive perpetual repetition, while of the cheap and tawdry stuff you soon grow weary.

"Culture is not an affair of rules, but of atmosphere. You do not get it through your noggin, but, as it were, through your pores.

"'To learn rules, to hear an occasional concert, or to memorize a few pieces on the piano after years of disagreeable endeavor,' says a musical authority, 'is not to become musical.' The beauty of the talking machine and of the player piano is that they lay down no rules. They simply fill your home with music—good, bad and indifferent, as the taste of the owner elects.

"And out of this welter, this chaos, comes the survival of the fittest. You find that those 'records' which you want to hear over and over are Chopin and Beethoven and the other masters. For taste cannot remain stationary. It is developed. It is a thing of growth. Little by little the truest, soundest music wins its way.

"This has not been a musical nation. Our fathers were too busy subduing the wilderness and making a living. Conditions of life were too insecure. Traditions were lacking. Grandpa had a hearty contempt for the child that wanted to be a fiddler. Our best blood was poured into the channels of material achievement.

"As life becomes stabilized we turn more and more to the world of beauty for our satisfactions. And in this turning of the national soul away from the earth toward the sun, canned music has no inconsiderable part.

"Democracy has a soul as well as a system. Democracy has a spiritual purpose; it is not organized altogether for the purpose of giving to every man a cow and an acre. And the spiritual purpose of democracy's soul is to spread the opportunity for the best things to all of the people.

"In this sense the truest culture and the most wholesome is not to carve grotesque statues for the Summer gardens of millionaires or the dim interiors of art galleries, but to make the surroundings of the common people beautiful and attractive.

"Monarchy serves God by exalting the king. Democracy serves God by exalting the people.

"Whoever, then, will make beautiful chairs, tables, bedsteads, carpets, plates, tea-cups, houses, shops and other things that have to do with the daily life of the people, whoever will accustom them to beauty and good taste, is the truest artist. And exactly so the makers of talking machines and records. If they make it well and truly, they are honest servants of humanity and worthy of their reward."

SUCCESSFUL IN A TOWN OF 500

The town of Haddam, Kan., has a population of only 500 people but it is a good market for talking machines and records, as the success of the Bertha Rosamond Music Store shows. This store was opened by Mrs. Rosamond in January and is one of the most attractive music houses in that section of the State. She specializes on the Sonora and handles several other lines of machines and records.

B&L

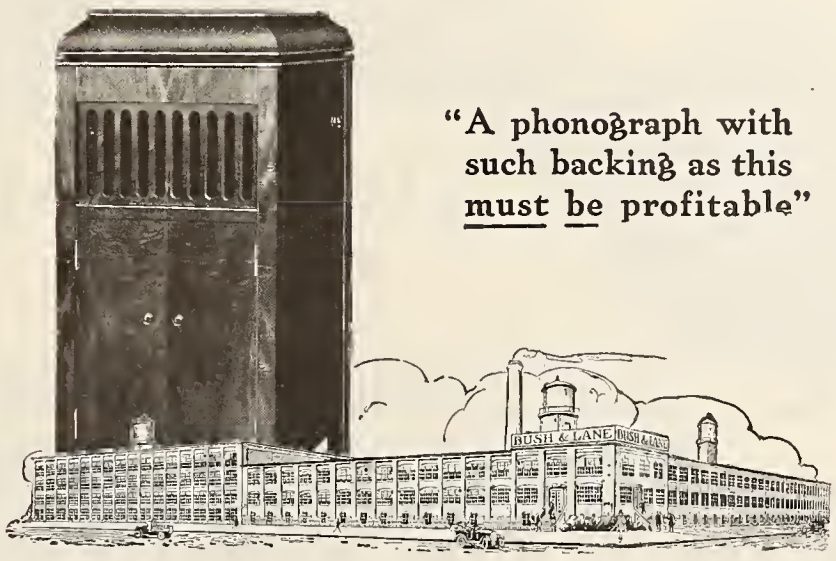
The same organization that builds Bush & Lane Pianos and Cecilian Player-Pianos makes Bush & Lane Phonographs.

The same men and the same resources that have made the name of Bush & Lane dominant in the field of pianos and players, are back of Bush & Lane Phonographs.

Phonograph dealers can find no better guarantee than this, either on the phonograph itself, or on the organization back of it. Decades of success have proved that buyers may safely trust any instrument that bears the name of Bush & Lane.

Dealers who associate themselves with this famous name, gain not only in prestige, but in the support they secure from a great manufacturing organization that works sincerely for the best interests of its distributors.

Bush & Lane Piano Co., Holland, Mich.



"A phonograph with such backing as this must be profitable"

Columbia Grafonola

Marion Harris, popular headliner, and newest *exclusive* Columbia artist, blows away everybody's blues, with her "Left All Alone Again Blues," and "Homesickness Blues." And everybody will be eager to blow in money to have their blues blown away. A-2939 and A-2944.

Columbia Graphophone Co.
NEW YORK

A NEW VICTOR BOOK FOR MUSICAL APPRECIATION WORK

Educational Department of Victor Talking Machine Co. Prepares Elaborate Volume Designed to Meet Needs of Children During Early Training Period—Many Illustrations in Color

The new Victor book, "Music Appreciation for Little Children, in the Home, Kindergarten and Primary Schools," is a pioneer work in a broadly cultural yet eminently practical field. It is a guide for parents and teachers in using music in early childhood, where it rightfully belongs, and for this reason it has been published by the Victor Talking Machine Co.

"Logically, the field of music appreciation for little children should have been treated at the very outset of our educational work years ago," says Mrs. Frances Elliott Clark, director of the educational department, in her introduction. "Circumstances, however, forced us to put the cart before the horse, to begin our work upside down, as it were, working from the top down instead of from the bottom up, as all rules of logic and common sense would seem to dictate. On the other hand, our early endeavors in the field of music appreciation consisted, perforce, of a laborious educational campaign of propaganda among adults.

"Ten years ago the subject of music appreciation as a phase of music study was scarcely dreamed of; but we had the vision of the great possibility of teaching an appreciation of good music by giving the real music with the Victrola. Therefore we prepared the soil and sowed the seed with our first publication, 'What We Hear in Music.' This book has met with a wide and enthusiastic reception, being used by many high schools, conservatories and colleges as a text-book, and as a guide for home and club study.

"Since the adult listening public has now accepted and acknowledged music appreciation as a legitimate and a most important phase of music study, we can return to the logical beginnings of the subject with this new book.

"If America is ever to become a great nation musically, she must become so through educating everybody to know and love good music. This can only come by beginning with the children, little children, at the mother's knee and in the kindergarten circle, by so surrounding them with beautiful music that it becomes a vital part of education, development, and life, instead of the autumn flowering of a stunted, undeveloped, sterile bud, to be seen in a frantic grasping at 'music culture' in later life.

"Millions of dollars are spent each season in madly rushing to concert and opera in a vain effort to make up for the awful deprivations of silent early childhood, where the proper music was seldom heard and never understood. Thousands of people pathetically try to 'hear' a symphony or tone-poem, but only succeed in becoming vastly wearied by a mass of what is to them only incoherent cacophony. Having ears they hear not because those ears missed definite training in childhood.

"If music is an educational factor, an individual and community asset, then it should be given its rightful place in the curriculum of our lower schools and kindergartens, no less than, indeed much more than, in the high school and college, where it has won a foothold, precarious because of this very lack of foundational work in the elementary schools.

"Because we believe that next to reading and writing music is the greatest single factor in educational processes, and because we realize that teachers and parents everywhere are reaching out for definite instruction and direction in this larger use of music itself, we present this plan of work. Through the fields of Beginning Cultural Hearing, Rhythm, Song, Instrumental Music, and Correlations, as presented in this book, the child may be given his rightful heritage—an acquaintance with the world's beautiful music, which is a source of happiness that will prove a lifelong blessing."

This book of 177 pages, cloth bound and gilt lettered, is profusely illustrated in color, halftone and line drawing. As much attention has been given to its artistic format as to the practicability and value of its contents.

THE MAN WHO WINS

A man who wins is an average man,
Not built on any particular plan,
Not blessed with any particular luck,
Just steady and earnest and full of pluck.
When asked a question he doesn't guess,
He knows the answer, "No" or "Yes."
When set to a task the next can't do,
He huckles down till he's put it through.
Three things he's learned: That the man who tries
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.
For the man who wins is he who works,
Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes.
The man who wins is the man who tries.

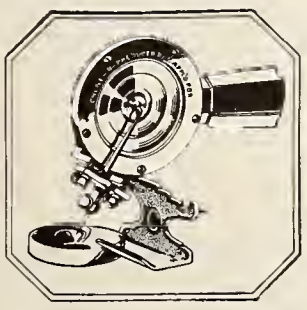
HERE IT IS
The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES $8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS



The Cheney Reproducer has a scientifically correct arrangement of concentric rings on the diaphragm to bring out each distinction of tone with unusual accuracy.

Preference for The Cheney naturally follows a demonstration of its new principles of musical reproduction and the exquisitely pure tones they achieve.

As a result, The Cheney retail organization includes the names of foremost dealers in fine merchandise throughout the country. Its unusual beauty of both music and cabinet-work invariably appeals to those who best know the wants of their buying public.

The Cheney dealer franchise is an asset not only in sales but in prestige as well.

CHENEY TALKING MACHINE COMPANY CHICAGO

The CHENEY

Columbia Records Grafonola

Gino Marinuzzi, the marvelous conductor of the Chicago Opera Company, leads his orchestra in the "Dance of the Hours" from Ponchielli's *La Gioconda*. This is standard music, good for steady sales. A-6154.

Columbia Graphophone Co.
NEW YORK

TALKING MACHINE MEN TO FROLIC

Plans Completed for Annual Outing to Be Held at Rye Beach on August 31—J. J. Davin Keeps Chronological Log of Recent Meeting

The entertainment committee of The Talking Machine Men, Inc., held a meeting recently at Rye Beach, and completed arrangements whereby the annual Summer outing of the Association will be held at that popular Summer resort on August 31.

J. J. Davin, a member of this committee, kept a log of the committee's activities in connection with this important meeting, and this log reads:

9 a. m.: Committee supposed to be on hand. Lazarus arrives first at 8:45. Davin at 8:50. Berlow at 8:55. Gibbons and Riddle at 9 o'clock sharp. 9:30, Brown phones from Bayonne, Galuchie, Perkin and he are delayed. They will be there in an hour. 9:45: Davin sells the committee outing hats out of Lazarus' stock, no charge. 10: Kurtz buys set of African dominoes and the game is on. 11:30: No sign of the Jersey contingent. 12:30: Jersey fellows arrive and a start for Rye Beach is made.

The Arrangements Committee

Left to Right—1, Emil Perkin; 2-3, Sol Lazarus, J. J. Davin; 4, Max Berlow; 5, Irwin Kurtz; 6, E. G. Brown; 7, M. W. Gibbons; 8, Case Riddle; 9, Al. Galuchie.

The committee is as follows: Emil Perkin, chairman; Sol Lazarus, E. G. Brown, Albert Galuchie, M. W. Gibbons, Irwin Kurtz, Max Berlow, Cass B. Riddle, J. J. Davin. 2:10: Arrive at Beach Hill Inn, Rye Beach, and arranged luncheon and dinner menus fit for kings and talking machine dealers.

Arrangements were then made for the annual outing to be on Tuesday, August 31, at Beach Hill Inn, Rye Beach, N. Y. The following schedule was officially adopted:

9:30 sharp—Leave Washington Arch, foot of Fifth avenue, in large white sightseeing buses and private automobiles.

12 a. m.—Arrive at Beach Hill Inn in time for luncheon.

1:30—Athletic events to begin. Ball game, five

J. J. Davin, Sol Lazarus

innings, dealers and clerks exclusively. Captains of the baseball teams: Geo. Thau, of the Blackman Talking Machine Co., and Louie Barg, of the Crescent Hill Music Co. Pick your players and phone Mr. Thau or Mr. Barg for a position on their respective teams.

100 yard dash—Dealers only.

100 yard dash—Dealers, clerks and managers.

Fat men's race.

Potato race—Juniors.

50 yard dash—Ladies.

4:00—Boating, bathing, fishing and dancing as you like it.

5:30—Shore dinner.

7:00—Dancing. 10:00 p. m.—Home.

For ride to Rye, Cass B. Riddle; for hooch and eats, M. W. Gibbons; for athletic events and prizes, J. J. Davin, Sol. Lazarus; for bathing, boating, fishing and dancing, H. Mielke, J. Bryant, C. Abelowitz, Joe Schwertz; for shaking hands, John Hunt, E. Leins, H. Berson, J Bryant, M. Berlow, J. Hertzel, M. Dovas.

Notwithstanding the increase in the high cost of living, this wonderful day's outing is only going to cost the dealers $6 apiece, and as you all remember the wonderful time last year, we feel sure that we can count on your attendance and your co-operation to get the rest of the people who missed it last year to make their arrangements and not miss it this year.

Tickets and other propaganda were placed in the mail the first part of August.

Ward's Khaki Moving Covers

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

THE REED CO.
2-7 Fifth Avenue, Pittsburgh, Pa.

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave. Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.

Admittedly the Best Seller by Largest Manufacturers, Jobbers, and the Retail Trade

May we suggest that it will undoubtedly be to your interest to anticipate your fall requirements

BRILLIANTONE

EXTRA Loud

Write for samples and prices to your nearest distributor. If he cannot supply you, write direct to us.

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

347 FIFTH AVENUE, NEW YORK

AT 34th STREET SUITE 1003

Canadian Distributor: Musical Merchandise Sales Co., 819 Yonge St., Toronto, Canada

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUERIES AND ANSWERS

An Outfit for Home Recording

West New York, N. J., July 1, 1920.

Editor Talking Machine World:

Would like information as to where I could purchase a recording outfit for my Victor. Can you give me any idea of how these attachments are used and what results can be obtained with them? Geo. Halsey.

Answer.—I have had many inquiries for a device of this kind during the last few months. A recording outfit was announced more than a year ago, and I understand a device by another manufacturer will be introduced to the trade at an early date. These devices are very simply constructed, consisting of a mechanical feeding device, attached to the turntable spindle of the motor, which carries the recorder across the surface of the wax disc. Under present conditions it would probably be a difficult matter to obtain the wax discs suitable for this use, but the situation may change in time.

Wanted—A Book on Repairing

Chicago, July 3, 1920.

Editor Talking Machine World:

Attached is a communication from the Pottsville Free Public Library, Pottsville, Pa., covering the subject of repairing phonographs in the home. We are unable to furnish them with the data requested, but thought possibly you could place them in touch with someone publishing a book along these lines.

It seems to me that a pamphlet covering the points in question would be of considerable value to the industry in general, and, feeling that you would be interested, am turning it over to your good selves as being the Official Organ of the Industry. Jewel Phonoparts Co.

Answer.—Your letter seems to uphold my personal opinion of the value and ready acceptance by the trade of a book containing information and data on the mechanical construction and upkeep of the various makes of machines and sound boxes now on the market. Will say that I have now in preparation a book of this nature and trust that it will soon reach the stage where I can place it before the dealer for his benefit and judgment. A. H. Dodin.

THE MAN WHO KNOWS USUALLY WINS

The Most Serious Problems of the Talking Machine Man Can Be Solved If He Only Takes the Pains to Gather Every Essential Fact

William Boyce Thompson, the great mining pioneer, who has made millions of dollars by developing possibilities that other men looked at and passed up, says, in the July issue of the American Magazine:

"I believe that ninety-nine out of one hundred persons who fumble success may charge up their failure to a lack of foresight and patience to get all the facts about the thing they were undertaking. Show me a man who does not guess—who knows, and I will show you a man who is climbing.

"It is not as if it were necessary to trust to chance. One doesn't have to. Any problem may be solved if you will only take the pains to gather every fact that bears on it. In the long run, the guessing genius is always outstripped by the practical and persistent student. The gambler, in nearly all cases, gives way to the go-getter."

PUSSYFOOT ON RECORDS

Before Mr. Pussyfoot Johnson left for America we understand he proclaimed his views on driving England dry into the recording horn at the works of the Winner Co. at Peckham. The records will not be sold, but will be used for propaganda purposes on the Stentorphone, the mighty machine manufactured by Creed & Co. The long-suffering British public have much to endure, says The Talking Machine News of London.

The New Model "E"

Garford Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

High in Quality Low in Price

High in Quality Low in Price

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph

1 Plays all makes of records without an attachment.
2 Superior Tone Quality.
3 Standard Motor of Recognized Merit.
4 Artistic Appearance.
5 Guaranteed to Give Excellent Service.

Order Now for Immediate Delivery

SELLS LIKE "WILD-FIRE" THE YEAR ROUND

We have an Attractive Dealer Proposition

The General Phonograph Mfg. Co.

(FORMERLY NAMED THE GARFORD MFG. CO.)

ELYRIA, OHIO

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

The BEACON

An intensive newspaper advertising campaign this Fall will back every Beacon Dealer

The BEACON

The future of any phonograph concern lies in the appreciation of its product by the ultimate purchaser.

The dealer who is now buying a mediocre product for a quick sale with excessive profits for himself is not looking ahead.

The Beacon is created for the progressive merchant who has foresight enough to realize that he must handle a product which advertises itself through its owner. In this way only can he be assured of permanent profits and a growing future business.

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

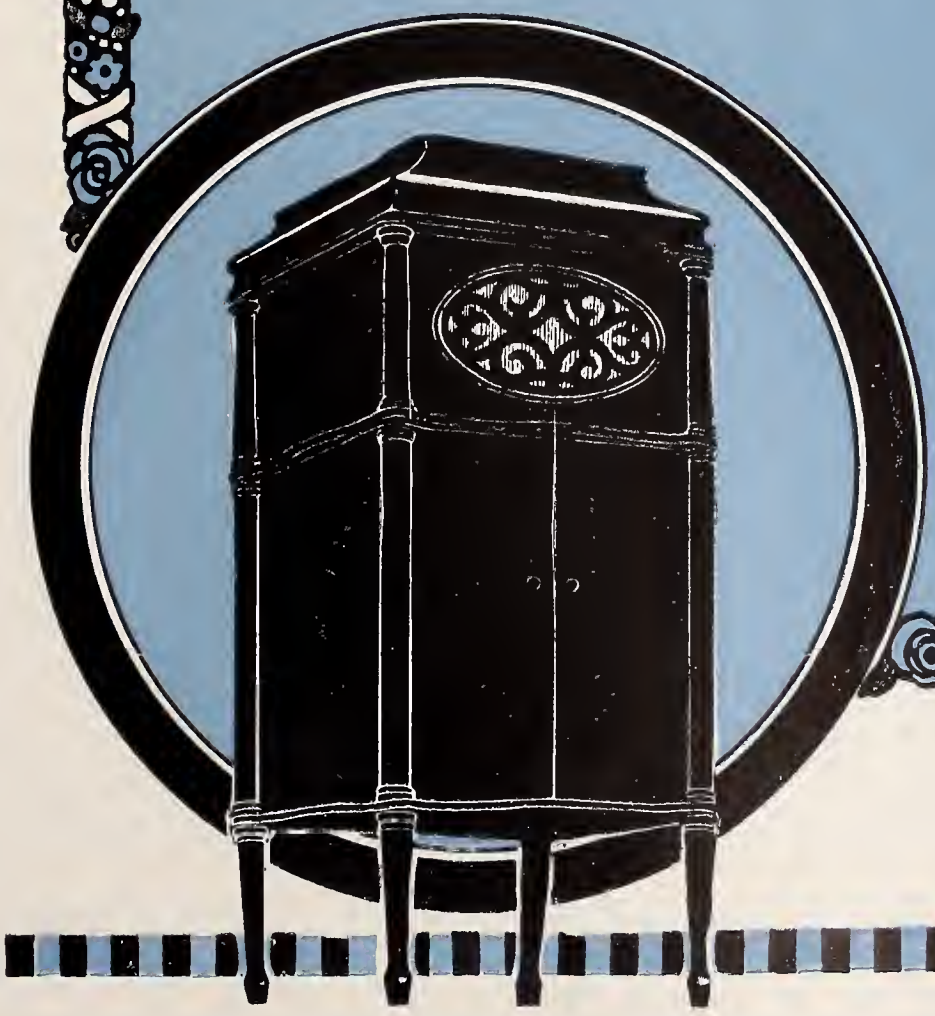
The tone is musical, pure and *scratchless.*

The motor is silent and durable.

Write to us at once.

If you qualify for an agency, you will be granted a franchise and may have shipment of goods deferred until Fall if desired.

Distributors everywhere East of the Mississippi River.



Beacon Phonograph Co., Inc.
19 Milk Street Boston, Mass.

Beacon service and co-operation make Beacon dealers Beacon enthusiasts

TELEMEGAFONE MAKES A HIT

Demonstrated With Great Success During Recent Sonora Convention in New York, Which Was Attended by F. M. Steers and W. R. Davis—To Distribute Product Through Sonora Jobbers in Leading Trade Centers

Frank M. Steers, president, and William R. Davis, sales manager of the Magnavox Co., Oakland, Cal., Sonora jobbers and manufacturers of the Magnavox music and voice telemegafone, were visitors to New York recently, arriving here to attend the convention of Sonora jobbers which was held in New York the week of July 12.

After attending the convention, Mr. Steers left for the Pacific Coast, and Mr. Davis started on a trip to Sonora jobbers in all parts of the country, which will keep him in the field until the middle of September.

In a chat with The World Mr. Steers stated that the reception accorded the Magnavox telemegafone by the talking machine dealers was far beyond his most enthusiastic expectations, and that the dealers are evincing the keenest interest in this important invention.

According to present plans the Magnavox Co. will distribute its products through Sonora jobbers, and on his present trip Mr. Davis will visit every Sonora jobber, and make arrangements for the distribution of the Magnavox telemegafone in their territories.

At the recent Sonora convention, the telemegafone was demonstrated to excellent advantage during the course of the jobbers' golf tournament, and was also demonstrated on a Sonora phonograph. The jobbers were unanimous in expressing the opinion that this invention will meet with a ready sale everywhere, and large orders were placed, calling for immediate deliveries. The uses of the Magnavox telemegafone are almost unlimited, for it can be used in schools, colleges and clubs, summer resorts, camps and parks, public speaking and announcing, steamship and theatres, dancing, entertainment or novelty and numerous other places.

COLUMBIA CO.'S ANNUAL OUTING

The local wholesale branch of the Columbia Co. has set July 24 as the date for its annual outing and according to present plans the members of the branch will visit Far Rockaway. An interesting program has been prepared for this outing and an attendance of 100 per cent is expected.

Lambert Friedl, manager of the local wholesale branch of the Columbia Co., announced this week that R. L. Basch, who had been a member of the office staff of this branch, had been appointed a traveling representative and will cover up-State territory.

The need for great men in the world was never as persistent as now; everyone has an equal chance to fill this need.

SEVERAL MILLION DOLLARS

Have been appropriated to aid about
4,000 firms in selling

THE NEW EDISON

"The Phonograph with a Soul"

An Edison Dealership Is a Valuable Asset

FRANK E. BOLWAY & SON, Inc.

Exclusive Edison Jobbers SYRACUSE, N. Y.

SONORA ACTIVITIES IN NEBRASKA

The Lee-Coit-Andreesen Hardware Co., of Omaha, Neb., is keeping in close touch with Sonora dealers throughout its territory, and the following news from Nebraska will give some idea of the activities of these dealers:

The Oakford Music Co., which has stores in Omaha and Norfolk, Neb., has placed twelve sign boards in the outskirts of the city advertising the Sonora phonographs. These boards are seen by thousands of motorists and have produced excellent results.

The Ponca Furniture Store, of Ponca, Neb., is going after business aggressively. It has a splendid display of Sonoras and has secured a special salesman to handle its phonograph department. Though Ponca has only about 1,200 population, the Ponca Furniture Store has adopted the up-to-date methods of cities many times the size of the one in which it is located.

Chadron, Neb., strange to say, is virgin territory as far as phonographs are concerned, and W. S. Gillam, of that city, who has one of the finest furniture stores in the northwestern part of the state, is picking up excellent business in this section of the country. A special salesman, who will devote his time to the selling of Sonoras, is the latest acquisition to Mr. Gillam's staff.

C. L. Ethridge, formerly of Holbrook, Neb., has moved to Wilcox, where he will continue to handle the Sonora.

ENLARGING ROSS STORES

Astoria Dealers Adding Many New Booths—Will Be Exclusive Talking Machine Stores in Future—Ross Brothers Personally in Charge

The A. I. Ross Music Stores, 206 Main street, and 309 Steinway avenue, Astoria, L. I., are undergoing extensive alterations. They are installing six new up-to-date sound-proof booths in their Steinway store, and completely changing the interior. This is an exclusive shop, handling only Victrolas and Victor records. The Steinway store is under the management of William M. and A. B. Ross.

At Main street they are adding two additional extra large booths, and these, with the present equipment both up and down-stairs, will add greatly to the efficient service they are now giving. The sheet music, sporting goods, instruments, etc., now handled at the Main street store, are being closed out, and this will make two exclusive Victor stores. Albert I. Ross is personally in charge of the Main street store, and looks forward to a wonderful business the coming Fall.

THE MAN WHO IS GOING TO WIN

The man who continues to be brimful of courage and enthusiasm even when everything is against him is the man who is going to win, and win big.

THE PHONOSTOP—*The Stop That Stops Them All*

Victor, Columbia, Pathé, Edison, even the Lyric. Try all other stops if you wish to, but eventually come to us for the PHONOSTOP, the first and the most efficient; therefore the best. You can set it "in the dark as well as the light."

Made Right *Stays Right* *Acts Right*

Order early—we will ship
Immediate Delivery up to 10,000.

Order early—
we will ship
promptly

THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.

WESTERN REPRESENTATIVES: CHICAGO
Harry Engel, McClurg Building, and Oscar J. Kloer, 630 W. Washington Street

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

THE dealers who handle Sonoras know that they can sell with ease every Sonora they can get without having to offer "easy payments" as a leading attraction.

Result: no long time credits, substantial bank balances, and a sound profitable business. They know too that Sonora invariably wins out in comparative tests.

Sonora is the ideal phonograph from both the buyer's and seller's points of view.

Minuet

Sonora, The Highest Class Talking Machine in the World, is licensed and operates under BASIC PATENTS of the phonograph industry

New dealers are now being added in desirable locations.
Write to the jobber who distributes in your territory.

Gibson-Snow Co.,
Syracuse, N. Y.
State of New York, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York.

W. B. Glynn Distributing Co.,
Saxtons River, Vermont
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N. J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Hillman Phonograph Co.,
Wheeling, W. Va.
Virginia and West Virginia.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

The Magnavox Co.,
616 Mission St.,
San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

C.L.Marshall Co.,Inc.,
82 Griswold St., Detroit
409 Superior St., Cleveland
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Building,
Toronto, Can.
Canada.

M S & E,
221 Columbus Ave.,
Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebraska
State of Nebraska.

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of Northeastern Oklahoma.

Smith, Kline & French Co.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co., Inc.,
279 Broadway, New York
Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas
Southern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.
Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kansas
Southern part of Kansas, Oklahoma (except five Northeastern counties), and Texas Panhandle.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Building,
Chicago, Ill.
Illinois and Iowa.

Sonora Distributing Co. of Texas,
Dallas, Texas
Western part of Texas.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,
1751 California St.,
Denver, Colorado
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Robinson, Pettet Co., Inc.
Louisville, Ky.
State of Kentucky.

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

Is Your Cabinet Stock Complete?

There will undoubtedly be a tremendous demand for Record Cabinets this Fall.

Are you ready for this trade?

LONG CABINETS

are recognized leaders in the cabinet field. **LONG CABINETS** represent highest quality in cabinet production and manufacturing perfection.

The LONG Cabinet Line is complete. Write for a copy of our catalogue.

The Geo. A. Long Cabinet Company

HANOVER, PA.

THE NEW EDISON IN THE MOVIES

Organist of Empress Theatre in Philadelphia Plays Accompaniment to New Edison—Feat Creates Marked Attention—Newspaper Advertising Follow-up Brings in Good Results

Philadelphia, Pa., August 5.—Manager Bovard, of Bovard & Sons, tells of his novel advertising plan, featuring the New Edison, as follows:

"We have made arrangements with the Empress Theatre, which is one of the largest in Philadelphia, and is under the direction of the Stanley Co. of America, to demonstrate and feature the Edison. Cornelius Keeney, the energetic manager of the theatre, is a recent owner of a William and Mary Edison. It is largely his enthusiasm for his own instrument along with our personal friendship which has made him devote his valuable advertising space and ability as an expert advertising man to our mutual benefit.

"The Empress Theatre seats about 2,000 people, and gives three performances daily and four on Saturday. They have one of the best organists in Philadelphia and he plays an organ accompaniment with singing Re-creations on the Edison.

"In advertising Mr. Keeney gives us two slides on the screen. Slides which we received from the Girards, our jobbers. Also advertising space on his program, of which he prints 5,000 weekly; on his floaters, 10,000 weekly, and in his newspaper advertising, which reaches 40,000 readers. This week is the first week of our campaign and everyone is talking Edison. How they were deceived! People thought actual personages were singing. We started our demonstrations a little different from the usual. For the first three days we played the Edison and organ without any advertising whatsoever. This started people talking about the unusual musical attractions at the Empress. They thought they were actual humans singing and would ask at the box office who the singers were. They would be told that Albert Lindoquest, the great American tenor, sang Tosti's 'Good-Bye,' and Marie Rappold, accompanied by Albert Spalding, sang and played the 'Ave Maria.'

"On Wednesday we broke loose with all our advertising. The newspapers came out on this day and we published programs, showed slides and set off all our advertising fireworks, to show the people they actually labored under a delusion for three days. We believe the psychology of this method helped us in this instance.

"We have certainly started a wave of valuable comment and our demonstration is becoming common discussion in which all are so interested that it is talked of on corners and at different gatherings.

"We have fixed up our window, using the Anna Case and J. Montgomery Flagg centerpiece and having a special sign printed which tells the people they need not feel embarrassed if they were deceived, and if they haven't attended the Empress, to go there with an open mind and treat themselves to a realism test."

ROANOKE LIKES JAZZ TUNES

Talking Machines and Player-pianos Lead Sales, Is Report of Leading Dealers

Roanoke, Va., August 6.—Nearly $300,000 has been spent in musical instruments and music in Roanoke city during the past nine months, according to reports obtained from various music shops and houses.

Talking machines and player-pianos lead the instrument sales, but there is a marked increase in sales of instruments requiring talent and skill to play. All dealers declare that there is an increasing demand for better grade music, though jazz and other ragtime still maintain in supremacy, at least in the Roanoke music world.

The swift march of progress has compelled merchants to have their merchandise exhibited in a way that will attract attention and also lead to its sale.

REIFSNYDER & SONS' NEW HOME

Handsome Quarters in Lebanon, Pa., Thrown Open to Public Last Month—Many New Demonstration Booths Have Been Installed

Lebanon, Pa., August 5.—Perry B. Reifsnyder, member of the firm of Reifsnyder & Sons, who operate large stores in Lancaster and this city, dealing in pianos, talking machines and musical instruments, has thrown open for public inspection the company's new quarters at 16 South Ninth street. For more than a year Reifsnyder & Sons did business on the first floor of the American Telephone building, one of the most prominent spots in Lebanon's business district. The necessity for more room in the expansion of their business made it imperative the firm find new quarters.

In solid array on the right are six large and roomy music booths, every one of them sound proof with glass doors and windows. The indirect lighting employed in all other parts of the house is used here to advantage. Besides these features each one contains an expensive talking machine with one or two comfortable chairs to recline in while hearing the latest records.

In the rear of the store is the office and record stock room as well as a place to keep the player rolls. Here is where the manager and his force of genial salesmen busy themselves and think out the many comforts enjoyed by their patrons.

WHAT ADVERTISING DOES

Advertising has taken down the screens from the windows of business, of directors' rooms, and even of departments of state. Business is now done in the open and will be more and more—and to advertising the credit is due, for it has shown the way. It is the great servant of truth.

Adding insult to injury is all some people know about mathematics.

OPENS NEW PHILADELPHIA STORE

George C. Ross Finds The Talking Machine World a Great Help in His Business—Has Had a Rapid Rise in Philadelphia Music Trade

Herewith is shown a picture of the main display window of the Frankford Music Store, Philadelphia, Pa., operated by George C. Ross, who handles the Columbia and Pathé machines and records. This is the fourth store which Mr. Ross has opened and his story is one which shows how a progressive dealer can succeed in the talking machine business. In September,

Window Display of Frankford Music Store

1917, he began business in a small shop with a capital of $100. He was then paying $10 a month rent. In January, 1918, he opened a larger store on Frankford avenue and soon after opened a branch store. His new store was opened a short time ago at 4646 Frankford avenue and is a real music center for his section of the city.

Both he and his manager, Miss Julia Wall, are constant readers of The Talking Machine World and Mr. Ross writes: "I do not believe there is a dealer in the business who would regret subscribing to The World. I think it is the greatest help a talking machine dealer can have, no matter how much experience he has had. My store manager reads everything in the paper from first to last and puts into practice the many useful business hints contained in each issue."

An exclusive product—The

VICTOR

Tungs-Tone Stylus will play 100-300 records without changing

TUNGS-TONE

Gives the best possible sound reproduction and will make records wear longer

STYLUS

Retailers—For the above reasons advise your customers to use them and show them how

KNICKERBOCKER
TALKING MACHINE COMPANY

Metropolitan Victor Wholesalers

138 West 124th Street New York

STORE SPIRIT A REAL NECESSITY

Employes Must Be Willing to Work for the Good of Their Fellows

Most people, in referring to store spirit, think of it only as a manifestation of the attitude of the salespeople toward the customer. Of course, we must consider the customer in order to realize the money value of the store spirit, but that will naturally follow the existence of the proper spirit among the people within the store itself.

Store spirit must exist between the heads of the house and the employes, between the salespeopel and the delivery department, between the buyers and the receiving and advertising departments, in fact, wherever it is possible to help one another with a view to the common good—for after all, the true meaning of store spirit is mutual helpfulness.

"You may not know how dependent you are upon one another, no matter how remotely separated in the operation of the business.

"There is no use in denying that the expense of conducting business to-day is greater than ever, so the more the expense is kept down and waste avoided the more there will be left to apportion to salary advances.

"If an office clerk observes a stock boy carelessly handling goods liable to breakage, that clerk is interested in preventing the possible loss. Whether the steps taken result in ill-feeling between the two depends upon the spirit that pervades them—whether or not each recognizes that he has a part in the other's welfare.

"When everyone feels that he or she is an important link in the chain that pulls the business, there is the true demonstration of the proper store spirit."—From Progress.

E. L. SAMPTER CONGRATULATED

Miss Margaret Knaus, of London, England, a daughter of Mr. and Mrs. A. Knaus, was betrothed recently to E. Lawrence Sampter, assistant to W. G. Pilgrim, treasurer of the General Phonograph Corp.

Miss Knaus, who has been visiting Mr. and Mrs. Pilgrim at their home in New York, sailed on Saturday, July 31, on the "Aquitania." The wedding will take place in England in the near future.

Mr. Sampter, who has been associated with the General Phonograph Corp. during the past year and a half, has attained signal success in all of the important work that has been placed in his hands. At the present time he is in charge of the purchasing department, and is also associated with the company's advertising department. He served as a First Lieutenant in the U. S. Army, and has a host of friends.

ATTRACTIVE BENTON HARBOR STORE

High Praise for New Quarters of Sterling Music Store in Benton Harbor, Mich.

Benton Harbor, Mich., August 6.—The Sterling Music Store, of this city, Sonora dealers, recently moved into its new headquarters, and the local newspapers spoke enthusiastically of the equipment and furnishings of this new store, the "Banner Register" stating as follows:

Warerooms of Sterling Music Store, Benton Harbor, Mich.

"'A dream come true.' After seven years of work and striving the Sterling Music Store, of Benton Harbor, the interior view of which is reproduced here, now boasts the most finely appointed musical house in this section of the state. A few days ago it was thrown open to hundreds of visitors and it is not going too far to state that every one of them was surprised at the completeness of the institution.

"Everything about the store from the new front, with beautiful mahogany window interior, to the comfortable and resting mezzanine floor where customers are afforded a place to lounge and visit, enjoying all the finest in music, shows that no expense has been spared to make the store attractive and convenient.

"Besides carrying the largest stock of musical instruments of all kinds, the Sterling Store has made every provision for the comfort of its patrons with individual talking machine booths, a piano conservatory and other means of service for music lovers. In every respect the store is the 'Shrine of Music.'"

VICTROLA HINTS FOR CUSTOMERS

Ohio Victor Dealer Furnishes Patrons With Neatly Printed Card of Instructions

Lima, O., August 6.—A valuable card is furnished to customers of B. S. Porter & Co., Victor dealers of this city, telling them just how to take care of their Victrola. These hints are furnished on an attractively printed card which reads as follows:

This Card Entitles You to Our Free Service—

It is our wish that your Victrola should always be in good running order, and we wish to include you as one of our satisfied customers by giving you good service. Oiling and adjustments made free; a nominal charge for repairs.

A Few Don'ts You Should Know

Don't wind your instrument too fast.

Don't wind your instrument too tight.

Don't play any record until you have cleaned it well with a record brush.

Don't place needle on record until motor has started.

Don't trust the adjustment of your Victrola to inexperienced people.

Don't hesitate to call us when your Victrola needs attention.

The fox-trot seems to be the backbone of the record industry, judging from the number of fox-trots found in each monthly record release.

Dealers:---ALL your "Talking Points" are *Combined* in the Brooks!

Some machines have an exquisite TONE—some have a REPEATING DEVICE—others have a pleasing CABINET—many have ample room for STORAGE of records—some PLAY ALL RECORDS—a few have a DOUBLE SPRING MOTOR that will play 6 to 8 ten-inch records—a very few are free from "scratching" sounds.

ALL THESE GOOD POINTS are *Combined* in the BROOKS!

YOU can sell the wonder machine—a superb instrument that has every good feature of all others, and additional points of value possessed by NO OTHERS.

The Brooks Automatic Repeating Phonograph plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air.

Dealers in New York State and immediate vicinity are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

The First Really Complete Phonograph

The Walters & Barry Corporation

256 Main Street BUFFALO, N. Y.

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States.

NO PHONOGRAPH COMPLETE WITHOUT IT!

PRESS THE BUTTON WITH ONE FINGER

MORE ESSENTIAL TO A PHONOGRAPH THAN A SELF-STARTER TO AN AUTOMOBILE

THE DEALERS' MOST PHENOMENAL SUCCESS

THE SIMPLEST, MOST NECESSARY DEVICE IN PHONOGRAPH HISTORY

SHOULD YOUR JOBBER NOT SUPPLY YOU, WE WILL

VACUUM RECORD LIFTER

INVENTED BY JOSEPH MENCHEN, INVENTOR OF THE FIRST LIQUID FIRE APPARATUS USED BY THE ALLIED ARMIES

SUCTION LIFTS THE RECORD INTO YOUR HAND

WHAT IT IS ——

A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES ——

LIFTS THE RECORD SAFELY - SAVES BRUISED FINGERNAILS - BY SIMPLY PRESSING A BUTTON THE PRESENT UGLY DAMAGING METHOD OF REMOVING THE RECORD IS ELIMINATED - A 1919 MASTER PATENT

PRICES NICKEL PLATED $ 2.50 COMPLETE
GOLD " 3.50 "

VACUUM RECORD LIFTER, LTD.
701 SEVENTH AVE., NEW YORK

NO RECORD SAFE WITHOUT IT!

ELIMINATE LOST MOTION

The Man Who Does the Right Thing at the Right Time Wins

Half the failures in life come from doing the right thing at the wrong time. Lots of men say when they get up against it, "the Lord gave and the Lord hath taken away, blessed be the name of the Lord," when their own stupidity or folly and not the Lord is responsible for their misfortune. A man failed the other day who used to hold family prayers between nine and half-past nine every morning. He ought to have been in his store "looking well to the state of his flocks and herds." The Lord will not run a man's business when he neglects it. "There is a time for every purpose and every work." If you are a religious man have a time and place for your devotions. Get up an hour earlier. If you are fond of golf or baseball, see to it that your stock does not run down or incompetent employes are left to run the show while you are out enjoying yourself. God helps those that help themselves, and He honors the man who is diligent in business as well as fervent in spirit. But there are scores of men who never could be accused of being either too devotional or too fond of sport, and who stay with the game early and late to but little purpose. The fellow who has learned to do the right thing at the right time will "stand before kings." There is a lot of lost motion in most establishments, which if it were eliminated would make a marked difference in the balance sheet at the end of the year.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

VISITORS TO COLUMBIA OFFICES

Several Dealers and Salesmen Among the Recent Visitors at New York Headquarters—Columbias Figure in the Movie World

During the past few days quite a number of Columbia dealers visited the executive offices of the company in the Woolworth building, New York, and also called at the factories in Bridgeport and the recording laboratory. Among these callers were A. J. Miller, of the Meyers-Miller Furniture Co., Atlanta, Ga.; John Cross, of the Cramer-Perrine Co., Akron, O.; C. G. Howard, Hardwick & Co., Fairport, N. Y., and L. W. McManus, president of the L. McManus Co., Macon, Ga.; R. O. Rorobaugh, head of the Rorobaugh-Brown Dry Goods Co., of Wichita, Kans., which also controls stores in Hutchinson, Kans., and Oklahoma City, Okla.; Edgar Newman, treasurer of the Maison Blanche, New Orleans, La.; A. E. Landon, Columbia Canadian branch manager; Westervelt Terhune, manager of the Columbia branch at Atlanta, and J. Kapp, of the sales staff of the Columbia branch in Chicago.

The Los Angeles branch of the Columbia Co. reported recently that Richardson, Inc., Los Angeles, Cal., dealers, had sold period model Grafonolas to Mrs. Thos. H. Ince and Marshall Neilan, both of whom are well known in moving picture circles.

A group of salesmen from the Chicago branch of the Columbia Co. called at the general offices recently, and also visited the factories. Among the visitors were Messrs. Blimke, Sherlock, Wuetzen and Schoenwald. They expressed themselves as delighted with, and greatly benefitted by, their visit to Bridgeport.

Lester L. Leverich, advertising manager of the Columbia Graphophone Co., has been enjoying a two weeks' vacation at a nearby Summer resort.

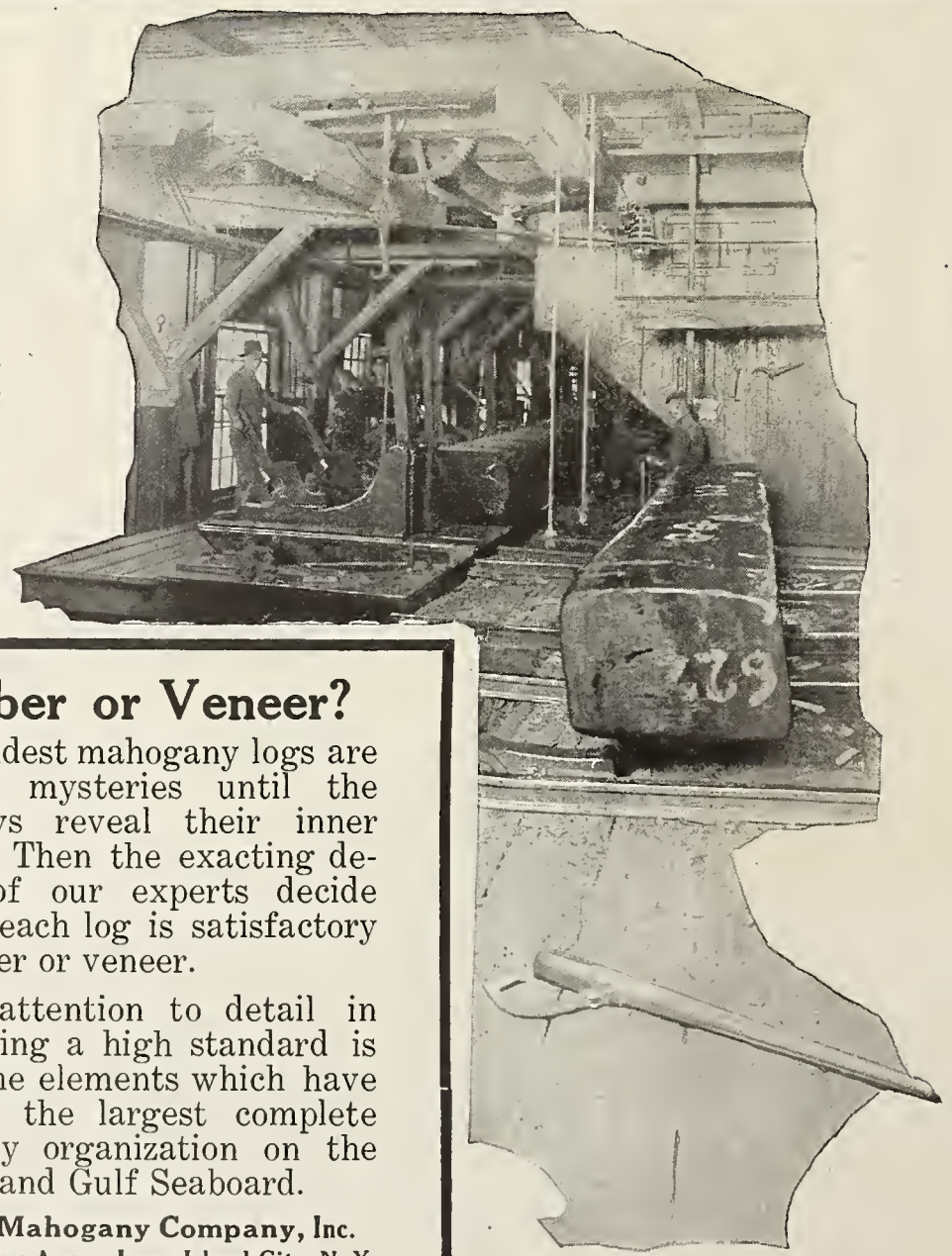
W. F. Stidham, manager of the Los Angeles branch of the Columbia Co., called at the executive offices recently on his semi-annual visit to New York.

The man who has faith and confidence in himself always applies his talents more fully and more effectively.

The Italians are hard to satisfy in records, says one dealer, who declares that they will have nothing but Italian music sung in Italian.

ASTORIA MAHOGANY

LUMBER & VENEERS



Mahogany log clamped into position on log carriage—ready for the band-saw.

Lumber or Veneer?

The soundest mahogany logs are unsolved mysteries until the band-saws reveal their inner beauty. Then the exacting demands of our experts decide whether each log is satisfactory for lumber or veneer.

Careful attention to detail in maintaining a high standard is one of the elements which have made us the largest complete mahogany organization on the Atlantic and Gulf Seaboard.

Astoria Mahogany Company, Inc.
1031 Steinway Ave. Long Island City, N. Y.

Successors to
Huddleston-Marsh Mahogany Company
Astoria Veneer Mills and Dock Company
F. W. Kirch, Inc.

Mills and Yards, Long Island City, New York

Branches: 44 North Market Ave., Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

ACME-DIE

·CASTINGS·

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

CLEAR AS A BELL
Sonora

Sonora Semi-Permanent NEEDLES

are "leaders" in bringing profitable business to your store.

These Sonora Needles are popular with owners of ALL MAKES of phonographs, give great satisfaction and, selling at 25c. a package, bring you a substantial profit on each sale.

Write today for prices and information on attractive leaflets, cards, posters and learn how this handsome plate-glass display holder can be obtained free.

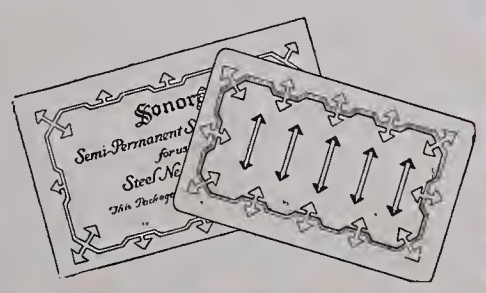
Three Grades—Loud, Medium, Soft
25c. a Package 40c. in Canada

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
New York: 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto

Caution!

Beware of similarly constructed needles of inferior quality



CLEAR AS A BELL

Sonora

This All-Record Needle Equipment

is needed by *every* phonograph owner. No one wants to be restricted to one type of records, and this convenient equipment supplies a diamond needle, a sapphire needle and Sonora Semi-Permanent Needles.

Each of these needles is of the very highest quality and the set is packed in an elegant jewel case which is furnished free.

To sell to buyers of new phonographs especially, this is what you should have in stock; it is precisely what your customers want.

Makes a most appropriate gift, too

In demand and easily sold.

Price, complete, $6.25

Write today for a supply

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

Al Jolson sings "In Sweet September." You'll sing in sweet September, too, when you count your receipts from this record. A-2946.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

WHY FRED E. YAHR IS OPTIMISTIC

President of Yahr & Lange Drug Co., Milwaukee, Comments on Trade Conditions

In a recent letter to the executive offices of the Sonora Phonograph Co., Fred E. Yahr, president of the Yahr & Lange Drug Co., Milwaukee, Wis., commented as follows upon activities in his territory:

"We have not been getting enough instruments to satisfy our dealers. Possibly, if we could give them a few more Baby Grands, Elites, Melodies, Trovatores and Caprices, they would enlarge their booths or move into larger quarters. They could afford to do this. . . .

"I believe that the advertising which is now being published in our Milwaukee Sentinel and Journal has been very effective. Yesterday a lady who had purchased a Sonora about four years ago came in and wanted to know if the tone arm on the Sonora which she owns is all brass, and we informed her that it was, as all tone arms received during the last four or five years are made of brass.

"We believe that the enlightenment of the consumer regarding the construction of the cabinet is very effective, as there are very few machines on the market which are not made of very light construction, especially the panels; also the tone chamber. We believe that this advertising will greatly increase the sale of the Sonora.

"We are planning on having our different departments photographed and postal cards of these sent to customers, as we believe we have several departments now that will make a very interesting assortment.

"We also believe that we have one of the best show rooms in the United States. That is what all salesmen who cover the country tell us. Yesterday we disposed of an Italian Renaissance and it is going to a very beautiful home on the East Side. The buyers were amazed when they saw our music room and the handsome period designs displayed. I believe that if each one of the jobbers had a room on this order it would greatly increase their sales. We believe it is the best investment we have ever added to our building."

Don't wind your machine like a hurdy-gurdy. Treat it with the respect it deserves. One good turn deserves another.

REPAIRING
AND
REPAIR PARTS
for all makes of
Talking Machines
BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

HARMONY HALL A MUSIC CENTER

Iowa City Victor Dealer Has Attractive Store on Main Shopping Street

Iowa City, Ia., August 6.—The exclusive Victor store of L. R. Spencer, known as Harmony Hall, is one of the attractive music centers of

Interior View of Harmony Hall

the city and is located on the main street in the center of the shopping district. The demonstration booths which have recently been installed are four in number, finished in ivory and furnished with wicker furniture. A good idea of the interior may be obtained from the accompanying photograph.

HOLSTEINS WELL "BROUGHT UP"

John Leighty's Cows Refuse to Stand for Jazz Strains, But Church Hymn Does the Work

John Leighty, a dairyman, of East Huntington, Pa., milks his cows to the tune of the old hymn, "Rock of Ages." Jazz won't do.

Mr. Leighty recently purchased two Holsteins, which turned out to be confirmed kickers. The problem of how to reform them puzzled him until he saw a neighbor attract bees to a hive by producing jazz music from a phonograph on top of it.

He tried jazz on his Holsteins and it disturbed rather than calmed them. "Rock of Ages" had the desired effect.

"LIBROLA"

A Library Table PHONOGRAPH

Two thirds of top is stationary, no need to move anything when playing phonograph.
Fully equipped to play all disc records.
Your satisfaction guaranteed.
Large percentage of re-orders indicates satisfied dealers.
Write for prices and exclusive territory.

Immediate Delivery in Mahogany

No. 250T. Patent applied for. **To retail at $250**
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

VOCALION MEN ENJOY CONVENTION

Delegates From Various Branches Make Most of Visit to New York Last Month—Gaze on City From Roof of Aeolian Building—Hot Weather Fails to Dampen Their Enthusiasm

Herewith are shown several pictures of the Vocalion travelers who attended the convention of the Vocalion sales promotion campaign which occurred in New York City on Monday, July 12, and closed on Friday. The detailed story of the convention appeared in The World last month. Aeolian wholesale salesmen and distributors were present from all parts of the country and to judge from the happy countenances shown in the photographs "a good time was had by all."

In the picture at the right are shown the assembled conventionites representing the branches in Toronto, Cincinnati, Boston, St. Louis, Chicago, Dayton, Rochester, Dallas, Washington and New York.

The picture below and at the left shows a happy group on the roof of the Aeolian Building leaning against the rail, some of them with bowed heads as if in mourning over the fact that New York was among the dry cities. Some of the smiles may be taken to indicate the reverse. From left to right the conventionites are: V. E. B. Fuller, W. Fay, W. H. Alfring, Jack Bliss, all of New York; D. E. Ahlers, of Dayton; H. B. Levey, of Chicago; A. H. Warren, of Rochester, and W. P. Chrisler, of St. Louis.

Those in Attendance at Recent Vocalion Travelers' Convention

The picture at the right shows: Back row—W. H. Alfring, D. E. Ahlers, C. H. Tracy, A. H. Warren, W. P. Chrisler. Seated are W. Fay, H. B. Levey, Jack Bliss and V. E. B. Fuller, none of whom needs an introduction to the trade as a live Vocalion booster.

Two Groups of Prominent Aeolianites Who Enjoyed the Vocalion Convention Sessions

CHICAGO CONCERN IS BANKRUPT

Creditors Begin Proceedings Against LaSalle Phonograph Co.

Chicago, Ill., July 30.—The LaSalle Phonograph Co., 19 South Hoyne avenue, is involved in bankruptcy proceedings on the pleas of Hollis & Duncan, Dwight & H. M. Jackson, Inc., the Republic Box Co., and others. William W. Wheeler has been appointed receiver under bond of $15,000. According to the lawyers the liabilities of the company are about $125,000 while the assets are approximately $100,000, according to the latest figures submitted.

THE MAN WITH THE TWO TALENTS

A Lesson to Be Learned From This Biblical Character Who Was a Worker

Who is the average man? What does he look like? How much money has he?

The average man may be compared to the biblical character who had the Two Talents given to him.

There is nothing very interesting about the man with the two talents. He was merely an average man. Two talents were what most of his neighbors had, so that he was neither better nor worse off than they. There was nothing conspicuous about him, so he escaped attention in the crowd. When the time came for the extra dividing of the talents, he was neither great enough nor good enough to share in it. He kept the talents that were given him and earned more in proportion, and had his modest reward.

And then the world proceeded to forget all about him. That is the way the world has always done, but the man with the two talents is an important though neglected man.

Keep well in mind that advertising is the life of trade and he who overlooks this omnipresent fact is going to run behind in the race for success.

THE DE LUXE NEEDLE

Making DE LUXE NEEDLES the Best Needles
Obtainable is the Keynote of Our Whole Endeavor

Full Tone

Plays 100-200 Records **Produces Rich, Clear Tone**

3 for 30 cents

To avoid disappointment and delay anticipate your Fall requirements by ordering now

Discounts and Samples upon Request

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Medium Tone

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

Announcing new model No. 2 M X

THIS new model Converto is now ready for immediate delivery. Designed especially for use with Mahogany Victrola No. VI. Distinctive features are the beautiful mahogany finish; horizontal shelves for record albums; metal ferrules and roller casters.

Dealers will be furnished with attractive colored window cards and leaflets describing this new model; also, cuts for newspaper ads by either applying to their wholesaler or direct to us.

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

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

CONVERTO WHOLESALE DISTRIBUTORS

Atlanta, Ga......Elyea Talking Machine Co.
Phillips & Crew Piano Co.

Baltimore, Md......Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

Birmingham, Ala......Talking Machine Co.

Boston, Mass......Eastern Talking Machine Co.

Buffalo, N. Y......W. D. & C. N. Andrews

Burlington, Vt......American Phonograph Co.

Chicago, Ill......Lyon & Healy

Cincinnati, Ohio.....Rudolph Wurlitzer Co.

Cleveland, Ohio.....Cleveland Talking Machine Co.

Columbus, Ohio.....The Perry B. Whitsit Co.

Dallas, Texas.....Sanger Bros.

Denver, Colo......The Knight-Campbell Music Co.

Des Moines, Ia......Mickel Bros. Co.

Elmira, N. Y......Elmira Arms Co.

El Paso, Tex......W. G. Walz Co.

Houston, Texas.....The Talk. Mach. Co. of Texas

Jacksonville, Fla......Florida Talking Machine Co.

Kansas City, Mo......J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.

Memphis, Tenn......O. K. Houck Piano Co.

Milwaukee, Wis......Badger Talking Machine Co.

Mobile, Ala......Wm. H. Reynalds

Newark, N. J......Collings & Co.

New Orleans, La......Philip Werlein, Ltd.

New York City.....Emanuel Blout
Cabinet & Accessories Co., Inc.
Knickerbocker Talking Machine Co.

Omaha, Nebr......Mickel Bros. Co.

Peoria, Ill......Putnam-Page Co.

Philadelphia, Pa......C. J. Heppe & Son
The Geo. D. Ornstein Co.
Penn Phonograph Co.
H. A. Weymann & Son, Inc.

Pittsburgh, Pa......W. F. Frederick Piano Co.
Standard Talking Machine Co.

Portland, Me......Cressey & Allen, Inc.

Richmond, Va......The Corley Co., Inc.

St. Paul, Minn......W. J. Dyer & Bro.

San Francisco, Cal......Walter S. Gray Co.

Sioux Falls, S. D......Talking Machine Exchange

Syracuse, N. Y......W. D. Andrews Co.

Toledo, Ohio.....Toledo Talking Machine Co.

Washington, D. C......Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

CLEVER BERT WILLIAMS DISPLAY

Washington Columbia Dealer Uses Banished Liquids and Clacking Cubes in Display—New Vocalion Red Records Popular

Washington, D. C., August 6.—Mayer's furniture store in Seventh street, an agent for the Columbia Grafonola, has been featuring two of the Columbia records by means of an attractive window display. To call attention to Bert Williams' "Ten Little Bottles" a wardrobe was placed in the window, and its open doors disclosed clothes hung on hooks, but on the top shelf were prominently displayed ten bottles of the fluids that used to cheer. Another Bert Williams record, "Unlucky Blues," was announced by means of two huge dice with sixes on top. Between these signs of hard luck was prominently displayed a pile of stage money. Several different styles of Grafonolas were tastefully arranged in the window.

The power of advertising was strongly manifested this week by the enormous demand for "The Love Nest," issued by the various companies. The record was largely advertised on Sunday, July 18, and the calls for this number began as soon as the store doors opened on Monday morning. From an observation made by the writer a clerk in one phonograph store had about all she could do to handle the sale from about 11 to 12 o'clock on Monday.

Representatives of the Aeolian-Vocalion records in this city are greatly pleased with the August records which mark the change in the color of this record to a very neat shade of red.

EDISONS ON U. S. S. "TENNESSEE"

The magnificent new battleship the U. S. S. "Tennessee," which was formally commissioned recently, is now boasting of two new Edison laboratory models, one of which is used in the dancing salon. The sale was made by Mr. Ernst of the New York Edison Shop, Fifth avenue, who expects to install a third laboratory model aboard this warship at an early date. The "Tennessee" carries a crew of 800 men, and the equipment of the warship is absolutely up-to-date. There is a large theatre for movies, dancing and musical affairs—in fact, Uncle Sam supplies the men aboard the ship with every comfort.

NEW STORE IN SHEBOYGAN

The Record Service Shop has opened in Sheboygan, Wis., in the Schreier Building, North Eighth street and Center avenue. Ed. Mahnke is the manager.

Waterproof Gum Plywood

Thicknesses 1-4" and 3-16"

QUOTATIONS ON SPECIFICATIONS
CARLOADS ONLY—PROMPT SHIPMENT
PHONOGRAPH TRADE SOLICITED

MEMPHIS PLYWOOD CORPORATION

MEMPHIS, TENN.

THE WHY OF THE TALKING MACHINE

Simple Explanation of Process by Which Music Is Recorded and Reproduced—Sound Is Like Ripples on Surface of a Pond

Few people know why it is possible to reproduce the vocal or instrumental art of a great artist with the faithfulness of the modern talking machine. In the first place, it should be remembered that sound waves gradually diminish in volume if released in a large space of air, just as the ripples caused by tossing a pebble into a still pool gradually become smaller.

The "record" consists of one long groove having indentations of varying sizes in it to represent the sound waves to be reproduced. These small indentations are either in the bottom or sides of the groove. At the beginning and end of the groove there are no indentations, as it is desirable to have a space for the stylus to run in until it can be removed from the record, in finishing playing, and when starting the record it is desirable to place the stylus in the groove before any of the indentations are reached.

As soon as the stylus or needle is placed in the groove of the revolving record, only a slight hissing sound is produced until the sound indentations are reached. As soon as the stylus strikes these tiny obstructions vibrations are set up which are conducted to the center of the diaphragm of the reproducer.

Then just as the ripples of water roll away from the spot where the stone struck, the vibrations spread throughout the reproducing membrane, re-creating the original sounds, although in a reduced volume. The revolving of the record at even speed causes the vibrations to follow each other in their proper order.

The diaphragm must be of absolutely even graduations or "blasty" reproduction will result, as the sound waves are then increased, we might say "transformed," by passing through the graduated sections of the tone arm.

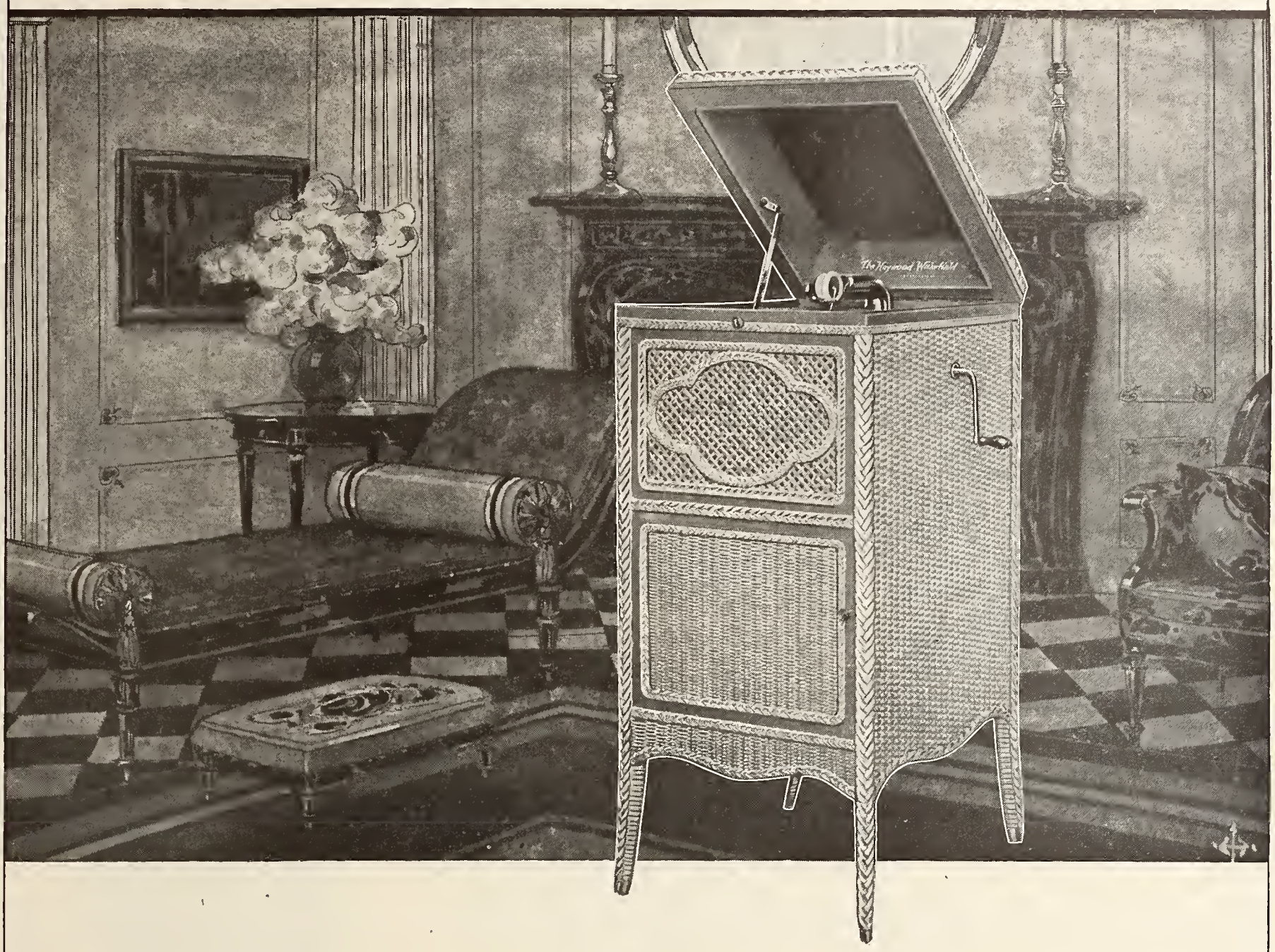
As the size of the tone arm increases, the sound waves expand, thus bringing back much of the original volume. The next time your talking machine does not work well you can solve the trouble quicker if you use common sense and remember the still pool and ripples.—N. Y. Post.

Schmelzer Arms Co.

Kansas City, Missouri

Exclusively Wholesale Victrolas and Victor Records

The Heywood-Wakefield



Its unusual beauty reflects its unusual performance

EVERY merchant knows the selling value of beauty—and the added selling value of something "new and different." The Heywood-Wakefield has both these values—and more. Its difference is a series of improvements, each improvement an individual selling appeal.

The non-resonant reed cabinet, free from the vibrations of wood cabinets; the cushioned reproducer, unmarred by metallic taint, built to parallel the human organs of sound; the universal electric motor, for those who prefer it, never heating, always uniform in speed and absolutely silent in operation—these are positive advantages that can be demonstrated to the public.

The cabinets of reed, artistically designed, finished in three hundred color schemes, are an achievement in good taste and decorative qualities. They attract and make enthusiastic buyers, for they harmonize with all styles of furniture.

The dealer who displays the Heywood-Wakefield is focusing the attention of the modern music lover on his store. He will find it a very profitable addition to his line.

The Heywood-Wakefield is made under the Perfek'tone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

CLEVER RECORD LIFTER POSTER

Vacuum Record Lifter, Ltd., Introduce a Striking Attraction for the Use of Dealers

A new wrinkle in the handling of talking machine publicity is introduced by a concern with just as new a device. The Vacuum record lifter, which is the only device of its kind on the market, was introduced to the trade at the Music Show during the Winter, but since then the manufacturers have been going through the vicissitudes of contract manufacturing with all the disadvantages it implies under present industrial conditions. It has been simply impossible to fill the great number of orders on hand, and Joseph Menchen, president of the concern, has issued a statement to the trade from the concern's quarters at 701 Seventh avenue, New York. It states that the hardships have been surmounted and that by the time this issue reaches the dealers he will be ready to make part shipments of the record lifter.

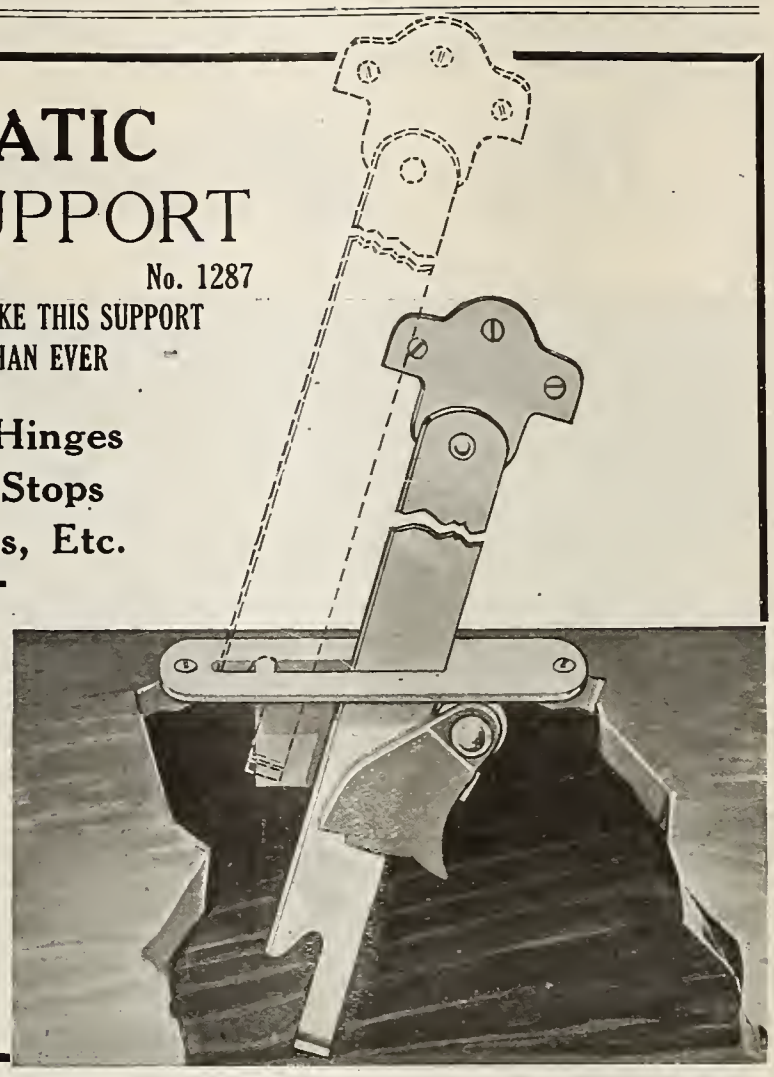
In issuing advertising matter for the dealers, Mr. Menchen has taken into consideration the strong bond which exists between the moving picture stars and their audiences, which are about the same patronage as the users of talking machines. This thought is responsible for an attractive three-color window card bearing the smiling and well-known face of Madelaine Traverse, the motion picture star. She is shown, as above, demonstrating the Vacuum record lifter. The card should prove a novel attraction to the patrons of phonograph shops, who will readily recognize Miss Traverse. It is a step ahead in novelty advertising which will no doubt prove welcome to the dealers.

Madelaine Traverse Features Vacuum Lifter

JUST THINK!

Just think how useful the fox-trot record is to the dealer. The customer comes in to get the latest and may stop to buy an opera record or a standard song before leaving.

AUTOMATIC
COVER SUPPORT
No. 1287
LATEST IMPROVEMENTS MAKE THIS SUPPORT MORE DESIRABLE THAN EVER
Continuous Hinges
Automatic Stops
Needle Rests, Etc.
Finished in
GOLD
SILVER
NICKEL
COPPER
BRASS
Write for Catalogue
WEBER-KNAPP CO.
JAMESTOWN, N. Y.



THE SALESMAN WHO WINS OUT

Some Pertinent Characteristics Which Are Woven in the Fabric of His Makeup

When you see the successful salesman, be he store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities. He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the order in his book. He sizes up his prospect with a sharp, penetrating, unobservable glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety and generally wins out.

He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is taking orders for, enthusiasm in his proposition and a lot of clear grit behind it all.

He belongs to that class of men who are making good all over the world in every profession. Scorning the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets "on the job" early and plows through virgin territory opening up new accounts. He's the sort of man who ousts his competitors by sheer convincing personality—a man who knows his goods from constructional and musical standpoints—a modest man withal, for strong men are not merely "boosters," they know their business and their knowledge makes them strong in the faith.

HEAR VOICE ACROSS ATLANTIC

Radio Operators Receive Message 2,000 Miles Away

St. John's, N. F., August 3.—Marconi Wireless Co. experts who are here conducting experiments in long-distance wireless telephonic communications announced that on July 22 they heard messages from the Chelmsford station, near London, more than 2,000 miles distant. They said they recognized the voice of Capt. Round, the expert in charge, and identified several words, but failed to pick up any connected sentence.

They also said they had heard the talking machine concert on the steamship "Victorian," which left Liverpool with members of the Imperial Press Conference en route to Ottawa. The steamship "Imperator" also reported hearing signals from their station when 500 miles west of Bishop's Rock, a distance of 1,500 miles.

TALKING MACHINES OF THE HIGHEST STANDARD HAVE TURNTABLES EQUIPPED WITH

GRAND PRIZE
GOLD MEDAL

A.W.B. Boulevard VELVETS

ST. LOUIS
EXHIBITION

VELVETS, VELVETEENS, PLUSHES

Add to the Quality and Attractiveness of Your Machines with the A. W. B. Boulevard Velvets

Write for Samples and Prices

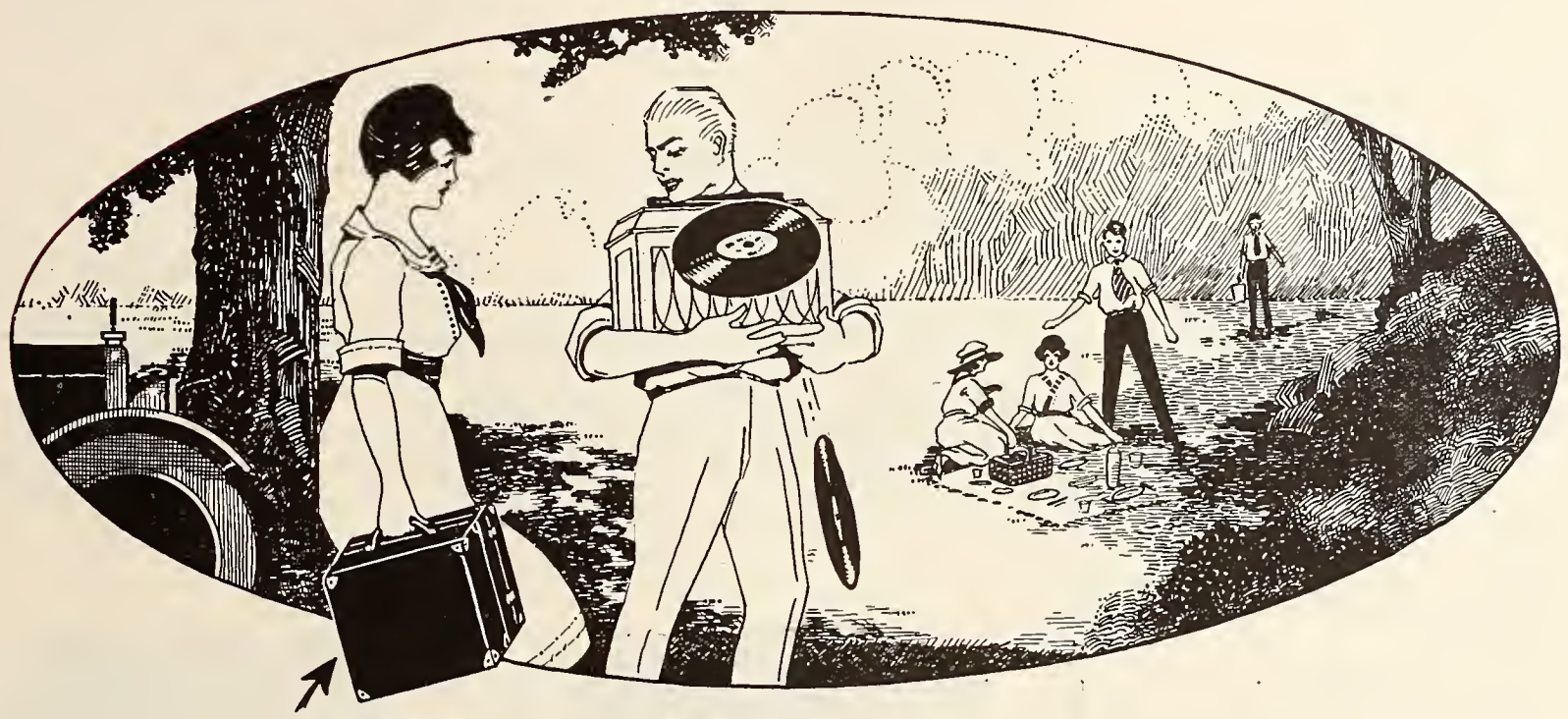
A. WIMPFHEIMER & BRO., Inc. 450-460 Fourth Avenue, New York

ESTABLISHED 1845

Portrola
TRADE MARK REG.

THE PERFECT PORTABLE PHONOGRAPH

FOR HOME USE FOR OUTINGS



A PORTROLA
"My Records Are Inside"

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMERS WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

Boston, Mass	Phonograph Sales Co., 27-28 Court Sq.
Chicago, Ill	Wade Talking Machine Co., 14-20 N. Michigan Ave.
Dallas, Tex.	Sonora Distributing Co., of Dallas.
Kansas City, Mo.	Tri-State Sales Co., 218 East 10th St.
	Richards & Conover Hardware Co., 5th and Wyandotte St.
Milwaukee, Wis	A. G. Kunde, 516 Grand Ave.
New York City	Cabinet & Accessories Co., 145 E. 34th St.
Oklahoma City, Okla	Collier Bros., 817 Herskowitz Bldg.
Portland, Ore.	The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo.	Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

[TEAR OFF HERE]

.....1920

.....
(Write name of nearest distributor.)

.....
(Address.)

Gentlemen:

Please ship at once by express f. o. b. factory ..... Portrola I (double spring motor) list price, $45.00; ..... Portrola II (single spring motor) list price, $35.00. It being understood that I am to receive the usual dealer's discount.

.....

H.K.Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

PUBLIC DEMONSTRATION OF STAZON

New Anti-Rust Compound That Withstands Intense Heat Shown for First Time

Editors representing over fifty technical and trade magazines, including The World, recently witnessed the first public demonstration of Stazon, an invention of the Conversion Products Corp.

The experiment held in New York City is likely to prove of importance to manufacturers and the industrial world at large. It proved in a simple manner that Stazon is a preventative of rust, of exceptional properties, and one which maintains its great protective qualities even under excessive temperature. The great resistance to heat as compared with other anti-rust compounds was the outstanding feature of the demonstration.

The remarkable experiment was conducted by H. C. Wilson, of the Conversion Products Corp., who, in conjunction with W. H. Buell of the same organization, has perfected this new effective compound. Wilson and Buell are both veteran metallurgists and recognized leaders in the field of industrial research, Wilson having been prominently identified in the steel industry for twenty-two years, while Buell was for twelve years metallurgist for the Winchester Arms Co.

"There are just two outstanding Stazon features," Wilson explained. "It prevents rust and is easily removed. That tells the whole story.

"But it does not begin to tell the vast saving to be effected in its use. A conservative estimate of the annual waste in the United States, due to rusting of tools and machinery parts, runs far into the millions. I directed great shipments of ordnance during the war and can speak with personal experience of the great number of rifles ruined by rust before they reached a soldier.

"In all manufacturing plants where metal parts are exposed to oxidized fumes there is an appalling waste due to rust and corrosion. A plow on the farm that should last twelve years ordinarily lands in the scrap heap at the end of the third year, ruined by rust. Every automobile factory suffers great annual loss from rust damage to spare parts in shipment and in storage. In the foregoing cases anti-rust compounds are invariably applied. But when the heat generated in storage or en route gets around one hundred degrees, it melts the rust preventative and the damage begins. As indicated by the coined name of our product, it stays on! It is economical and easily applied with a brush."

Just what use may be made of Stazon by the music industry it is not possible to determine offhand, but it would seem as though the possibilities in this new product were worthy of investigation by all manufacturers of supplies in which highly polished ferrous parts are used.

A BIT OF OPTIMISM

Things might be worse. Think of Noah's time, when water was high.

If that fabled golden fleece existed to-day, it would be worth its weight in wool.

As far back as Solomon men who understood knew that the worst thing that can happen to a bad man, a cheat, a sneak, or a rogue is to succeed. It is well to remember that the end of every hog is the slaughter house. Sooner or later the butcher gets him.—Dr. Frank Crane.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

NEW DEALER IN ABERDEEN

Fred C. Harms Piano Co. to Handle Edison and Sonora—E. S. Amundson Is Manager

Aberdeen, S. D., July 19.—The Fred C. Harms Piano Co. has organized a new department, dealing in the different well-known makes of talking machines exclusively.

The rapid increase in the talking machine business has made this new organization necessary, and E. S. Amundson, formerly sales manager for the Farmers Electric Co. will have charge of the new department.

"After going into the matter very thoroughly," said Mr. Amundson, "I can say no other house in Aberdeen handles so large an assortment of the best known instruments as the Fred C. Harms Co. I wish to assure my many friends that the same frank and honest method of seeing always that the patron received every attention, will be the aim of our new business department."

Among the makes of phonographs carried are the Sonora and Edison.

It has been said that two popular fox-trot recordings every month will sell in sufficient numbers to support the average talking machine shop. Well, you never can tell.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

Style 175

Style 125

Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

Distributors of this Line
Wanted in every State.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

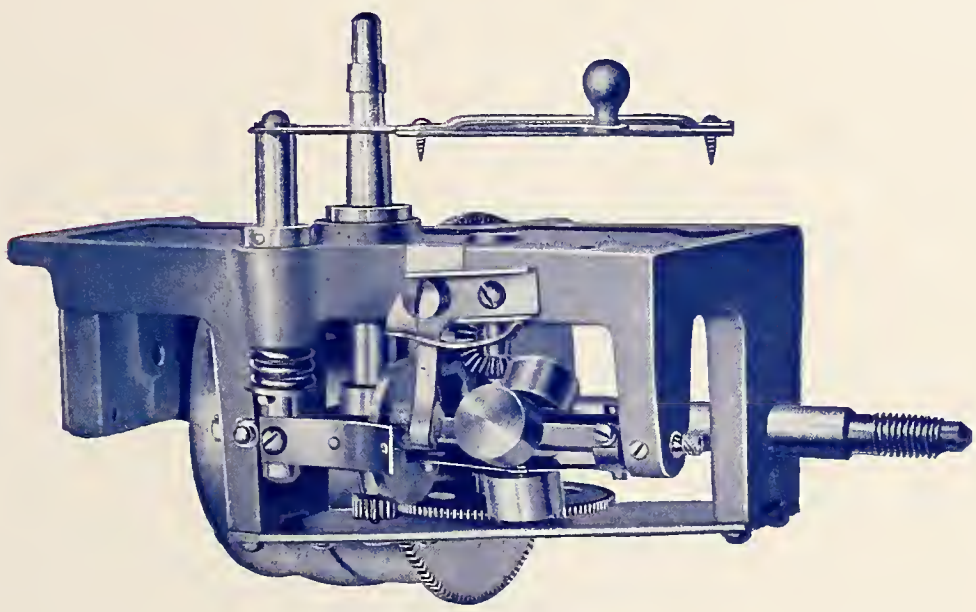
FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

Let us demonstrate our line of

1921 Meisselbach Motors

Numbers 14, 16A, 17, 19

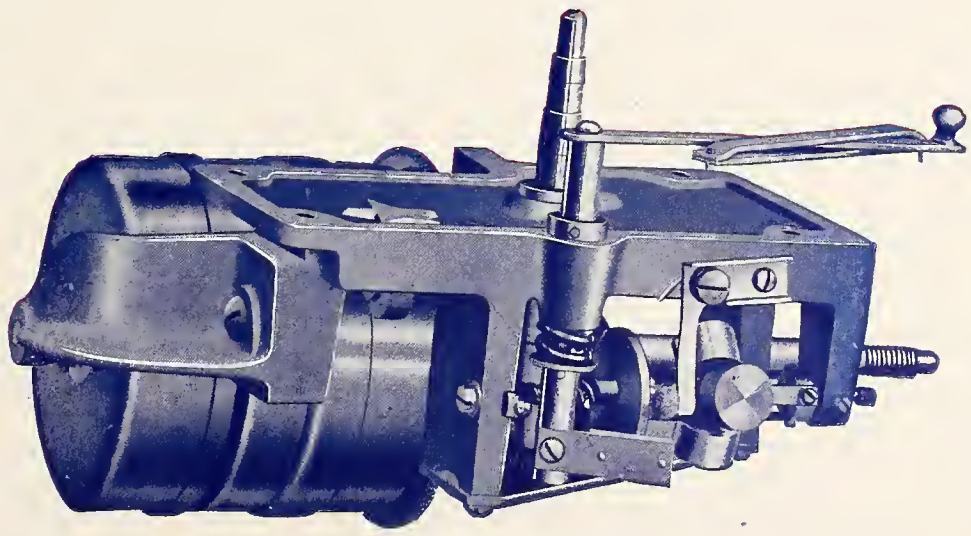


MEISSELBACH MOTOR No. 16

The last word in motor perfection. The use of these motors in your machines guarantees satisfied customers

Ready for Delivery

Order NOW



MEISSELBACH MOTOR No. 17

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

NEW TRADE AVENUE OPENED

The Introduction of "Talking Photos" Affords New Possibilities for the Dealer Who Desires to Broaden Out His Activities

The recent introduction to the trade of "Talking Photos" has opened an additional avenue of sales for the talking machine dealer. Robert B. ("Pat") Wheelan, president of the Talking Photo Corp., New York City, is well acquainted throughout the motion picture industry and the "Talking Photos" are the evolution of his idea. Mr. Wheelan has personally witnessed the tremendous amount of mail matter that the moving picture star receives daily from movie fans and realizes how much the thousands of fans throughout the country would appreciate having a picture of their favorite, his or her autograph, and, more important still, a message to them in the voice of their favorite. The "Talking Photo" accomplishes this result. It is a phonograph record with a message from the artist, the reverse side of which contains the picture of the artist together with his or her autograph. The record of the star's own voice gives either an account of some thrilling personal experience, some funny story, or a personal greeting. This combination should prove practically irresistible to a movie fan and it is probable that purchasers will build up a collection of the records of all the popular screen artists. These records are an entirely non-conflicting line for the dealer and will enable him to benefit by the tremendous interest of the movie fans in their favorite. An idea of the large followers of these movie stars is to be found in the fact that there are least 20,000 picture theatres in the United States with an average attendance of over 1,000 a day. This makes twenty million visitors daily to the moving picture houses.

At the present time records of the following well known movie artists have been produced: Mildred Harris Chaplin, Viola Dana, Mary Miles Minter, Mae Murray, Gloria Swanson, Anita Stewart, Clara Kimball Young, Lew Cody, J. Warren Kerrigan, Bert Lytell, Tom Meighan, David Powell, William Russell and H. B. Warner. It is planned to release monthly records from additional artists and as time goes on this list will reach considerable proportions. Mr. Wheelan points out the advantage to the talking machine dealer not only in the profit accruing from these records, but in the bringing to his store of movie fans from every section of the city who can be made excellent prospects for other records and for machines.

PROGRESSIVE EMERSON DEALER

The Whitehead Music Co., Saginaw, Is Rapidly Expanding Its Emerson Business—Occupies Handsome Up-to-Date Store

Saginaw, Mich., August 5.—The Whitehead Music Co. of this city is closing a splendid Emerson business and, judging from all indications, this store is one of the most active Emerson dealers in this part of the country. Mr. Whitehead is enthusiastic regarding the musical quality of the Emerson record and his sales organization is meeting with considerable success in developing the demand for this popular record in Saginaw.

The Whitehead Music Co. has one of the finest music stores in this city, opening into the Tanner Department Store. This department store has a handsome dining room which accommodates between six and seven hundred people each and every noon hour. During this time Mr. Whitehead plays all of the latest Emerson hits and this novel idea is producing splendid results.

F. N. Wyatt, one of the sales representatives of the C. L. Marshall Co., Detroit, Mich., Emerson jobbers, was a recent visitor at the establishment of the Whitehead Music Co. and congratulated Mr. Whitehead upon his success with the Emerson line. This enterprising dealer is a firm believer in timely publicity and has important plans in preparation for the coming Fall season.

BROTHERS OPEN MUSIC SHOP

Andrew and Horace Borgum to Operate Exclusive Brunswick Store in Tacoma

Tacoma, Wash., August 4.—A new shop devoted to the exclusive sale of and service on Brunswick phonographs has been opened at 756 Broadway by Andrew and Horace Borgum under the name of Borgum Brothers. The shop has been tastefully furnished and fitted with soundproof demonstration rooms.

The two brothers have spent practically their entire business life in the phonograph line, having been connected with it from its inception. Most of this time has been spent with prominent Coast houses. Horace Borgum spent three years each with Bush & Lane and the Grote-Rankin Co., of Seattle, and twelve years with Sherman, Clay & Co. Andrew Borgum was for several years with Bush & Lane and five years with Sherman, Clay & Co.

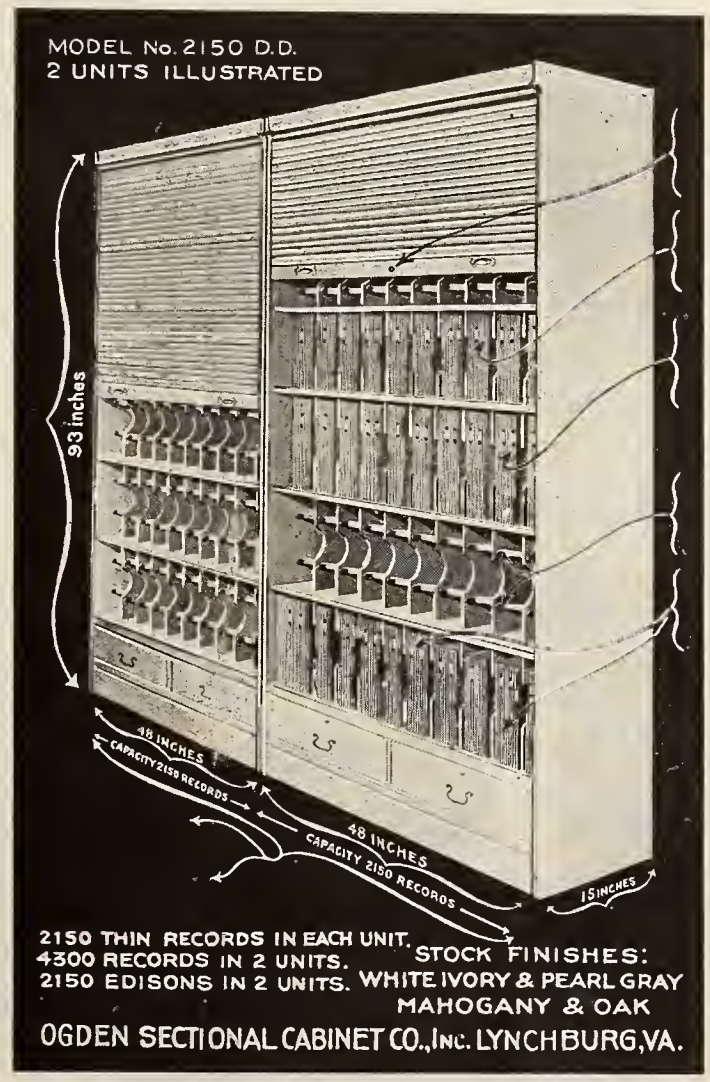
Careful study of business conditions in the Northwest cities led them to make their venture in Tacoma.

REMINGTONS NOW BEING SHIPPED

Instruments From the Brooklyn Factory Now Reaching Dealers Win Praise for Their Fine Qualities of Tone and General Design

The Remington Phonograph Corp., New York, has announced the initial shipments of Remington phonographs from the Brooklyn factory. The first models which were sent out created much favorable comment and the tone produced by the Remington patented tone arm and reproduced in conjunction with the scientifically constructed oval tone chamber, has won a large measure of praise wherever demonstrated. Vice-President and General Manager J. S. Holmes of the Remington Phonograph Corp. report that the already extensive list of exclusive Remington agencies is still growing steadily.

GUARANTEED



2150 THIN RECORDS IN EACH UNIT.
4300 RECORDS IN 2 UNITS.
2150 EDISONS IN 2 UNITS.
STOCK FINISHES:
WHITE IVORY & PEARL GRAY
MAHOGANY & OAK

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

Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10½" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10½" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10" and 12" Records Filed on same shelf. Held flush at the front by Patented Adjuster.

Sectional Models Fit Any Size Stock and Help You Grow.

The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales.

File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

Secure These From Your Jobber:

COLUMBIA DISTRIBUTORS
Columbia Co., All Branches.
Tampa Hardware Co.

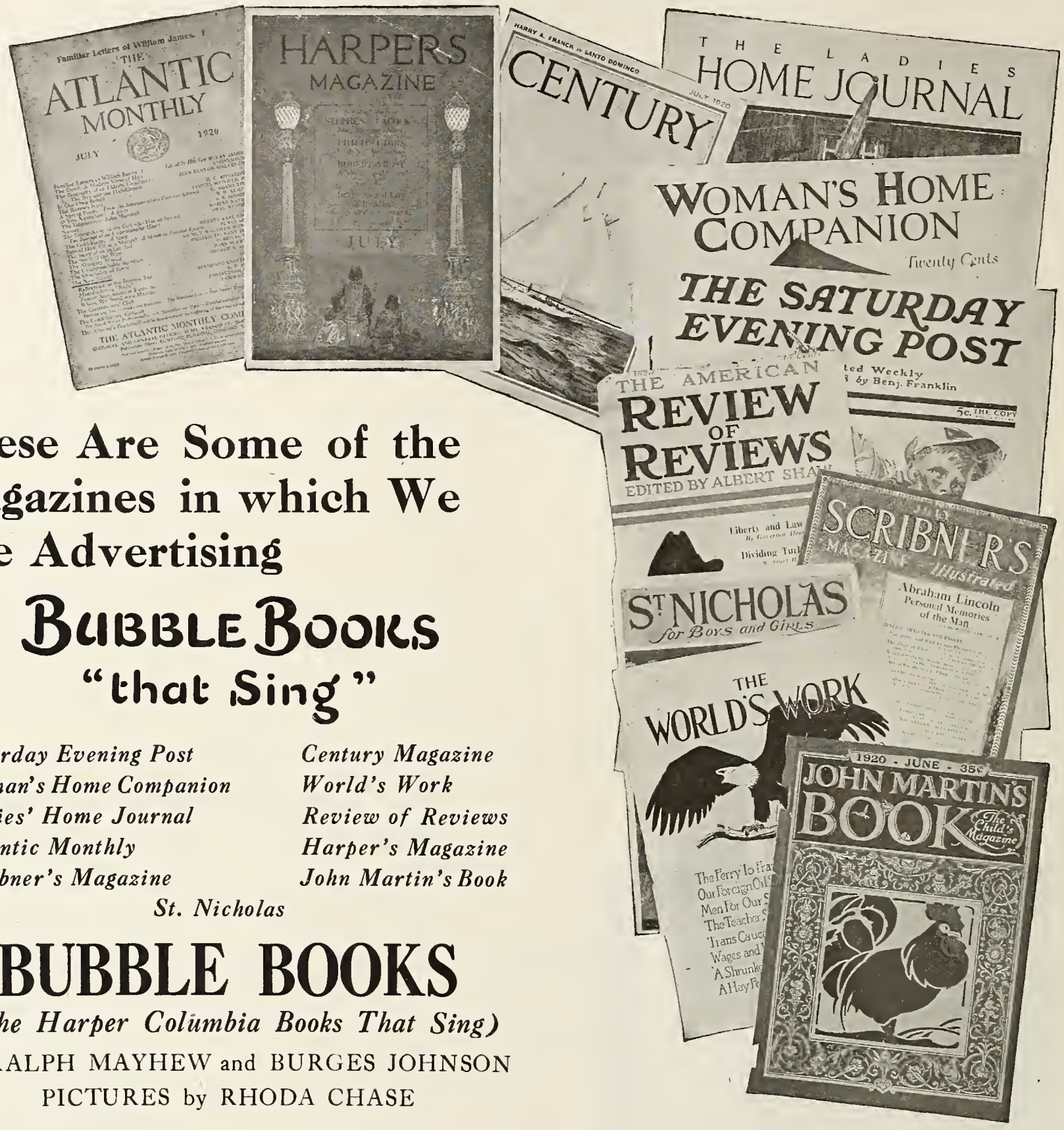
EDISON DISTRIBUTORS
Harger & Blish.
C. B. Haynes Co., Inc.
Laurence H. Lucker.
Montana Phonograph Co.
Phonographs, Inc.
The Phono Co. of Chicago.
The Phono. Co. of Cincinnati.
The Phono Co. of Detroit.
The Phono. Co. of Kansas City.
The Phono Co. of Milwaukee.

VICTOR DISTRIBUTORS
W. D. & C. N. Andrews
Badger Talking Machine Co.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
Louis Buehn Co., Inc.
The Cleveland Talking Machine Co.
The John Elliott Clark Co.
Cohen & Hughes.
W. J. Dyer & Bro.
Elmira Arms Co.
Eclipse Musical Co.
Elyea Talking Machine Co.
J. W. Jenkins' Sons Music Co.
Mickel Bros. Co., Des Moines.
Mickel Bros. Co., Omaha.
Putnam-Page Co.
Stewart Talking Machine Co.
The Toledo Talking Machine Co.
Talking Machine Co., Birmingham.
The Perry B. Whitsit Co.

OTHER DISTRIBUTORS
Buffalo Wholesale Hardware Co.
Interstate Phonograph Co.
C. M. McClurg & Co.
Cabinet & Accessories Co.
Sonora Dist. Co. of Texas.
Yahr & Lange Co.
Crafts-Starr Phono. Co.
W. H. Caldwell.
M. Sellers & Co.
L. E. Lines Music Co.
Ellis Jones Drug Co.
H. A. Copeland Sales Co.
Collier Bros.

SALESMEN
W. O. Harris.
W. J. Kelchum

These Magazines Will Tell



These Are Some of the Magazines in which We Are Advertising

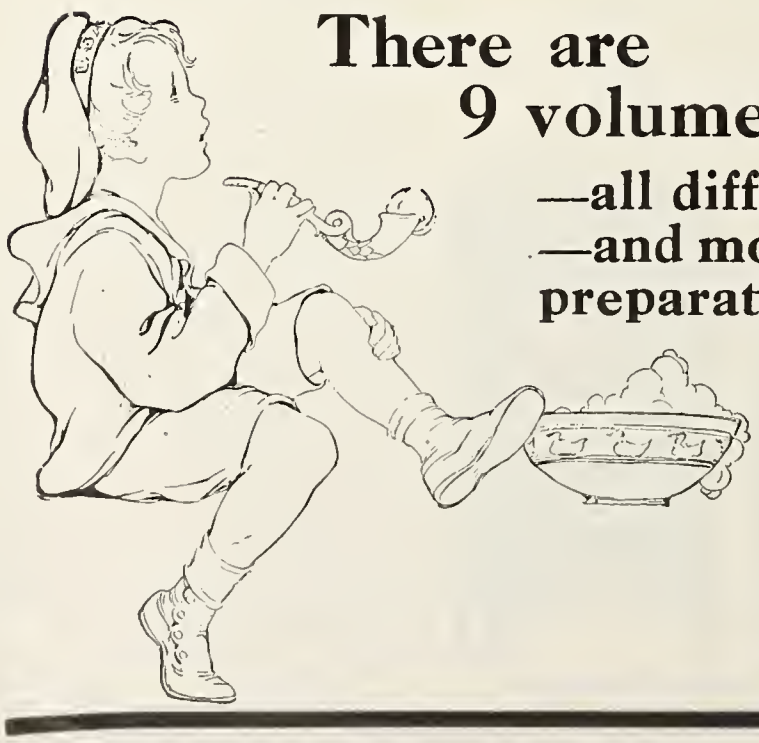
BUBBLE BOOKS "that Sing"

Saturday Evening Post
Woman's Home Companion
Ladies' Home Journal
Atlantic Monthly
Scribner's Magazine
Century Magazine
World's Work
Review of Reviews
Harper's Magazine
John Martin's Book
St. Nicholas

BUBBLE BOOKS

(The Harper Columbia Books That Sing)

By RALPH MAYHEW and BURGES JOHNSON
PICTURES by RHODA CHASE



There are 9 volumes

—all different —and more in preparation.

Each Contains:

1st—A Fairy Story, beautifully told;

2nd—Wonderful colored pictures;

3rd—**Three Phonograph Records Each In Its Own Pocket and Ready to Play On Any Talking Machine. These Records Play the Songs and Stories in the Books.**

Your Customers About

BUBBLE BOOKS "that Sing"

When You Sell One, You Sell a Habit

Look at the opposite page. That list represents only some of the magazines in which we are advertising the Bubble Books.

Last year, although we did very little advertising, we sold over one million Bubble Books through book, toy, music, and talking machine stores.

In the next five months we are spending $75,000 in a great national campaign.

We are using the biggest, most influential magazines in the country—children's magazines, mothers' magazines, fathers' magazines and magazines of big general interest.

But even now Bubble Books are the fastest selling merchandise on the American market.

The demand for Bubble Books is going to be more stupendous than ever in the next year. We are supplying the demand as fast as our presses can turn out the books. And remember—they always come back for more. When you sell one, you sell a habit. One gross is just enough for 16 customers—one *set* of nine Bubble Books to each.

Get your share of this business. Order your supply of Bubble Books now. $1.50 each. Liberal discounts to the trade.

A Glimpse of What's in the Bubble Books

No. 1—The Bubble Book

"Tom, Tom, the Piper's Son," accompanied by "mooing" cows and the "crash" of the falling basket of eggs; "Mary's Lamb," sung to the lilting music that's easy to learn, and "Jack and Jill," with sounds of falling (that doesn't hurt a bit), are in this, the first Bubble Book.

No. 2—Second Bubble Book

A real Mother Goose Bubble Book. "Simple Simon," "Little Bo-Peep," and "Old King Cole and His Fiddlers Three"—old favorites that have been delighting children for generations. Old King Cole's Fiddlers "fiddle," his Trumpeters "trump," and his Drummers "drum." Other funny sounds make these well loved songs doubly attractive to children.

No. 3—Singing Games Bubble Book

Directions for playing three games, the verses that go with them, in addition to the story and three phonograph records, make this Bubble Book a great favorite. Children learn to play the games and sing the songs in almost no time. Never before have these games been presented in such an attractive way. The songs are: "Miss Jennia Jones," "The Farmer in the Dell," and "Lazy Mary."

No. 4—The Animal Bubble Book

In this Bubble Book the toy elephant comes to life and blows the Magic Bubbles. Out of the Bubbles come the "Three Little Kittens," "Three Little Piggies," and "Three Blind Mice." The three Mice scare the Elephant, the Piggies get all tangled up with his trunk—but it would spoil the story to tell you now. The Kittens "mew" and the little Pigs squeal and try to grunt.

No. 5—The Pie Party Bubble Book

You remember Little Jack Horner? In this Bubble Book he pulls the plum out of the pie and sings about it and also on the same record sings "A Song of Sixpence." The story of the Pie Party is carried throughout the book, and the other songs are "The Queen of Hearts" and "Good King Arthur." All easy to learn and set to fascinating music.

No. 6—The Pet Bubble Book

Gentleness and kindness to dumb animals are taught all through this Bubble Book. The tunes are so lively and "catchy" that even grown-ups can hardly keep still while they're being played. And the "incidental" sounds that delight children are there in the right proportion. The songs are: "I Love Little Pussy," "I Had a Little Doggie," and "Cock-a-doodle Doo."

No. 7—The Funny Froggy Bubble Book

"A Frog He Would A-Wooing Go," "The Carrion Crow," and "The Frog and the Crow," sung to easily remembered music, make this one of the most popular of the Bubble Book series. The "squawky" croak of the Frog and the loud "caw" of the Crow add realism and make the children dance with joy. The story is novel and wonderfully entertaining.

No. 8—Happy-Go-Lucky Bubble Book

This Bubble Book is most appropriately named. "The Jolly Miller," "The Ploughboy in Luck," and "Where Are You Going To, My Pretty Maid?" are all sung to lively "snappy" music that children will listen to over and over again. The "Moo Cow" and whinnying horse help to keep up the children's interest.

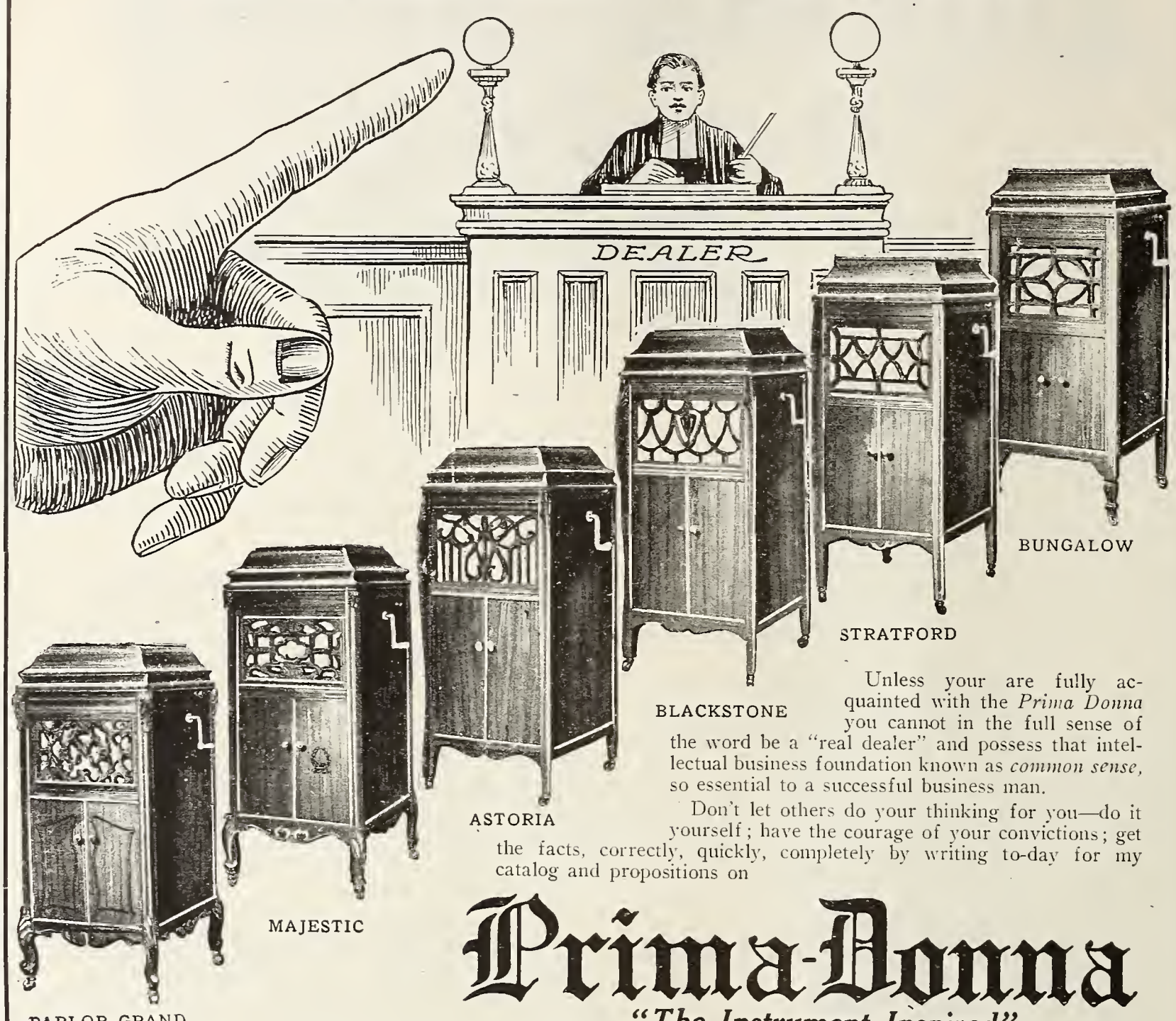
No. 9—The Merry Midget Bubble Books

The Little Boy's trip to Insect Land (after the Fairy has made him as small as a fly) is engagingly told and accompanied by the songs the insects sing to him. The children love to hear "Daddy Long Legs" and "Floppy Fly," "The Fly and the Bumble Bee" and the "Spider and the Fly."

BUBBLE BOOK SALES SERVICE, 130 West 42nd Street
(HARPER & BROTHERS) New York

ARE YOU BIG ENOUGH TO JUDGE

A REAL PHONOGRAPH PROPOSITION of MERIT and PROFIT?



Unless your are fully acquainted with the *Prima Donna* you cannot in the full sense of the word be a "real dealer" and possess that intellectual business foundation known as *common sense*, so essential to a successful business man.

Don't let others do your thinking for you—do it yourself; have the courage of your convictions; get the facts, correctly, quickly, completely by writing to-day for my catalog and propositions on

Prima-Donna

"The Instrument Inspired"

HERE ARE THE FACTS—FACTS DO NOT LIE

Prima Donna Excels in Quality, Style and Finish

All tbat one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by onr scientifically constrncted all wood amplifier.

Prima Donna cabinets set a new standard for beanty, style and dnrability and stand as a "living" example to the best prodnced by the cabinet makers' craft.

In tone and craftsmanship it is truly an inspiration realized.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.

The Price Appeals to the Music Lover and Pocket Book

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every Prima Donna is nnreservedly gnaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back cbarges prepaid.

MADE IN SIX MODELS

Bungalow	$ 95
Stratford	115
Blackstone	135
Astoria	160
Majestic	200
Parlor Grand	225

Our Dealer Service is Second to None

We realize tbat present-day selling methods require close dealer co-operation and all Prima Donna dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we bave attractive moving pictnre window slides and specially prepared advertising copy and cnts for all dealers using local newspapers.

For live dealers who want a phonograph built by one organization from lnmber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to pnsh and increase sales; to snch dealers no second invitation will be required to address me for territory.

ALTSCHUL PAYS THE FREIGHT—IMMEDIATE DELIVERY—ALTSCHUL PAYS THE WAR-TAX

Only Phonograph Unreservedly Guaranteed For One Year

Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR

112 WEST 23rd STREET NEW YORK

Send for Handsome Catalog

Write for special EXPORT proposition

Art Hickman's Orchestra from the St. Francis Hotel, San Francisco, now playing in New York at both the Ziegfeld Follies and Ziegfeld Frolic, makes records of "The Love Nest," medley fox-trot, and the fox-trot "Song of the Orient." Make your initial order big. A-2955.

Columbia Graphophone Co.
NEW YORK

INFLUENCE OF THE TALKING MACHINE "ON THE FARM"

Some Interesting Testimony as to the Educational and Musical Value of the Talking Machine in the Homes of Those Living on Farms Recently Printed in the Prairie Farmer

Some very illuminating testimonials to the value of music in agrarian home life are given by various contributors to the Prairie Farmer. In a recent number of this magazine the subject of the leading article was "Music Makes Home Life Happier," and communications were presented from many subscribers revealing actual ways in which music is playing its part in the daily life on the farm.

One reader declares that music has contributed more to her happy married life on the farm than anything else. Another says she would put a musical instrument into every home in the land. She finds music an effective substitute for medicine and declares that there is no prescription more pleasant to take than music.

In some large farm families every member is a musician, each playing a different instrument. "Music in our house is as essential as are the meals on the table," is the declaration of Mrs. J. H. Hohimer, of Pulaski county, Ind., and Mrs. J. W. H., of Pike county, Ill., says: "I think that where there is a home with neither flowers nor music there is apt to be neither harmony nor love. If I could, I would put a talking machine in every home in the nation. Music is healthful; there is no better cure for bad humors, for old or young, and there is no medicine more pleasant to take."

"It is my experience that music, aside from a good husband and the dear children, has contributed more to the happiness of my married life than anything else," writes Mrs. E. C. Clavins, of Coles county. On the birthday of each member of the Clavins family the other members make it a practice to give him a phonograph record. By this means the record library is frequently replenished.

That music is intensely practical as well as aesthetical in its influence is evident from the experience of Mrs. Otto Reichard, of Winnebago county, Ill., among others. "Always on a large farm," Mrs. Reichard says, "it has been necessary for us to employ help both for farm and household labors. We have found that music has been one of the chief reasons why the very best of this hired help always remained with us until they were ready to enter a home of their own."

Mrs. Thomas Stewart, of Henderson county, Ill., found that by introducing a talking machine and good records into her home in the country she stopped her sons from frequenting the music halls and movies of a nearby village. No argument other than the home music itself was necessary to induce the boys to remain at home. After expressing satisfaction with her experiment with music, Mrs. Stewart adds: "Now I am wondering how soon we can install film service in our attic or basement."

"I find," writes Emma Shula, of Will county, Ill., "that it is a great recreation for the hard-working men on threshing days to play a number of high-class songs by John McCormack or some one like that while they are eating their dinner. It helps them to forget the hard work they have accomplished the first half of the day."

On one farm the threshers are entertained during the luncheon hour by strains from a phonograph set up in the shade of a tree on the bank of a brook which runs through the field. And so this pleasing story runs.

EXCELLENT BUSINESS REPORTS

Executive of Tri-Sales Co. Finds Trade Conditions Very Satisfactory—Will Shortly Introduce Phonograph Comedies

St. Louis, Mo., August 6.—G. H. Phelps, treasurer and general manager of the Tri-Sales Co. of this city, returned recently from an extensive trip which covered about 8,000 miles through Western Canada, the complete Pacific Coast and the larger cities of the Western States. Mr. Phelps, while on this trip, completed arrangements with many of the leading jobbers in this territory to handle the "Phonograph Comedies" which the company expects to place on the market next month.

Mr. Phelps also reports a splendid Portophone business and added many important accounts to the long list of Portophone representatives. He is very optimistic regarding the outlook for Fall and believes that talking machine dealers handling standard, dependable merchandise will close a satisfactory business this Fall.

M. I. Mayer, president of the Tri-Sales Co., returned recently from a trip through Minnesota, Wisconsin, Illinois and Iowa, and reports an active Portophone business with every indication of a healthy trade during the next few months. He states that crops are in exceptional shape in this part of the country and that dealers seem to have passed through the so-called dull period with flying colors.

Mr. Mayer also states that the salesmen of the Tri-Sales Co. who are covering the cities in the Central West as far as Michigan are sending in orders which reflect their optimism.

PREPARE FOR SELLING CAMPAIGNS

The Standard Talking Machine Co., Pittsburgh, Pa., is bringing the Victor salesmanship course to the attention of its large clientele of dealers and salesmen, and points out that Edwin A. Ferguson and C. E. Willis of the sales force and Miss Minne I. Watson, of the record department, have just returned from courses in salesmanship at the Victor factory in Camden, N. J. It also indicates that "Standard" is making every effort to prepare its organization to be of the very greatest usefulness to "Standard" dealers in their selling campaigns.

VITANOLA DISTRIBUTING AGENCY OF TEXAS

THE TEXAS DISTRIBUTORS OF

THE VITANOLA

"The Phonograph of Marvelous Tone"

If you are in Texas territory, write for information regarding an agency for this progressive line.

1011 ELM ST. 'Phone X-5511 DALLAS, TEXAS

GRANBY PHONOGRAPH CORP. NOW MAKING DELIVERIES

This Institution, With Headquarters in Norfolk and Manufacturing Plant in Newport News, is Sending Out Eight Attractive Models of Phonographs, a Number of Which Are Period Styles

Norfolk, Va., August 5.—The Granby Phonograph Corp., of this city, is now making the initial deliveries of the new Granby phonograph which it manufactures. While the executive and business offices of this company are centrally located in this city, the large plant devoted exclusively to the manufacture of Granby phonographs is situated in Newport News, Va. The situation of this plant offers unexcelled facilities for the distribution of Granby phonographs to all points of the country. A private freight siding has been made at the rear of the factory and facilities for shipping by boat to every port on both the Atlantic and Pacific Coast are also available.

The manufacturing plant comprises a group of buildings of the most approved fireproof construction. Although the buildings are large and provide facilities for a production of 225 Granby talking machines per day, the foundations are so built that it will be possible to add two or three extra stories to the present building as desired. In addition to the possibility for upward growth, the company also owns considerable adjoining land where outward growth will also be possible. In both the arrangement of the buildings and their interiors, efficiency is predominant. A private track with cars has been constructed to carry the lumber from the arriving freight cars to the new $40,000 installation of Sturtevant high humidity dry kilns close by. From these kilns straight through to the other end of the factory where the boxed product is shipped, each process of manufacturing is performed in the most modern manner and with the least amount of lost motion. The wood-working equipment installed is the most modern known in the trade and no expense has been spared in securing the proper machine for the proper purpose. Electricity is the operating force and each machine is equipped with its individual motor. Quality is kept uppermost in mind throughout the entire process. Seven-eighth five-ply veneer panels are used and four coats of varnish are given to each cabinet. The present factory represents an investment of $350,000 in the building and machinery and its present-day value, including the lumber, finished stock and hardware equipment on hand, is said to be three-quarters of a million dollars. The active management of this plant is under the direction of C. Coplan.

The growth of this plant has been remarkable. It had its beginning in a small building on the present site, where talking machines were manufactured by the American Home Furnishers Corp. for sale in its many warerooms in Norfolk and vicinity. The talking machine grew rapidly in popularity and the heavy demand for it led to the formation of the Granby Phonograph Corp. and the sale of the Granby phonograph throughout the entire country.

The production of the eight new models of Granby phonographs, which comprise the line, is proceeding at a rapid pace. The new models consist of four of the upright type and three of the console type, with a range in price of from $140 to $325. These new models have been designed by one of Grand Rapids' foremost designers and faithfully represent their particular period. The upright models are in the Sheraton, Adam, Queen Anne and Louis XVI periods. A distinguishing feature of the upright cabinets is the curved top of the lid. The console models are produced in the Adam, Queen Anne and Louis XVI periods.

The entire stock of the Granby Phonograph Corp. is owned by the American Home Furnishers Corp of Norfolk, Va. It is planned to market the Granby phonograph through distributors situated in various central locations about the country, arrangements for which are proceeding rapidly.

INTERCHANGE OF IDEAS HELPS

Samuel Wein, chemist and who has long been identified with the inventive and production end of the talking machine industry, in a recent letter to the Editor of The World expresses himself as greatly pleased to find that an organization has been considered among the recording experts and adds: "The fact that there is need of an organization among 'recorders' is obvious to all. In fact every phase of technical engineering to-day is organized in some body through which means and methods are devised whereby standards and ethics of the profession are discussed to the advantage of all concerned. It is in this way that the manufacturer and public benefit."

FALLS DEAD MAKING RECORD

While singing for a record to be reproduced by the Victor Talking Machine Co. in the Victor laboratories, 42 West Thirty-eighth street, New York, George R. Nahadleus, a Hawaiian bass singer, fell dead. Nahadleus, who was forty-five years old, was a member of the Hawaiian Trio that appeared in many Broadway productions and was well known in the theatrical world.

How Three Live Dealers Are Promoting Their MOTROLA Sales

Landay, of New York; Ansell, Bishop & Turner, of Washington, and Sheppard, of Atlanta, have the right idea—they are cashing in on our National Advertising Campaign by tying up their window displays with MOTROLA publicity.

Show your customers this Electric, Self-winding Device—which can be instantly attached to any make of phonograph—and they will forever discard the old crank and become "MOTROLA-WISE."

MOTROLA sales will stimulate interest in the purchase of new phonographs and records because the MOTROLA eliminates all effort and annoyance in the operation of mechanical music.

JONES-MOTROLA, Inc.

29 W. 35th Street, New York · 57 E. Jackson Blvd., Chicago · 515 S. Broadway, Los Angeles

This Is Plain Talk—**BUT**—It Needs to Be Said
And This Is a Good Time To Say It

To Begin with: "THE BETTER THE NEEDLE THE BETTER THE PHONOGRAPH"—No One Will Deny This

SPEAKING OF WHAT A NEEDLE SHOULD *NOT* BE

If a needle point is *tapered* and *so sharp* that it cannot be used more than once *without injuring the record,* does it not stand to reason that, for the same reason, *it should not be used at all?*

Again, if a needle point is *so hard* and *so stiff* that it might be used a great many times, or indefinitely, is it not plain that it must (as the record whirls around) *give rigid resistance to and batter down the sound reproducing waves in the groove?*

NOW, THEN, THE "RIGHT" NEEDLE must not be tapered and must be *just stiff enough* to "stand up" under the weight of the reproducer—*yet so soft* that it will *shape itself to the groove* and not cut and bruise the sound waves—and it must be *elastic and resilient* so as to follow the undulations and pick out and transmit *every tone, pure and true.*

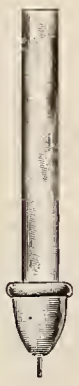
AND SUCH A NEEDLE IS

Tonofone

"THE NEEDLE WITH A FLEXIBLE POINT"

AND THIS NAME **Tonofone** STANDS FOR ALL THAT IS BEST IN PHONOGRAPHY

PLAYS EVERY PHONOGRAPH VASTLY BETTER



Every dealer in the world can get and should sell this needle—the needle that is "right." In fact, we insist that the dealer who does not sell *Tonofone* thereby denies to his customers their undeniable right to the best and fullest enjoyment of their phonographs

Our Wholesale Distributors Cover the Earth
They Reach Every City, Town and Hamlet All Over the World

If you are not already using and selling this needle that everybody's talking about, it is high time that you ask us for full particulars and the address of our nearest distributor.

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
110 SOUTH WABASH AVENUE
CHICAGO
PHONE RANDOLPH 2045

PAYS TRIBUTE TO ADVERTISING

Beverly Times Cites Talking Machine Industry as One That Has Profited by Publicity

A tribute to the power of advertising, especially in the talking machine line, is paid by the Beverly, Mass., Times in the following editorial:

"Since the close of the war there has been a great increase in newspaper advertising. This costly publicity must have rendered a service which any ambitious person can use to develop his business.

"The first service which newspaper publicity renders comes through the power of suggestion. If you suggest to people the advantages of doing some desirable thing, they are more likely to do it than if you do not mention it.

"Take the case of talking machines. The people are constantly being reminded in newspapers and magazines of the advantages of talking machines. They are shown pictures of dances and home circles and social gatherings where talking machines bring happiness and merriment. You see pictures of singers whose work is reproduced by talking machines, and all that. It makes people want talking machines. Probably ten times as many talking machines have been sold as would be were they never advertised.

"People read in their newspapers about bargains in shoes. That makes them reflect that their shoes are getting worn and they need new ones. They therefore buy shoes instead of something else that was not suggested. So it goes in every line.

"It may be objected that this power of suggestion is too strong for the good of the community, that through it people are led to buy stuff that they don't need and ought not to have. But even if so, no business man can afford to neglect this basic fact of human nature. Unless he uses this power of suggestion to promote the sale of his useful articles, a great deal of the people's money is likely to be drawn off into other directions where it will render less service."

And there are still some writers who insist that the music of the talking machine is "canned music." Will they never learn?

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

MOVE INTO NEW FACTORY

Portable Phonograph Co. Now Established in New Home—Machine Meets With Success

Kansas City, Mo., August 7.—The Portable Phonograph Co. of this city, manufacturers of the Portrola portable phonograph, have just moved into their new plant and are now preparing for greatly increased production for the balance of this year and during 1921. The company has been somewhat handicapped by lack of manufacturing facilities, but in its new home there will be ample opportunity to handle the requirements of the trade.

Within the past few months the executives of the company have paid particular attention to the improvement of the tone quality of the Portrola and their results have met with considerable success. Dealers from various parts of the country have visited the company's offices and factory and have expressed keen enthusiasm regarding the tone quality of the Portrola and its tonal volume. The company is leaving nothing undone to co-operate with its dealers in developing the demand for the Portrola and important plans relative to publicity and merchandising will be announced in the near future.

NEEDLE OF VITRIFIED RED SHALE

Adel, Ia., Aug. 1.—The Adel Clay Products Co., of this city, who are very large manufacturers of hollow building tile, expect soon to be ready for the market with a semi-permanent talking machine needle, made of the peculiar red shale which it is claimed is found only at this point. In vitrified form this substance is claimed to be harder than granite and almost as hard as sapphire.

Merton T. Straight, president of the company, got the idea by accident. One day while he was playing his talking machine at home he happened to put his hand in his pocket and found a particle of the vitrified shale, which he shaped and used on the machine, with rather surprising results.

His brother, H. R. Straight, secretary and general manager of the company, went into a course of experimentation and they have now practically developed an automatic machine which will shape and point the needles. Long and thorough tests, the brothers say, demonstrated the perfect adaptability of the material for talking machine needle use.

NEEDED

No. 10
FOR VICTOR
PRICE 35c

ON EVERY

Victrola and Grafonola

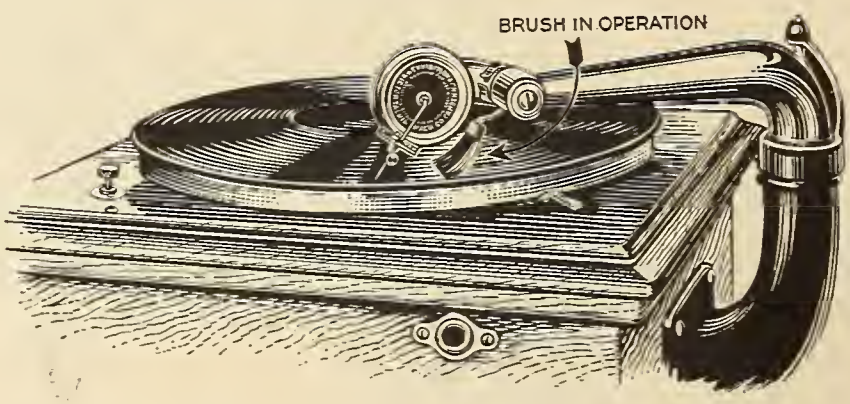
No. 20
FOR COLUMBIA
PRICE 25c

The Cleanrite TRADE MARK RECORD BRUSH

RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET

Saves Records



and Labor of Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman Talking Machine Co.

81 Reade Street Near Church St. New York

Victor Distributors

ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

REG. U. S. PAT. OFF.

The Standard by Which All Phonograph Motors are Judged and Valued

Include the Sphinx in Your Plans for the Future

The prospective purchaser of a motor car has learned by costly experience to lift up the hood and examine the motor carefully. By reason of similar unpleasant experiences the purchaser of a phonograph is beginning to lift up the motor-board and likewise examine the motor of that instrument with equal care—and decide his purchase by what he finds there.

The layman needs no special knowledge of mechanics or engineering to understand that the Sphinx alone absolutely eliminates the errors of design and construction responsible for faulty motor service. The phonograph manufacturer who looks into the future and desires to plan for the maximum output with the minimum selling effort will consult his own interests by investigating the Sphinx *now*. Send for catalog.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- New York

SLOW PAYMENTS AND SLOW STOCK

Dealer's Dollars Should Be Working All the Time, Says Packard Bulletin—Too Much Credit Is as Bad as Too Much Dead Stock

There isn't much difference between slow-paying customers and slow-moving stock, when the question of increased profits is concerned, says the Packard Bulletin. Money absorbed in a great number of charge accounts that come in slowly, or not at all, increases a dealer's income no more than money tied up in slow-moving stock or stock that does not move at all. In both instances the dealer's dollars that should be working all the time are relieved of their full profit-earning power. That, of course, means loss the full length of time the money is kept from the duties intended for it—that of making more money.

It is possible then for $100 in ready cash to make three or four $10 profits in a given period while another $100 tied up in credit may make only one, none at all, or become a total loss. It works out just the same when merchandise is considered. One hundred dollars invested in stock that sells rapidly makes new profits at frequent intervals, while the same amount invested in something that few, if any, persons want may make only one profit, none at all or become a total loss.

One thing is quite certain then, a dealer can't grant credit, buy stock or do anything else that concerns his business on a hit-or-miss plan, or a plan that is obscure and incomplete. Thousands have tried it and other thousands still are trying it, but it never yet has worked.

It certainly is to a dealer's advantage then to see that he does not cut the earning power of his cash by too much credit or investing in stock that does not move. In order to do this successfully he must know constantly just what he is doing. The most successful ones we know insist on accurate figure records that tell them from day to day how much they have outstanding, the amount paid, and much other information all arranged in such a way that they can tell when it is advisable to curtail credit and when to push collections. They don't have to wait until the situation gets away from them.

Then again it is about the same when it comes to buying merchandise. The successful dealer knows the lines that are selling the best and those that are not. His figures point out everything to him. With such information always at hand, he can regulate his buying in such a way as to avoid the merchandise that does not sell. Thus he increases his turnover multifold, which, of course, means new profits and a constantly increasing bank account.

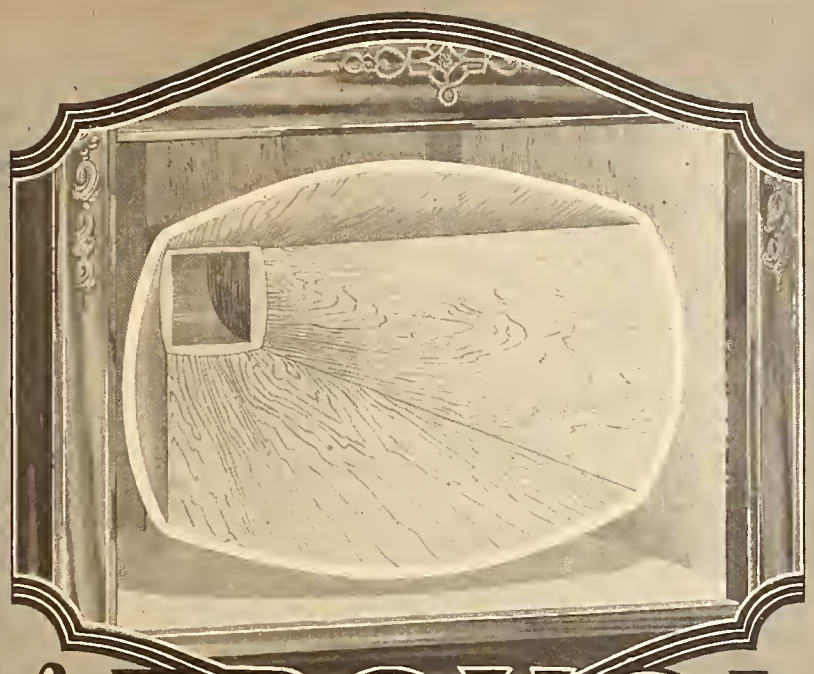
And that is what everyone is striving for in these days of ever-increasing costs.

GOLDEN TO GO TO MINNEAPOLIS

After Leaving Loveman, Joseph & Loeb Former Buyer Will Join Laurence H. Lucker

Birmingham, Ala., August 6.—M. J. Golden announces his resignation as manager and buyer of Loveman, Joseph & Loeb phonograph department, effective August 27, to accept position with Laurence H. Lucker, Minneapolis, Minn., jobber and general distributor of the New Edison in the Northwest. Mr. Golden is a valuable acquisition to the Lucker forces.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

The PHONOGRAPH with the GOLDEN VOICE

One Way to Build Sales with HARPONOLA

It is easy to convince a customer that HARPONOLA is superior to other phonographs.

For instance, just remove the grille and reveal to the gaze HARPONOLA'S beautiful golden throat,

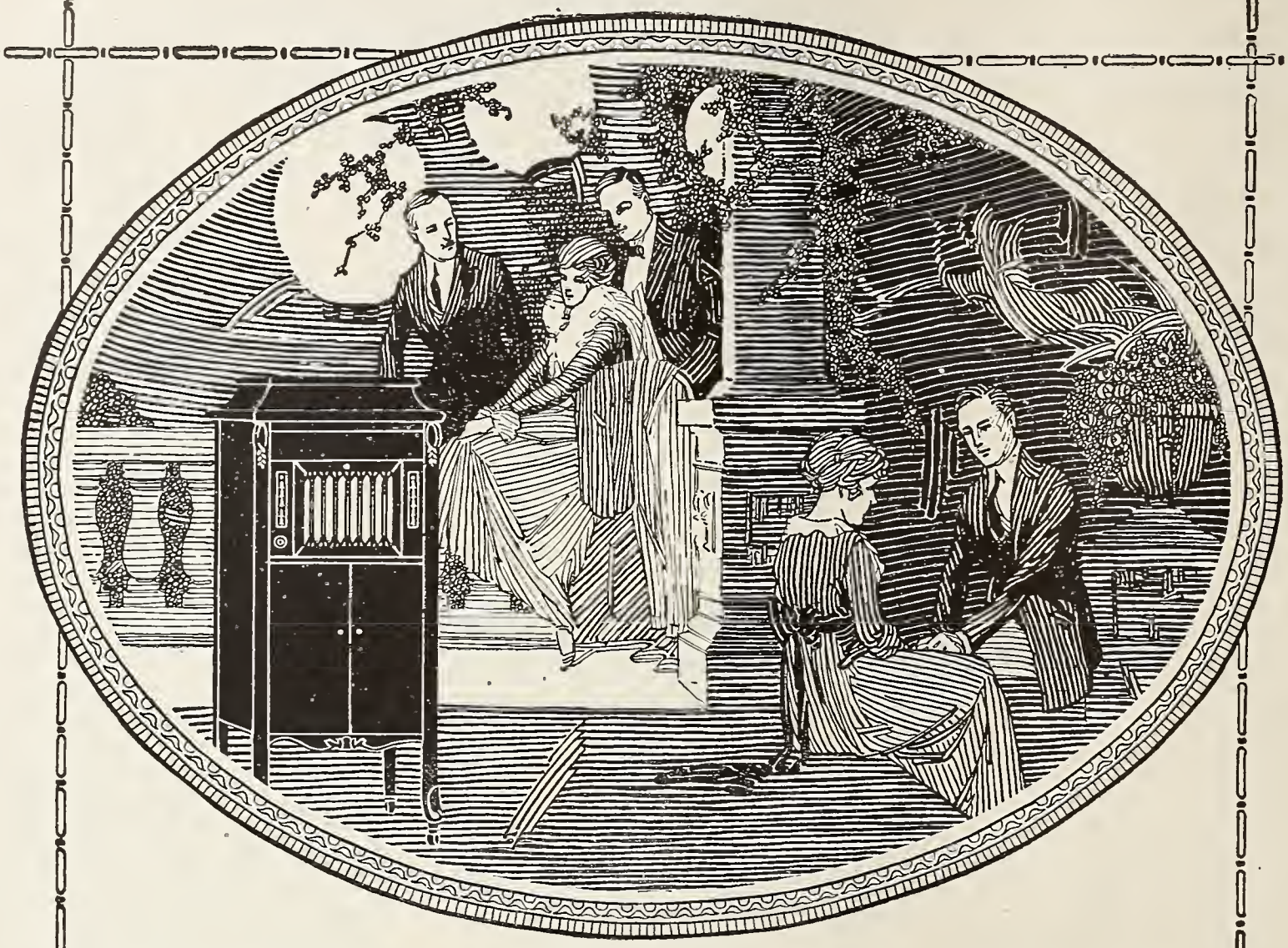
—so rich in finish, so pleasing to the eye.

Your patrons will readily realize that a machine which is so carefully perfected and so richly beautiful in a part that is so seldom seen MUST be equally superior throughout.

And the rich, vibrant, full-toned music that emanates from this horn of golden spruce will easily persuade the most skeptical that all your claims are true.

Write for our sales-building proposition on HARPONOLAS and OkeH Records.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President



THE AEOLIAN-VOCALION

THE PHONOGRAPH which is a real musical instrument not merely a talking machine. MADE BY THE FOREMOST MANUFACTURERS OF MUSICAL INSTRUMENTS IN THE WORLD.

VOCALION REPRESENTATION
A VALUABLE ASSET TO ANY DEALER

PROGRESSIVE DEALERS everywhere are adding the AEOLIAN-VOCALION to their lines. They thereby reap the benefit from a product that is profitable to handle and adds measurably to the prestige of their establishment.

VOCALION RECORDS

VOCALION RECORDS (Lateral cut) are the finest achievement of the art of recording. Their supreme quality is apparent on any standard phonograph.

SPECIAL NOTICE

Recent additions to our already large warehouse facilities enable us to handle Vocalion and Vocalion Record orders promptly and accurately.

O. J. DE MOLL — EMMONS S. SMITH

O. J. DEMOLL & CO.
WASHINGTON, D. C.

AEOLIAN-VOCALIONS *and* RECORDS —— *DISTRIBUTORS FOR* —— MELODEE MUSIC ROLLS

VIRGINIA : EASTERN MARYLAND : GEORGIA : NORTH *and* SOUTH CAROLINA

A UDELL CABINET

is a legitimate part of every sale of a table machine — it doubles the value to the customer and the profit to the dealer—

And the

UDELL

TRADE-MARK

Guarantees Satisfaction

No. 1415
[Horizontal Shelves]
For Victrola IX-A

Height, 31 in. Width, 19 in. Depth, 22 in. Mahogany. Quartered Oak. Holds 5 Victor albums. Average weight, crated, 60 pounds.

[If vertical interior is desired, order No. 415.]

[When felt interior is wanted, order No. 415F.]

The Udell Works

1205 W. Twenty-eighth St.

Indianapolis :: :: Ind.

FINDS JOBBERS ENTHUSIASTIC

J. I. Carroll Visits Emerson Jobbers in East and Receives Pleasing Reports—Jobbers Interested in "Music Master" Horn

In a recent chat with The World, J. I. Carroll, manager of sales of the Emerson Phonograph Co., commented as follows upon the results of his recent visits to Emerson jobbers in the East:

"Every Emerson jobber who has received a sample of the new Emerson phonograph has been enthusiastic regarding the tone quality of the instrument and the handsome cabinet. We had expected that our jobbers would receive these machines favorably but we were hardly prepared for the remarkable reception accorded the new phonograph.

"Our announcement to the trade through a special letter accompanied by an illustrated folder has been instrumental in developing a stream of inquiries from dealers all over the United States. The success of our new phonograph is extremely flattering and goes far beyond what we had expected, even taking into consideration the excellence of our product.

"In almost every instance we have been congratulated by our trade upon the tone quality and the marked superiority of the 'Music Master' horn which is featured in the Emerson phonograph."

STODART OFFICES MOVED

Larger Quarters Now Occupied by Stodart Phonograph Co. in Bush Terminal Sales Building, New York—Big Call for Stodart Line

The headquarters of the Stodart Phonograph Co. were moved on August 1 from 118 West Forty-second street to the Bush Terminal Sales Building, 130-32 West Forty-second street, New York. The new offices will afford a better opportunity for the display of Stodart phonographs, which have had a splendid call since their inception, according to George H. Beverly, general manager of the company.

"The increasing demand for Stodart machines," he said this week to a representative of The World, "has been most gratifying. Practically all those dealers who tried them out when they were first put on the market are constantly placing re-orders. The machines are also becoming popular in foreign countries and our export business is growing, too. Fortunately, we have splendid facilities at our command for producing the machines and an organization which understands the co-operation necessary to keep our dealers well supplied. Our new offices will give us a greater opportunity to display our line to better advantage and, centrally located, will be handy for visiting dealers."

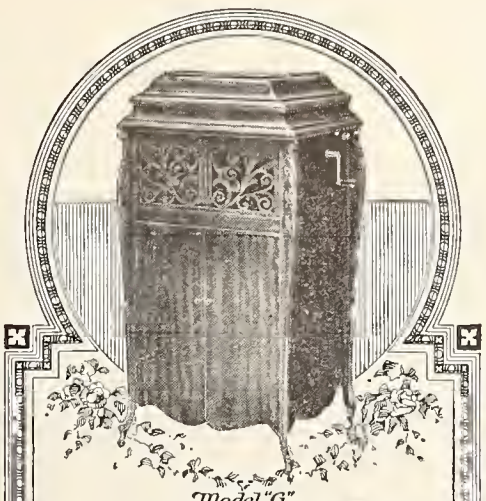
A VISITOR FROM CHICAGO

F. W. Clement, general manager of the Chicago branch of the Emerson Phonograph Co., was a recent visitor to New York, making his headquarters at the general offices of the company, 206 Fifth avenue. While here Mr. Clement discussed plans for the development of Emerson phonograph trade in the Western territory and during the course of his conference with the executives stated emphatically that this new instrument is creating a most favorable impression throughout his section of the country.

He informed J. I. Carroll, manager of sales, that every Emerson dealer is so enthusiastic regarding the new phonograph that there will be great difficulty in supplying the demand for the line. In fact, Mr. Clement has already disposed of his original allotment of machines and one of his most important missions while in New York was the consummation of arrangements whereby he will secure additional stock.

Strange nobody thought of putting a talking machine aboard the Shamrock. Were some of our super-enthusiasts overlooking a bet?

Here is the attractive PLAYERPHONE ad that ran in the SATURDAY EVENING POST, JUNE 19th. It will make over 10,000,000 readers good prospects for YOU.



"Model 'G'"

The Day The Playerphone (The QUALITY TALKING MACHINE)

Enters Your Home

A New Era of Happiness Starts

¶ The charm of this beautiful instrument is felt by all. As pleasing to look at as it is delightful to hear, the PLAYERPHONE makes *your* home a more cherished, attractive spot.

¶ And with the PLAYERPHONE your choice of musical selections is unlimited—it plays every make of disc record without change of equipment, giving the fullest tone value to each record. This is possible because of the distinctive features of our own tone arm, reproducer and weight adjuster, exclusive to the PLAYERPHONE, which makes the operation so simple and accounts for the unusual sweetness of its rich tone.

¶ The beautiful PLAYERPHONE is our very own product, from the delicate tracery of the fine hand carving of the beautiful cabinets to the accurately constructed reproducer, done in our own great factory by master artisans of long experience.

¶ Before buying, see and hear the PLAYERPHONE—the talking machine with the human tone. Nine styles and sizes, ranging from $110 to $500. Each PLAYERPHONE is guaranteed to give entire satisfaction.

¶ RETAILERS—NOTE THIS: Write or wire for terms today to the nearest one of these well known jobbers. They carry our full line and back the PLAYERPHONE with their own name.

Van Vleet Mansfield Drug Co., Memphis, Tenn.
Houston Drug Co., Houston, Texas.
Chapman Drug Company, Knoxville, Tenn.
Clawson & Wilson, Buffalo, N. Y.
The Day Drug Co., Akron, Ohio
The Des Moines Drug Company, Des Moines, Ia.
L. S. DuBois Son & Company, Paducah, Ky.
W. J. Gilmore Drug Company, Pittsburg, Pa.
Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
Hornick, More & Porterfield, Sioux City, Iowa.
Kauffman-Lattimer Co., Columbus, Ohio.
Reid-Lawson, Inc., Birmingham, Ala.
Chas. Leich & Co., Evansville, Ind.
The Murray Drug Company, Columbia, S. C.
Oklahoma Book Company, Oklahoma City, Okla.
Orchard & Wilhelm Company, Omaha, Nebr.
Twin City Talking Machine Co., Uhrichsville, O.
F. M. Umphred & Son, Oakland, California.
Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
H. W. Williams & Co., Fort Worth, Texas.
Don's Music Store, Hastings, New Zealand.
Ogden Wholesale Drug Co., Ogden, Utah

¶ A few splendid jobbing territories still open. Add your name to this list in next-month's advertisement. Write today to

PLAYERPHONE TALKING MACHINE COMPANY

4223-41 W. Lake St., Chicago

D. W. McKENZIE, President — W. D. CALDWELL, Treasurer

White House Model

First Annual Convention of Sonora Distributors Scores a Big Success

Association Formed of Which F. M. Steers Is Elected President—Addresses on Production Problems by Prominent Men—Great Program Carried Out

The first annual convention of Sonora distributors was opened on Monday morning, July 12, at the Waldorf-Astoria Hotel, New York, by George E. Brightson, president of the Sonora Phonograph Co., Inc., who welcomed the distributors to New York.

In his introductory remarks Mr. Brightson stated that as Sonora's factory facilities are being rapidly improved Sonora will be able to give better satisfaction in deliveries this Fall than ever before. Mr. Brightson also expressed his pleasure at having the privilege of meeting at one time the jobbers who are so capably advancing Sonora's interests and who are selling Sonora's output before it can be manufactured.

There were present: Sewall D. Andrews, Minneapolis Drug Co.; Graham French, Smith, Kline & French Co.; Frank M. Steers, The Magnavox Co.; Walter B. Glynn, W. B. Glynn Distributing Co.; E. N. Upshaw, Southern Sonora Co.; W. J. Hamlin, C. J. Van Houten & Zoon; G. B. Moxley, Kiefer-Stewart Co.; Fred E. Yahr, Yahr & Lange Drug Co.; I. Montagnes, I. Montagnes & Co.; A. Lee Robinson, Robinson Pettet Co., Inc.; W. C. Buschardt, Southern Drug Co.; C. L. Marshall, C. L. Marshall Co., Inc.; J. T. Mayer, J. & C. Fischer Co.; Chas. T. Malcomb, Gibson-Snow Co.; J. O. Morris, M., S. & E.; E. D. Behrends, Sonora Distributing Co. of Texas; H. A. Fox, Southwestern Drug Co.; W. W. Drummy, Lee-Coit-Andreesen Hardware Co.; Chas. Vastine, C. D. Smith Drug Co.; T. M. Griffith, Griffith Piano Co.; Jos. H. Burke, M., S. & E.; E. G. Walker, Strevell-Paterson Hardware Co.; J. C. Brown, Hessig-Ellis Drug Co.; J. T. Crayton, American Hardware & Equipment Co.; M. B. Hagerdorn, Southern Sonora Co.; B. M. Walthall, Robinson Pettet Co., Inc.; W. R. Davis, The Magnavox Co.; A. H. Trotter, Gibson-Snow Co.; L. Golder, C. J. Van Houten & Zoon; Thos. E. Burke, M., S. & E.; E. H. Caperton, Kiefer-Stewart Co.; Paul Glynn, W. B. Glynn Distributing Co. From the Sonora New York offices there were present J. Wolff, F. J. Coupe. E. H. Jennings, J. T. Pringle, L. C. Lincoln, J. W. Desbecker, F. V. Goodman and D. E. Scott. There were also present John L. Jackson of Saginaw, Mich.; Wm. H. Lincoln of Columbus, Ind., and John Herzog, Sr., and John L. Herzog, Jr., of Saginaw, Mich.

Some Talks on Manufacturing Conditions

Mr. Brightson introduced John L. Jackson, president of the Herzog Art Furniture Co., one of the most prominent men of Saginaw and northern Michigan. Mr. Jackson gave an interesting talk on manufacturing conditions, outlining the difficulties which have been met at Saginaw and showing how problems have been successfully solved. Mr. Jackson's clear review of what the Saginaw plant has done and can do was encouraging to the distributors who have been looking to this plant to relieve the great shortage of Sonoras.

John Herzog, vice-president of the Sonora Phonograph Co., Inc., in direct charge of manufacturing operations at Saginaw, told of the necessity of finishing buildings which are now under construction and stated that with the labor and building situations improving he believed that the Saginaw factory would be doing all that is expected of it and would care for the jobbers' requirements admirably within the next three months. Mr. Brightson mentioned that it is Sonora's policy to insist on having every instrument absolutely right in construction, packing, etc., and Sonora's strict adherence to a quality standard will be maintained. Mr. Herzog requested the co-operation of the distributors, assuring them that the entire Michigan plant would soon have a much larger output than it has had in the past. The Sonora distributors were requested by Mr. Herzog to inform him of any ideas or suggestions which they thought would be useful. He mentioned that when war broke out the Government made a survey of the Saginaw plant and two of the reports placed Saginaw at the head of the list as having the best organization of its type.

Frank M. Steers Is Chairman

Frank M. Steers was elected chairman of the convention and took his place at the head of the table. Under his guidance one matter after another was discussed at length and definite action was taken on all points in which there was a difference of opinion. Although three days of the hardest kind of work were put in by those attending the convention, the time was none too long to cover the many subjects which came up. There were discussed manufacturing problems, relative popularity of various styles and finishes, the proposed line for 1921, sales methods, advertising in magazines, newspapers and billboards, dealers' helps of all kinds, the Sonora bell, co-operation between manufacturer, distributor and dealer, etc.

Geo. E. Brightson on Company's History

Giving a bit of the company's history, Mr. Brightson mentioned that Sonora began business in 1913, doing about $50,000 worth in the first year. This amount hardly covers a day's work now. "Sonora," said Mr. Brightson, "could, as a matter of fact, sell all its products in New York City alone, but Sonora is looking toward the future and wishes to have the right kind of dealers to build a firm foundation for a national business. The phonograph business," he explained, "is not like dry goods. Distributors must buy in the slack season and hold goods for the busy season. It isn't possible to make all deliveries at one time of the year and sales must be continued throughout the twelve months. This policy of taking instruments during the slack season should be explained to dealers by jobbers so as to keep the output of the company moving at all times."

Wm. H. Lincoln's Remarks

When Wm. H. Lincoln, of Columbus, Ind., began his remarks, the visiting distributors had an opportunity to see the work of the Orinoco Furniture Co. and the Lincoln Chair Co., of which Mr. Lincoln is the head. Around the room were ranged the new Sonora period models comprising Louis XV, Italian Renaissance, Jacobean Jr., Hepplewhite Jr., Gothic Jr., English Renaissance, Adam, Jacobean, Gothic, Hepplewhite and Sheraton.

Mr. Lincoln explained that people who buy fine furniture know what's what. They are very critical. He spoke of the good work which is being done by such magazines as Good Furniture, Country Life, etc., and said that it was no uncommon thing for customers to come into a store with pages torn from these magazines in their hands, trying to find furniture that is in harmony with the furnishings of their homes. The phonograph selected must be right in color and finish and absolutely correct in period.

"There is a wonderful field for fine products in the talking machine line. Sonora," said Mr. Lincoln, "must live up to its name and not only must the phonographic part be right, but the clothing—that is, the cabinet—must be correct. The products of the Orinoco-Lincoln companies are made by men who love their work. Many of them have been with the Lincoln organization from fifteen to thirty years." Nothing is ever allowed to go out of the factory unless it is acceptable to Mr. Lincoln himself and he is more critical than any dealer or customer will ever be.

Mr. Hamlin remarked that he had heard that Mr. Lincoln makes the finest furniture in America. Mr. Hamlin made a plea for standardization of models so that it would not be necessary

(*Continued on page 63*)

Distributors Present at Recent Convention of the Sonora Phonograph Co., Inc.

1, W. R. Davis; 2, J. T. Mayer; 3, L. Golder; 4, W. J. Hamlin; 5, Sewall D. Andrews; 6, B. M. Walthall; 7, W. C. Buschardt; 8, F. J. Coupe; 9, E. H. Caperton; 10, J. W. Desbecker; 11, G. B. Moxley; 12, Chas. T. Malcomb; 13, J. C. Brown; 14, Frank M. Steers; 15, A. H. Trotter; 16, Paul Glynn; 17, Fred E. Yahr; 18, C. L. Marshall; 19, J. T. Crayton; 20, George E. Brightson; 21, John L. Herzog, Jr.; 22, Wm. H. Lincoln; 23, E. N. Upshaw; 24, E. G. Walker; 25, Chas. Vastine; 26, Earl D. Behrends; 27, W. W. Drummy; 28, W. B. Glynn; 29, Thos. E. Burke; 30, L. C. Lincoln; 31, Joseph Wolff; 32, John L. Jackson; 33, Joseph H. Burke; 34, J. T. Pringle; 35, H. A. Fox; 36, F. V.Goodman; 37, John Herzog, Sr.; 38, Graham French.

FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 62)

to make frequent changes in styles or catalogs. Mr. Hamlin referred to the fact that his firm had sold the highest priced cocoa before the war and they have no fear of high prices if quality is present. C. J. Van Houten & Zoon are selling every Sonora they can get and Mr. Hamlin made made that resulted in a plan which, it is believed, will please all Sonora distributors no matter where they may be located.

Questions of equipment and finish were threshed out at length, and as definite information was obtained as to the number of the varimeet requirements until it actually goes to the machines.

L. C. Lincoln on Co-operation With Dealers

L. C. Lincoln, Sonora's advertising manager, outlined the method for co-operating with dealers in advertising. He gave a list of the places

Some Snap-shots Made During the Sonora Convention Period

a vigorous plea for a greatly increased production from now on.

An Interesting Discussion

The discussion as to the popularity of various kinds of wood was opened by Mr. Andrews and after an animated discussion accurate knowledge was obtained of what the various distributors desire for their customers. It was apparent that not every section of the country wants the same goods. The public's taste varies in different parts of the country. Arrangements were finally

ous models which will be wanted, the Sonora factories are now ready to go ahead without delay on next year's program.

Mr. Herzog gave a history of woods as used in furniture making and explained the difference between correct and incorrect methods of manufacturing. In the course of his talk he said that lumber, which now costs $210, could be bought several years ago for $26. He showed the distributors that it is not easy to be absolutely certain that the wood stock which is on hand will

in which Sonora is doing extensive outdoor publicity and mentioned briefly the various sales helps which are available for the use of dealers.

Sonora Distributors' Association Organized

The Sonora Distributors' Association was organized and the following officers elected: President, Frank M. Steers; vice-president, Chas. T. Malcomb; secretary and treasurer, Julian T. Mayer; executive committee, E. N. Upshaw, Fred E. Yahr, Graham French, Walter J. Ham-

(*Continued on page* 64)

FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 63)

lin, G. B. Moxley and Sewall D. Andrews.

The following resolution was offered, expressing the thanks of the Sonora jobbers at the valuable work done at the convention and expressing the satisfaction of all concerned with the progress which was being made:

"Whereas, through the kindness and generosity of the Sonora Co., we, the distributors of the Sonora, have been given the opportunity to assemble together in New York for a three days' conference with the officers and manufacturers of the company, and feeling that we have all greatly profited by the helpful discussion of matters affecting the line, not only as to production, styles, finishes, etc., but also the many other important subjects in respect to the distribution of the Sonora, we therefore desire in this formal manner that the Sonora Co. know of the confidence we have in its entire personnel, and our very high regard for their splendid and unparalleled line, and pledge our increasing and enthusiastic support to them in the further development of their plans.

"We wish to especially convey to Mr. Brightson, president of the Sonora Co., our high regard for the splendid executive ability which he has exhibited in the phenomenal development of his company, and to not only renew our expressions of appreciation and thanks to him for giving us this opportunity for the closer association with him and his capable co-workers in the free and open discussion of Sonora's future plans, but we desire to extend to him also our sincere and earnest wishes for continued health, happiness and prosperity, and that we may be privileged to have his guidance for many years to come in the future successful development of the Sonora phonograph."

Mr. Brightson in a reply outlined the growth of the company and told of the high esteem in which the Sonora is held by bankers. He also pointed out that there is no dull season in the phonograph line.

Discussions on the subjects of finance, discounts, trade acceptances, instrument stamp tax for advertising, etc., followed. The relative merits and reasons for large and small sized space in newspapers and magazines were dwelt on by Mr. Desbecker. The arrangements for handling dealers' advertising in newspapers and billboards were taken up. L. C. Lincoln gave data as to the percentages of the advertising distribution for the current year.

Mr. Wolff spoke on the service the Sonora dealer must give customers. The question of the number of dealers necessary to cover a given sized territory was considered carefully. Mr. Montagnes interested the distributors greatly by reading to them a list of the prices at which Sonoras are sold in Canada. The great increase in price in Canada over that in the United States is due to the many duties, such as import, excise tax, sales tax, etc. The subject of retail stores was taken up by Mr. French, of Philadelphia, and Mr. Steers, of San Francisco.

The business session of the convention closed late Wednesday afternoon and Wednesday evening Sonora distributors saw "Ziegfeld's Follies" and admitted that Flo Z. has very good taste.

Enjoyable Events for Thursday

On Thursday most of Sonora's distributors found their way to headquarters at 279 Broadway and chatted with the heads of the various departments. After a substantial lunch, enlivened by an interesting game played with five cubes, the distributors adjourned to the Polo Grounds and saw one of the best games of the season.

Part of the Sonora contingent whose tastes were more marine than terrestrial accompanied President George E. Brightson to the first of the international yacht races and saw the "Shamrock" come home a winner when the "Resolute" broke its clothes-line, or some other important technical detail.

Although the previous days of the week had been hot and sticky enough for the dweller in the warmest of regions, Friday was delightfully cool and comfortable. At the Garden City Country Club there were vigorous golf battles before and after lunch and in the evening the golf prizes were awarded by a novel arrangement whereby everyone had a fair chance to be the big winner.

Prize Winners at Golf

Wm. H. Lincoln, of the Orinoco Furniture Co., walked off with first prize, and chose a match box. Mr. Vastine took second and selected a hammered silver smoking set. Mr. Drummy traveled away with a silver traveling clock and Mr. Walker was awarded a small silver traveling lamp, the ideal thing for a smoker. A handsome buckled belt went to C. S. Hammond, of Fred'k Loeser & Co., Brooklyn. Consolation prizes of an amusing nature went to Mr. Morris, Mr. Yahr, Mr. Steers and Paul Glynn. Mr. Yahr—in particular distinguished himself by sensational playing, but, owing to the unusual method of awarding prizes, failed to bring home the bacon.

Distributors Pleased With Convention

Every distributor expressed himself as being delighted with the work of the convention and everyone is looking forward to an extraordinarily big year to come. The wide divergence of opinions on practically all subjects was a revelation to the distributors, who quickly comprehended that Sonora's executives have no easy task in satisfying everybody, but by going over each point which arose and considering it from all angles arrangements were made which, it is believed, will satisfy everybody.

This was a real working convention and everyone's opinion was that the convention was a wonderful thing and was of inestimable value in establishing a sound program for 1921 and in bringing about a better understanding and better feeling between the company and the distributors. By knowing just what the plans are

(Continued on page 66)

ACME

Stands for Highest Quality and Prompt Service

WE MANUFACTURE

ACME MICA DIAPHRAGMS

WE SUPPLY AFRICAN AND INDIA RUBY EXCLUSIVELY

Any Size and Any Thickness and Quantity

LET US HAVE YOUR INQUIRY

ACME MICA COMPANY, Incorporated

Importers and Manufacturers

56 BLEECKER ST., Phone, Spring 7197 and 7198 NEW YORK

FOR
Steamships, Theatres and Dancing, Entertainment or Novelty and Numerous Other Purposes

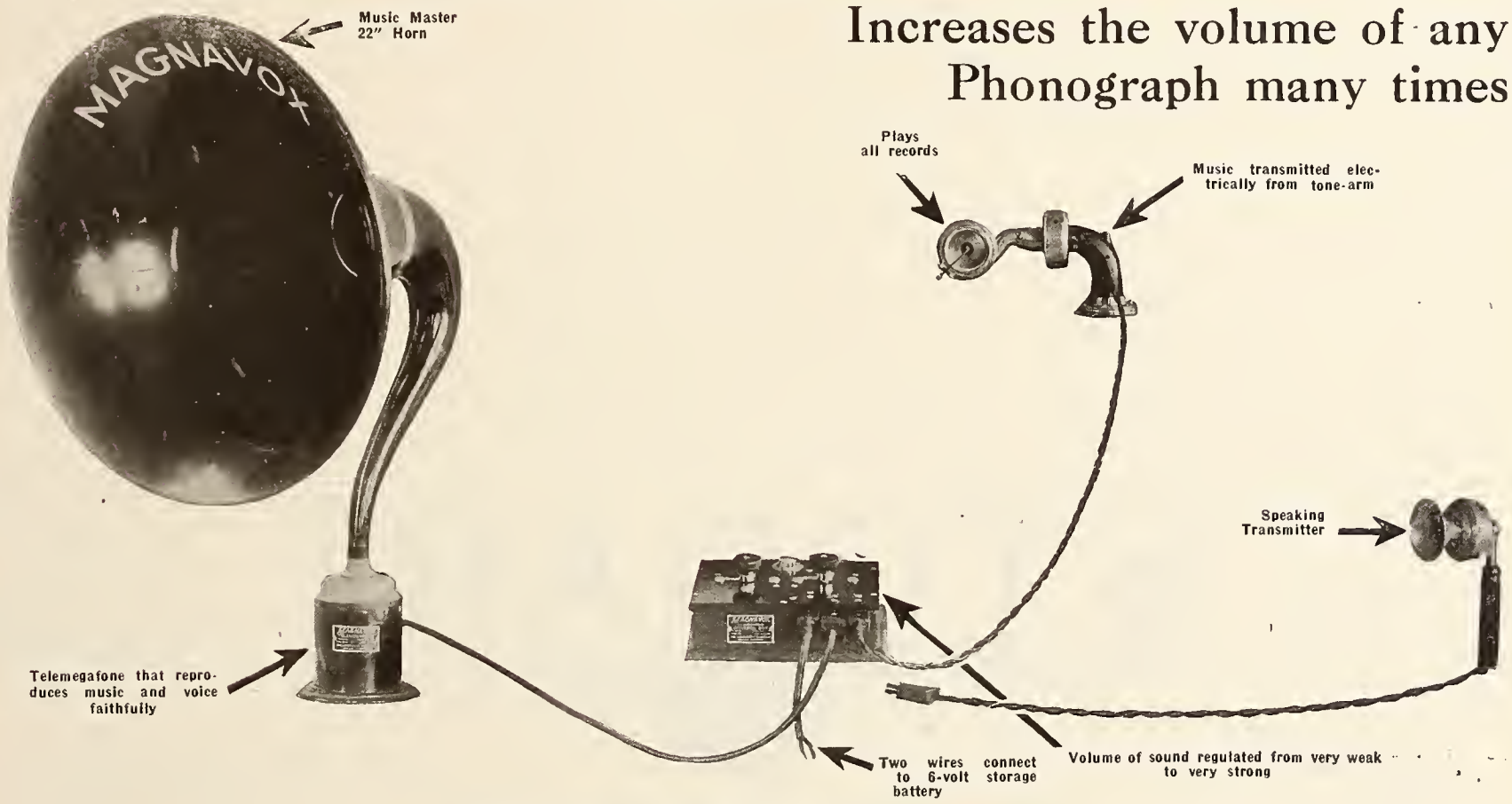
THE MAGNAVOX Co.

PATENTED IN U.S.A. AND FOREIGN COUNTRIES

FOR
Schools, Clubs and Colleges, or Parks, Camps, Summer Resorts, Public Speaking and Announcing

Music and Voice Telemegafone

Increases the volume of any Phonograph many times



Territory Rights Available in all parts of United States

President Wilson
used the Magnavox Telemegafone to talk to 50,000 people at San Diego

Vice-President Marshall's
voice was carried to the tower of the Trinity Church in Washington, D. C., and reproduced with sufficient volume to be heard over the greater part of the city.

The Home of Magnavox Telemegafones, and the famous anti-noise Marine, Commercial and Airplane Telephones

The President's Victory Loan
message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D. C.

This Instrument
has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY

2701-2765 East 14th Street Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS

FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 64)

for the next year Sonora's distributors are in a position to give accurate information to dealers as to what Sonora has to offer them and the distributors, from their own personal knowledge, can explain the great benefits which a Sonora agency brings.

Mr. Jackson said: "I believe that this convention is the biggest thing the Sonora Co. has ever done. It is amazing to learn of the differences of opinion of the various distributors on practically all subjects and it is only in a way like this that a clear idea can be obtained of the distributors' requirements. By reaching definite decisions here the factory will be in a position to give the distributors exactly what they want during the coming year."

Mr. Brightson's Interesting Comments

George E. Brightson, president of Sonora, said: "The convention of Sonora distributors apparently was very successful and I was most deeply impressed by the growth of the Sonora Co. when I saw over a score of Sonora distributors, every one of them a big business man, working in their shirt sleeves without coats or vests in a hot hotel from 10 o'clock in the morning until 6:30 at night. They were working mighty hard too, formulating policies for a business which they all know is their business. We are very grateful indeed for the thought and study which was evidenced by the distributors here and every suggestion and recommendation was carefully written down and will be given our most earnest consideration.

"One remarkable part of the convention, according to my way of thinking, was that when the subject of how to sell Sonoras was reached the topic was dropped in a few minutes without discussion because it was seen that there was nothing to be said. There is no problem of how to sell Sonoras. Our entire time at the convention was devoted in determining what to produce and how to produce it, of the best quality and with the greatest speed of production consistent with the very highest grade of goods, and how to acquaint the public with what we have to sell.

"The most appreciated feature of the convention was the report that no distributor has a stock of goods and that dealers are entirely sold out of Sonoras.

"We can tell you what our next year's business will be now. It will be all that our factories can possibly produce, because the public is waiting for all the Sonoras it can get."

JAZZ INVADES BOSTON COLLEGE

Talking Machine Now Used in Typewriting Classes Brings Remarkable Results and It Looks as if It Would Win Recognition on Its Own Merits—Teacher Explains Methods

Boston has accepted the jazz record! In one of the busy business schools, pardon us, they call it the Boston University College of Secretarial Science—Bostonians are so precise—the classes in typewriting are learning to click off their fifty words a minute to the strains of one of the more modified and subdued jazz records. The blue music has been toned down, or up, to a quiet shade of gray, but still is allowed to retain just enough of its wickedness to make it interesting! Miss Louise H. Smith, teacher of the class, is high in her praise of the experiment, for it is making a group of experts in record time.

Miss Smith explains the principle of the jazz efficiency by saying, "Rhythm in typewriting is the fundamental secret to quick learning. The music not only gives the desired rhythm for the girls to follow, but it takes their minds off the heat and their own inexperience."

And so Miss Smith has her class typing the exercise "r-x-p-g, r-x-p-g" to the latest fox-trot. As practice makes perfect, she increases the speed of the record so that before they realize it, the beginners are swinging along at rates hitherto undreamed of.

Stewart's
—jobbery for the—
Victor Talking Machine Company
Indianapolis

The girls in the class find the idea of music with their lesson is excellent. A time may come when large offices employing dozens of young women typists will install a talking machine to play the latest records while the girls jazz through the business of the day in half the hours they now spend grinding out the daily routine. Of course, it may keep the boss busy poring over the record lists, but his letters will go out on time.

Note the change in our address

STODART

PHONOGRAPH

Note the change in our address

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table. Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

STYLE AA

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out *how* and *why* this Leader can *make money* for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, *General Manager*

Bush Terminal Sales Building

130-132 West 42nd Street NEW YORK

STYLE D

HERE AT LAST IS A REAL NOVELTY

That Means

Profits and Plenty of Them to Every Live Dealer

Every Phonograph Owner is a Prospect

YOU cannot sell any *more* phonographs to phonograph owners. That limits your field in that line. There is a limit to the number of records you can continue to sell to your customers.

The American Home Recorder

can be sold to every owner of a Phonograph. Its appeal is absolutely unique. The opportunity of making their own records has not been heretofore offered to the public.

All you need to do is to demonstrate this wonderful little instrument and you have a sale well under way.

From the standpoint of entertainment it opens up a world of possibilities.

As a help in musical training it will be recognized by every teacher and student. In no other way can a vocalist or instrumentalist listen to his own performance with the opportunity to study, criticize and improve it.

The American Home Recorder unites the family circle and provides entertainment by faithfully recording and reproducing the voices of the loved ones of the home.

It will appeal to business men as the most inexpensive medium for taking dictation on the market. The above features make certain a wonderful sale for the AMERICAN HOME RECORDER in every community.

AMERICAN HOME RECORDER

49 WEST 45th STREET **NEW YORK**

The American Home Recorder

Enables Every One to Make Their Own Records

EACH individual recorder set consists of papier mâché horn, recorder, reproducer, elbow castings, set screws and aluminum disk, wax recording record and chemicals to clean wax record.

The simplicity of operation, ease of attachment of THE AMERICAN HOME RECORDER and moderate price are instantly recognized. Nothing to worry about—nothing to get out of order. A smooth, efficient device that is on the job all the time and will prove one of the fastest money makers in the industry.

JOBBERS:—There is some attractive open territory available on an exclusive zone basis. This is *your* big opportunity. Get in immediate touch with us.

DEALERS:—Let us tell you all about our carefully worked out Dealers' co-operative plan and put you in quick touch with the jobber in your zone.

AMERICAN HOME RECORDER

49 WEST 45th STREET **NEW YORK**

Pablo Casals, whom the critics call the greatest musician in the world, has made seductive 'cello records of Saint-Saens' "The Swan" and Rubinstein's "Melody in F." Good for steady sales. Order big. Columbia 49796 and 49804.

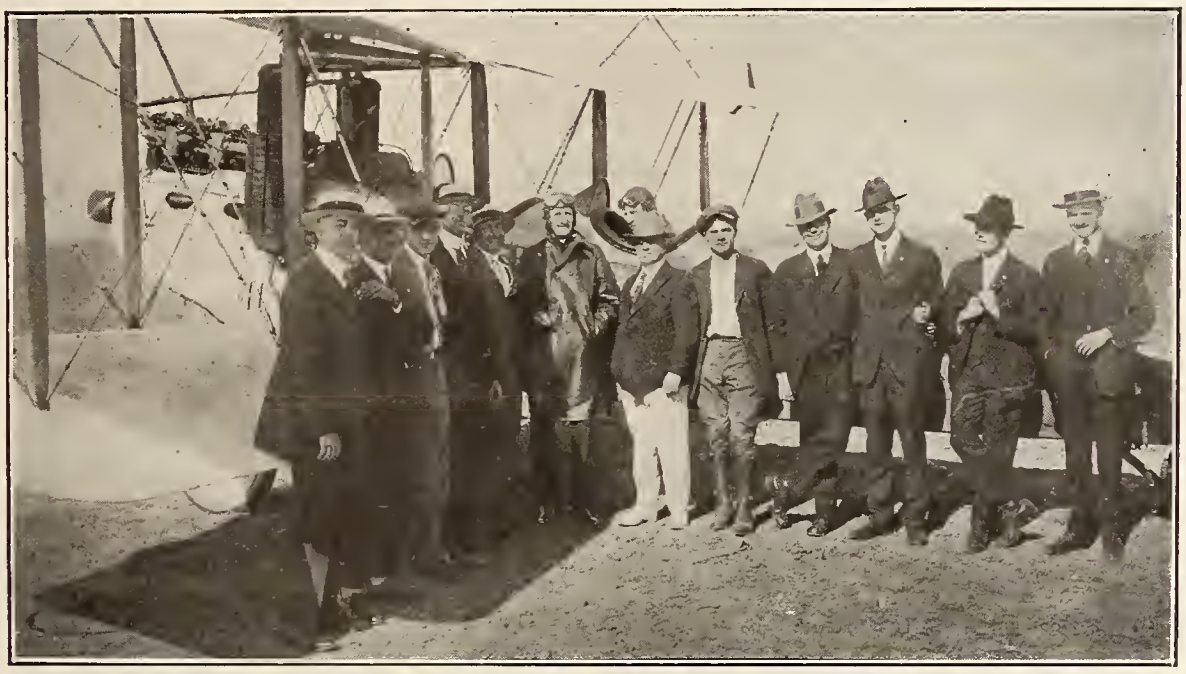
Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

FRED R. SHERMAN MAKES BUSINESS TRIP IN AIRPLANE

Vice-president of Sherman, Clay & Co. Visits Four Branch Houses in a Single Day by Means of Aerial Transportation—Does a Week's Work in Approximately Six Hours

San Francisco, Cal., Aug. 5.—As a result of the successful experience of Fred R. Sherman, vice-president of Sherman, Clay & Co., in visiting five of the company's branch houses in various parts of the State in a single day via airplane, it is not unlikely that the air route will be adopted officially by those who want to clean up the greatest amount of business in the widest territory in the smallest possible space of time.



Fred R. Sherman, on Airplane Tour of Branches, Landing in Sacramento
Left to right—J. C. Van Horn, F. M. Martell, W. O. Willson, M. Camp, Irving L. Heilbron, F. R. Sherman, William Pope Jordan, A. J. Beverly, Ira Jones, H. W. Gray, C. Hazelwood and T. W. Gracie

Utilizing an airplane piloted by Lieut. Pickup, Mr. Sherman left San Francisco early in the morning and visited the company's branch stores in Sacramento, Stockton, Fresno, San Jose and Oakland, and returned to San Francisco headquarters shortly after two o'clock in the afternoon. In each of the cities Mr. Sherman was met by the branch manager and taken in an automobile to the store, where business matters were discussed. Through the use of the airplane and a little system Mr. Sherman covered in approximately six hours what would have required nearly a week to cover under ordinary circumstances.

The accompanying photograph shows Mr. Sherman landing in Sacramento, where he was met by a number of the employes of the branch and accorded an enthusiastic reception on his trip.

INTRODUCE NEW MACHINE LINE

Bloomsburg, Pa., August 6.—The American Talking Machine Co. of this city has placed on the market a new talking machine which will be known as the Americanola. This machine is being manufactured at the company's plant in Bloomsburg and the complete line consists of five standard models.

The company recently increased the capacity of its plant and through the use of excellent railroad facilities is giving its distributors and dealers splendid service. The American Talking Machine Co. is also a distributor for Lyric lateral records and has established many agencies throughout this section of the country.

The "sub-deb" record buyer is sometimes the bane of the poor salesman's existence. He needs to be a mind-reader at least to satisfy her requirements.

POLISH MUSIC ROLLS

POLSKA MUZYKA
Przez Polskich Pianistów

ITALIAN MUSIC ROLLS

MUSICA ITALIANA
Sonata da pianisti Italiani

JEWISH MUSIC ROLLS

אידישע מיוזיק
געשפיעלט ביי אידישע פיאניסטען

AND MALO-RUSSIAN

Offer greatly increased profits from your foreign record trade.

Cut from original scores, interpreted by expert pianists of the same nationality and authentic in every detail.

THE MONOROLL

Four Sizes: 75 cents to $1.75 Retail

Jewish, Italian, Polish and Russian Rolls now ready.

In preparation: Hungarian, Bohemian and Lithuanian Rolls

Made by THE ROSE VALLEY CO., 55th St. and Hunter Ave., Philadelphia

Grasping the *Right* Opportunity Brings Success!

THE AEOLIAN-VOCALION DEALERSHIP
IS THE *RIGHT* OPPORTUNITY FOR THE LIVE MERCHANDISER

THE AEOLIAN-VOCALION PHONOGRAPH is the great musical achievement of modern times. ARTISTICALLY, SCIENTIFICALLY and COMMERCIALLY—It is *RIGHT*

IT HAS

TONE QUALITY—
Recognized instantly as *RIGHT*

TONE ARM—
A universal tone arm which will play all makes of records the *RIGHT* way

RECORDS—
Lateral cut, recorded and reproduced *RIGHT*

AN AUTOMATIC STOP—
which is simple, effective and *RIGHT*

THE GRADUOLA—
not only *RIGHT* but the most important development in recent years

CASE DESIGNS—
which are pre-eminently *RIGHT*

FELT INSULATION—
which keeps foreign sounds out of the music—RIGHT!

DEALERS: THIS IS YOUR *RIGHT* OPPORTUNITY

Write today for Contracts and Discounts

We still have some unoccupied territory *LEFT*

WE CONTROL
MINNESOTA - NORTH and SOUTH DAKOTA - MONTANA
WESTERN WISCONSIN - NORTHERN MICHIGAN

STONE PIANO COMPANY
DISTRIBUTORS

Also jobbers for the celebrated Mel-o-dee Rolls. Ask us about them

Minneapolis, Minn.
Stone Building

Fargo, North Dakota
Stone Building

HEADQUARTERS NOW IN NEW YORK

Cirola Phonograph Co. Now Located at 1 West Thirty-fourth Street, New York—Business Broadened Out—Plant in Philadelphia

The executive offices of the Cirola Phonograph Corp. have been moved from their former location in the Colonial Trust Building, Philadelphia, to 1 West Thirty-fourth street, New York City. The Cirola Phonograph Corp. has lately undergone great expansion, not only in working capital but in the organization as well. Those who are directing the destinies of this newly reorganized company from the executive headquarters in this city are Leonard Dresdner, Max Gordan and Daniel Blumenthal. G. D. Giacomo will continue as treasurer of the organization and John de Angelis, who has accomplished much in making the Cirola phonograph so well known, will continue in the sales staff of the organization. Whereas the factory of the company will still be maintained in Philadelphia, a large assembling plant has been installed at 333-339 West Thirty-sixth street, New York City.

EMERSON TRAVELERS ACTIVE

Sales Organization of Emerson Phonograph Co. Co-operating With Jobbers to Advantage—Introduce Retail Merchandising Campaigns Featuring the Emerson Phonograph

J. I. Carroll, manager of sales of the Emerson Phonograph Co., has been receiving excellent reports from the members of his sales organization regarding the progress they are making in the introduction of the new Emerson phonograph. Harvey Morrison, assistant to Mr. Carroll; Robt. MacMacken and Chas. F. Usher have been spending several weeks in Washington, Philadelphia and eastern Pennsylvania developing business for the Emerson jobbers in behalf of Emerson phonographs. Their efforts have produced splendid results and many important connections have been established.

Wm. H. Shire, field manager of the company, is now in the West on an important trip, which will include a visit to Emerson distributors between New York and Omaha. According to his present plans, Mr. Shire will visit about ten jobbers, and his activities will be devoted to the complete Emerson line.

M. O. Giles, of the sales staff, has been spending some time with the various jobbers, assisting them in developing Emerson phonograph business. At the present time he is working in conjunction with the sales organization of the Marshall Wells Co., Duluth, Minn., and before returning to New York will call upon the jobbers in the South and Southwest, working along similar lines and co-operating with the jobbers in their phonograph campaigns.

After completing his work in the Philadelphia territory Mr. Usher left for New York State, where he is spending several weeks with the Emerson jobber at Syracuse, N. Y., the Emerson Products Co. Mr. Usher is working with the salesmen connected with this branch and important merchandising plans in connection with the Emerson Phonograph Co. will be introduced in this territory.

According to present arrangements, Mr. MacMacken will soon leave for Boston, Mass., where he will stay for several weeks, working in conjunction with the New England distributors of Emerson products in that territory.

Mr. Carroll is planning to leave shortly for a visit to the jobbers in New York State and Boston, subsequent to which he will probably make an extensive Western trip.

H. C. HAWKER WITH ORMES, INC.

Well-known Talking Machine Man Will Cover New York City Territory for This Concern

Ormes, Inc., Victor distributor of New York City, has announced the appointment of Harry C. Hawker to the sales staff. Mr. Hawker is an experienced talking machine man, part of his experience being from the standpoint of the dealer. He has a pleasing personality and will doubtlessly make many friends throughout the New York City territory which he will cover for Ormes, Inc. Mr. Hawker succeeds S. A. Saunders, who recently resigned from the Ormes staff. H. E. Beauregard of the Ormes sales staff received a prize of $25 from the Penn Phonograph Co. of Philadelphia for his excellent sales record of the Penn-Victor dogs produced by that company.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

OCCUPYING NEW BUILDING

Schmelzer Arms Co. Moves Into New Home—A. A. Trostler Discusses General Conditions

Kansas City, Mo., August 6.—The Schmelzer Arms Co., of this city, Victor wholesalers, have moved into their new building and the various departments are being whipped into shape as rapidly as possible.

Many out-of-town dealers who have called at the company's new home in the past few weeks are unanimous in expressing the opinion that the Victrola department in this new building will occupy one of the finest homes in the talking machine industry in the West. Equipment, fixtures and order-handling facilities are noteworthy for their efficiency and plans are being made to give the Victor dealers in this territory maximum service and co-operation.

In a recent chat with The World, A. A. Trostler, secretary of the company, commented as follows upon general conditions:

"The prospects in this territory were never better, for we have the second largest wheat crop in this country and as for corn, we really do not know what we are going to do with all of it. You know this is an agricultural territory and wheat and corn are our mainstays.

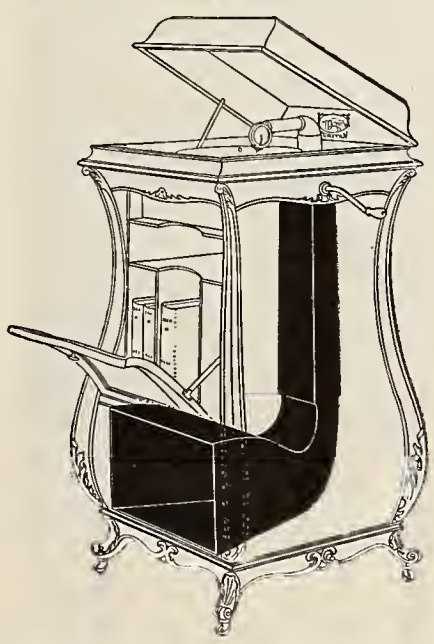
"The dealers are very optimistic and are continually asking for goods and we, in turn, are advising them that they will receive more merchandise this Fall than ever before, because we know that the Victor Talking Machine Co. is going to do everything it can to bring its production up to meet the demand."

The plan may be good, and the product may be good, but success comes only when it is pushed by a good man.

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

REED
The Music House of Service



Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

Phonographs and Accessories

Operaphone Records and Melodee Rolls

(Write us for our special August Discount)

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE
VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms
Counters Racks

Our Specialty—Write for catalog

Universal Display Fixtures For Your Every Need — 40% off list

THE REED COMPANY *INC.*

5748-50 Ellsworth Avenue -:- -:- -:- Pittsburgh, Penna.

REGINA Phonograph

"The Regina will play any record better than you have ever heard it played before"

A MESSAGE

FOR over a quarter of a century The Regina Co. has manufactured the Regina Music Box, a product of the highest standard.

The Regina line of phonographs also represents the same high quality that has always been the Regina standard.

The Regina mechanism is manufactured in its entirety in our own plant at Rahway, N. J., and is not an assembled product.

We say: "The Regina will play any record better than you have ever heard it played before." That is a statement we stand ready to back to the limit; and, remember, it is made by an organization noted for its musical instruments.

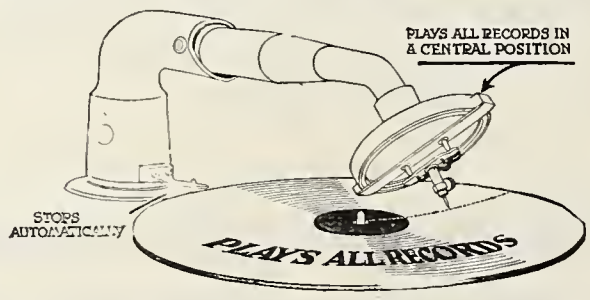
Exclusive patented features make the Regina instrument a sales creator. You must investigate this.

Excellent distributing facilities and increased production guarantee prompt deliveries.

Quality—Distinctive Features—Prompt Shipments—Liberal Profits—Dealer Helps—and an organization of years of experience in the musical industry await Regina Dealers.

825

Perfect Tone Expression



The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is *Nature's Tone* in phonographs. The central position of the reproducer prevents wear and friction on *all* records. Plays *all* disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record and reducing surface noises.

901

THE REGINA CO., 47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

REGINA Phonograph

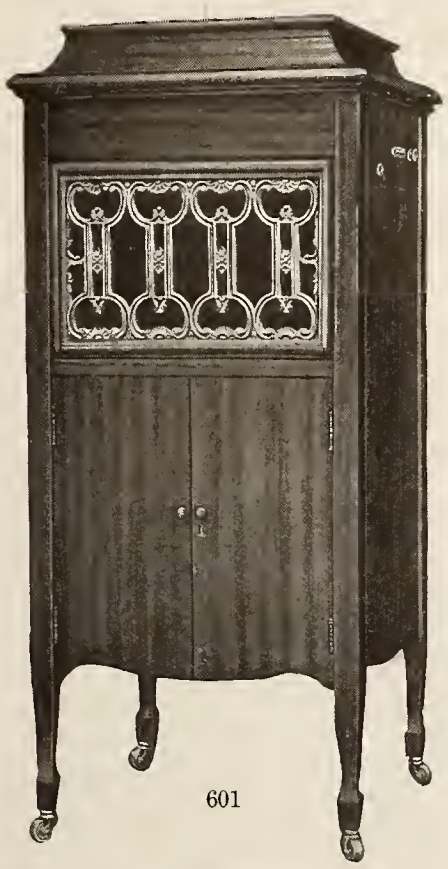
"The Regina will play any record better than you have ever heard it played before"

A Sales Creator

Amplifying Sound Chamber—Constructed along scientific lines, so as to give the right depth of tone; it sends the sound waves out in a tone of rare beauty and perfect naturalness.

Reproducer—A distinct and exclusive feature, patented by us. *No attachments or universal joints required.* The body of the reproducer is rotated around the axis of the needle, either right or left; thus assuring the proper path on all records. This prevents wear and damage to the records. (See illustration on opposite page.)

"Nature's" Diaphragm—made in a distinct form, exclusively our own patent, plays every record with a most *natural tone*, free from blasts or shrills, nor are nasal or metallic effects noticeable. The special constructed Regina diaphragms will bring out all variations, whether vocal, piano or violin, in a better quality of mellow tone than has heretofore been produced.



601

Start and Stop Push Buttons—very simple; an exclusive and modern feature in cabinet types. Push the button and "off she goes." Another push button stops the machine.

Automatic Stop—simple and convenient. Used in cabinet types. A most precise and never-failing device.

Tone Modifier—in a Regina, is a very effective device to control the soft, smooth velvety music or bring out the best merry-whirl "jazz." Just turn a knob. Model No. 403 does not contain this feature.

Spring Motors—the highest type, simple, durable, powerful, noiseless, smooth and steady running. With one winding they will run up to thirty minutes, according to the size and style of instrument. All motors can be wound while playing.

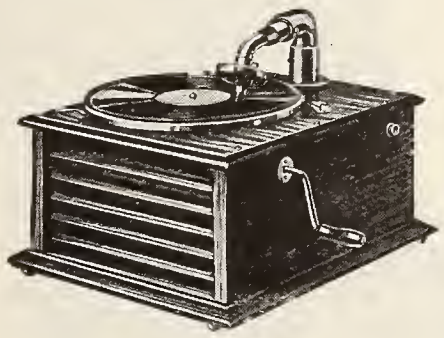
Cabinets—are aristocrats in richness. Connoisseurs in art appreciate the gracefulness in design; exquisite beauty in finish.

Workmanship—The entire mechanism is manufactured by skilled workmen in our own factory (not merely assembled) at Rahway, N.J., where the greatest care is exercised in the making. "Quality" is our watchword from start to finish.

Guarantee—For over a quarter of a century, we have had a world-wide reputation of manufacturing musical instruments of the highest grade and have always stood behind all our merchandise. This reputation is upheld in the Regina Phonograph.

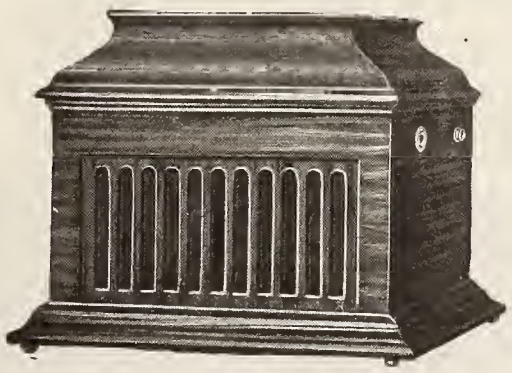
801

551



403

Eight Models—***$40.00*** to ***$375.00***



501

701

THE REGINA CO.,

47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

The Polish that Constantly Restores the "Finish"

Reflexo Polish is an easy-selling profit-puller because it really gives new life, by restoring the factory finish to the varnished surface.

(Write for Samples and Prices of Reflexo Needles and Polish)

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue

At 34th Street New York City Suite 1003

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

The "BLUE STEEL" NEEDLE that "Holds the Record" for popularity

PLAYS TEN RECORDS

Making the Rainy Day Produce Talking Machine Sales in Summer Months :: :: By A. L. Ray

Here is the interesting story of a talker man who prayed for rain! He did this unusual thing not because he was a farmer but because he sold talking machines and records. You dealers who complain that last week's sales showed a marked falling off due to the rainy weather can find much good advice in this man's story, for he capitalized the shining drops and made them rain golden dollars into his pocketbook. We'll start at the beginning and give you sufficient atmosphere and local color to let you see what it is all about.

He was a man who was in the habit of spending a part of his summer vacation at the popular hotels and summer resorts where the public came to find diversion and enjoyment to make them forget how hard they had to work back home to keep the home fires burning in the winter time and buy porch chairs for the summer. He was a student of human nature and noticed how blue the world became when the rain descended in the mountains and the guests were obliged to gather on the porch of the hotel and pray for the sun to come back again. After the usual number of topics was exhausted and Mrs. Grundy no longer had anything to offer, the guests became the most bored collection of people imaginable. They did not know what to do and were craving anything in the way of excitement. This only happened one summer at this particular hotel, for he took steps to remedy the situation in the following manner:

He got together a sort of catalog containing the hotels, cottages and resorts within easy distance of his store and the names of the guests and proprietors. Next he collected a staff of salesmen who were artists, entertainers, diplomats and even dancing teachers. When a stormy day came along during the vacation season he would send these men out to the resorts, laden with talking machines and a carefully chosen selection of records. These salesmen timed their visits so as to arrive during that well known hour of the day when the gloom and dejection of the shut-in guests were at the breaking point and they were considering the best way to get back to the city. Picture the unhappy mortals clustered in silent groups about the hotel. Into the midst of all this unhappiness comes the salesman, wet but cheerful, with a smile which brings joy to every dejected heart. He bustles in and announces that he has come to bring the sunshine back again and make this vacation the best they ever had. And the way he does it makes you believe him before he makes his demonstration. The guests gather to hear his record recital and forget their troubles.

At the end of the performance everyone is in a good humor again and the alert salesman takes the opportunity to distribute his literature and take any orders if the guests should care to place them. His order books are soon full and he goes away with enough business to make it necessary to add some more sheets to the company's books.

Even the Rainy Days Can Be Made To Bring in Sales When Proper Methods Are Employed by the Progressive Dealer

His work during the entertainment is not necessarily confined to demonstration records alone, for many times he has a chance to teach his hearers the newest steps in dancing and becomes for the moment the popular hero. With the records of the latest hits played at just the right tempo he injects into the gathering that spirit of enthusiasm which will linger in the minds of the guests and make them rush for the store when they return home and get the pieces for their own use.

So much for the out-of-town campaign. But this dealer who prayed for rain did not confine his efforts to the summer resorts entirely but found another field for profit right in his city. By means of effective window advertising he makes his store appeal to the wet passer-by as a cozy haven of refuge from the storm where he may stop and be entertained while the rain lasts. Through his newspaper advertising he encourages people to come to his store when the rain makes them blue and disconsolate, and tells them that he will be glad to entertain them with no obligation whatsoever on their part. He carries his campaign into the homes of his customers or prospects.

One of his regular patrons whom we will call Jones, just for the sake of being original, comes into the store to buy some records and the dealer gets a list of all of Jones' friends. When the next rainy day comes along, these friends are invited by telephone to come to the store to hear one of the rainy day concerts which the firm is beginning this summer. They have been selected from among the talking machine owners of the city as the ones who would be most interested in this kind of music and are cordially invited to spend the afternoon at the store. The idea is subtly instilled into the hearer's mind that this is a splendid chance to get a little diversion for nothing and he never fails to come in a hurry.

As for the records themselves, there are so many different classes and kinds that a suitable program can be arranged for any situation and even the most pessimistic person can be made to laugh his troubles away by hearing the many excellent humorous records made by the leading comedians in the country. When the public gets to know the store as a place where they can have a good time, they will not fail to think of it when the rainy weather comes upon them. Now you dealers who have complained about this slack business during bad weather, just stop and consider this story and see if you don't find something worth while in it. If you will make your stores homelike, and take pains to let the people know that you have something to offer them, and then make this felt at the right time, viz., when they are feeling blue and discouraged or irritated at the weather, then you will have no fear of the rainy day and poor business. You will find that people will be only too glad to respond to your efforts, and their appreciation will be measured by your increased sales, not only during the rainy summer weather, but on all other days as well. As a matter of fact, you can hardly conceive of a better form of publicity.

ECLIPSE ADVANCE!

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. M. et F. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

Victor Wholesaler Cleveland, Ohio

DISCRIMINATING dealers are eliminating the unfit and non-standard talking machines.

The "Piknik" accepts the challenge.
A Heineman No. 36 double spring motor,
Blood Universal Tone Arm,
Heavily nickel plated hardware,
Durable album, plywood case,

plus

Compactness, lightness and completeness qualifies it for any race.

Finish and tone qualities put the Piknik in the best class of phonographs.

Dealers will find the Piknik just the small machine they have been looking for.

An excellent phonograph for holiday business.

Catalogue and dealer's proposition upon application.

PIKNIK PORTABLE PHONOGRAPH, Inc., Lakewood, N. J.

MOVES TO NEW QUARTERS

Emerson Record Sales Co. Now Located at 206 Fifth Avenue, New York—Increased Facilities at New Headquarters Praised by Trade

The Emerson Record Sales Co., local jobber of Emerson phonographs and Emerson records, has moved from 6 East Forty-eighth street to 206 Fifth avenue, New York. The company extended an invitation to local dealers to visit its new home and many Emerson dealers in this territory took advantage of this invitation and inspected the new establishment. In its new quarters the Emerson Record Sales Co. has greatly increased facilities and will be in a position to give excellent co-operation to the dealers in Greater New York.

With the introduction of the new Emerson phonograph, the local sales organization is materially increasing its activities, and judging from the enthusiastic reception accorded this phonograph there is every reason to believe that the Emerson Record Sales Co. will soon outgrow its present quarters and be obliged to arrange for additional floor space in order to handle the requirements of the local trade.

STRADIVARA CAPITAL $20,000,000

The Stradivara Phonograph Co., of Portland, Ore., has increased its capital stock from $4,000,000 to $20,000,000. The Stradivara business on the Coast has grown rapidly during the past year and additional capital was needed to expand the company in other sections.

FILMS INCREASE BRUNSWICK SALES

"Where Harmony Reigns" (In a Flat) Is Latest Advertising Move of Brunswick-Balke-Collender Co.—Dealers May Buy or Rent Film

Hundreds of music dealers are adding a new salesman to their selling force—the same salesman working for all of them, although the dealers are scattered all over the country. This salesman has very peculiar characteristics; he is never late getting to work, he never strikes the boss for a raise in pay and, in towns where local ordinance permits, he will work seven days a week. This salesman's name is "Where Harmony Reigns" (In a Flat). He is the latest advertising motion picture which the Brunswick-Balke-Collender Co. is sending out to work for music dealers.

The use of motion pictures to stimulate Brunswick phonograph sales is by no means an experiment. Films have been a vital part of the Brunswick sales program virtually from the time the phonograph was first placed on the market. It was the success of previous films that caused the Brunswick Co. to put out this last one. Some dealers will buy the film outright, on a cost basis. To other dealers the Brunswick Co. loans the film for a period.

The latest Brunswick picture, the same as previous ones, was produced by the Rothacker Film Mfg. Co. "Where Harmony Reigns" (In a Flat) tells the story of a young married couple in whose apartment "The Melody of Love" has been drowned by the "Anvil Chorus," until the Brunswick finally smooths their troubles.

TRAINING ESSENTIAL TO SUCCESS

Marie Tiffany Warns Aspiring Music Students Against Hasty Preparation—Talking Machine Recognized as a Valuable Aid to Study

The prevalent idea of most young music students that they must go to New York and study with famous teachers if they are to achieve success is deplored by Marie Tiffany, noted operatic and concert soprano and Edison artist.

By far the majority of American students are in too much of a hurry to get to New York and the advanced training in singing, and give too little effort to the important elementary work with the home teacher, Miss Tiffany declares.

"In these days of reproduced sound it is an easy matter to become conversant with a foreign language, even if there is no teacher of foreign languages in one's home town. The operatic singer especially must know foreign languages.

"I cannot emphasize too much the importance of continuous work and a thorough education in all branches of music. When the time comes, one must be prepared for success. The opportunity always presents itself. When one learns how to think and to discriminate for one's self, he or she has unquestionably learned the big secret of success."

Big men are scarce—there is where the commercial world finds difficulty—there is where ambitious men will find their opportunity in the talking machine trade.

SOUTHERN DISTRIBUTORS

Pathé REG. U.S. PAT. OFF. PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

OKeh Records

10 Big Dance Sellers

4040 10-in $1.00
ON MIAMI SHORE—Waltz, Joseph Knecht's Waldorf Astoria Dance Orchestra.
NOW I KNOW—Fox Trot, Joseph Knecht's Waldorf Astoria Dance Orchestra.

4080 10-in $1.00
MY ISLE OF GOLDEN DREAMS—Waltz, Joe Thomas Sax-o-tette
IN AND OUT—One-Step . . . . . Joe Thomas Sax-o-tette

4090 10-in $1.00
OH! BY JINGO—One-Step . . . . . Rega Dance Orchestra
VENETIAN MOON—Fox Trot . . . . Rega Dance Orchestra

4109 10-in $1.00
WHOSE BABY ARE YOU—One-Step . . . . . All Star Trio
MANYANA—Fox Trot . . . . Green Brothers' Novelty Band

4118 10-in $1.00
IN SWEET SEPTEMBER—Fox Trot, Ray Miller's Black & White Melody Boys
MY SAHARA ROSE—Fox Trot, Harry Raderman's Jazz Orchestra

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill San Francisco, Cal. Toronto, Can London, Eng.

THE IMPORTANCE OF THE TONE ARM

By N. A. KURMAN, New York

From the day that Edison awoke to the fact that a membrane could be used to reproduce the voice to the day when we figure our talking machine production by the thousand units, inventors have ceaselessly worked upon the solution of many phonographic problems. Fundamentally the talking machine is exactly the same to-day as then. A diaphragm is caused to vibrate by means of a stylus, in turn vibrated by impressed undulations. This diaphragm is connected by proper means to a horn. This was the first phonograph, and it is the last to date. The first refinement of a radical nature came with the cabinet, when the horn became a joined affair, with its major portion enclosed. The tone arm then came into being, as a means for coupling the moving sound box to the fixed horn, and presented new features for the inventor to work on.

To-day there are thousands of granted patents upon the talking machine, each claiming the merit of superiority. What is the matter with them all, and with the art? Why is it that to-day, after all these years of combined effort, only a few of these ideas have proven of virtue?

Take the tone arm, for instance. You find it round, hexagonal, oval, square, jointed, jointless, ball bearing, pivoted, some with springs, some springless, all of these either straight, curved or telescopic, and constructed of brass, copper, wood, zinc or aluminum. Which of these is the best? If you pin your faith to copper you are haunted by the fear that brass may be cheaper, and so on. How can a man tell which is the best for his purpose unless he has the sound box and amplifier factors in consideration?

On the day the guns in France stopped roaring conditions changed the world over. A new silk-shirted aristocracy came into being. The day of the spender was at hand. Prohibition, a little later, by keeping many a worker from the corner saloon, gave his wife the chance to buy many of the things that before had been counted among the unattainables. The talking machine came into immense vogue, many machines were placed upon a market that did not pick and choose. Anything went, any old thing that would make a noise—and the more noise the better—commanded a ready sale. No atttention was given to quality. Many makers lost sight of the fact that a talking machine is a family purchase usually made once for all, and many will find that their names mean something that must be lived down if they wish to continue in business. Trash cannot prevail. Already the condition of things have changed—quality is the only thing that counts.

Another condition which I believe is peculiar to this field affects this business. There are fewer technical men in this line than in any other. An egg dealer knows an egg by its middle name, he can tell its age by its teeth, its health by his nose. Any flivver salesman can give a lecture on short notice on the history of the automotive engine. How many makers of talking machines know anything about sound? This explains why we are so grievously afflicted by the crank, the hypnotist and the man with the freak talking point.

Take the tone arm again. Do you really know whether it is proportionate to your other assembly? Is it the best for the horn you have? Then, on the other hand, is your horn the best you can make to suit the tone arm you buy? Can you or your tone arm maker answer these questions?

If you are at all mindful of the signs of the times and desire to put your product on a par with the best, it is up to you to get a good tone arm and sound box combination. Then get an engineer to design your horn amplifier to fit the assembly. This is important, for while all horns are fundamentally the same, the whole virtue of your machine rests upon the proportion of your units. The field has narrowed to the point where beauty and quality alone can sell and if you want to shine you must realize that you can no longer slap together these mediocre assemblies, dignify them with a euphonistic "ola" and expect them to stay sold.

The sound box functions to transform the mechanical record undulations into sound waves. In the tone arm these sound waves are developed as far as their depth is concerned. The horn amplifies them. That's all there is to it. Get a good combination and stick to it. Don't trust your ear or that of your foreman cabinet maker. Do not listen to the hypnotic voice of the wizard who can do wonders with a piece of middle-aged spearmint stuck all over the place. You aim to supply the best. Go at it intelligently; you'll win. You will not have much trouble selling something that's good. Let quality be your talking point. If you cut out the habit of standing in front of one of your own machines and "kidding" yourself you will be on the right track, anyway. When you get something good it will hit you; you will not have to go in a trance to find it out. Take the tone arm, for instance, and think it over.

The man with brain shortage usually has lung power to spare.

CUT YOUR COST IN HALF

USE PAPER

H. G. NEU & CO.

PAPER TWINE ENVELOPES

108 Worth Street New York

Franklin 2049

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS *and* RECORDS

Our New Location at

Penn Avenue and 12th Street

brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor

Sales Room on the first floor.

Mellor's

PITTSBURGH, PA.

THE INDEPENDENT
"SOUL OF HARMONY"

MR. JOBBER

We want you to investigate the Independent line as a ***leading jobbing proposition***

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street, New York City

J. J. DAVIN'S NEW POSITION

Popular Member of Victor Trade Appointed Manager of Eastern Headquarters of Reincke-Ellis Co.—Well Qualified for New Work by Previous Experience in the Industry

The Reincke-Ellis Co., Chicago headquarters for Victor dealers' service items and sales literature, has decided to establish headquarters in New York City, installing a complete building and general offices. The location of the New York quarters will be announced in the very near future and the opening of this branch will insure better service and prompt deliveries to the dealers.

J. J. Davin, one of the best-known members of the local Victor wholesale trade, has been appointed manager of the New York branch of the Reincke-Ellis Co. It was only after six months' persuasion on the part of Arno B. Reincke, president of the company, that A. D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, permitted him to make Mr. Davin a proposition to take over this important post, his consent being given at the recent Victor jobbers' convention in Atlantic City.

Mr. Davin assumed his new duties on August 1, leaving for Chicago, where he is spending three weeks at the Reincke-Ellis plant in that city. He expects to return to New York accompanied by Mr. Reincke about the twentieth of this month and will open the new and complete Eastern organization.

In accepting the management of the Reincke-Ellis Eastern headquarters, Mr. Davin felt that his past experience in the Victor trade would enable him to give the dealers maximum efficiency in the rendition of service work, and he will now come in direct contact with all the Victor wholesalers and retailers in this territory.

The Reincke-Ellis Co. is to be congratulated upon securing Mr. Davin's services, for he has spent practically every minute of his time since entering the Victor field in creating service helps for dealers. He has an extensive acquaintance among Victor dealers and thoroughly understands their problems and requirements.

For the past six years Mr. Davin has been associated with the New York Talking Machine Co. and has steadily advanced in the service of this company until recently he became overseer and manager of the various territories under the direction of H. C. Ernst. He has made a careful study of every phase of the Victor industry and his past experience well qualifies him for his new post.

J. J. Davin

In addition to his various activities, Mr. Davin has always taken a keen interest in the progress of the Talking Machine Men, Inc., the local dealers' association, which includes among its members dealers in New York, New Jersey and Connecticut. At the present time he is president of the service bureau of this Association and in 1919 was presented with a gold watch for the constructive services that he had rendered the Talking Machine Men, Inc. Mr. Davin is a distinct asset to any organization or institution with which he is connected.

PATHE CONCERTS IN LOUISVILLE

Huge Pathé Phonograph With Amplifiers Is Demonstrated in Shelby Park—Crowds Dance to Music, Which Is Heard for Great Distance

Louisville, Ky., August 5.—Last week saw the operation at Shelby Park of the huge phonograph presented to the Louisville Board of Park Commissioners by the Pathé Frères Phonograph Co., through Peter L. Atherton, president of the Prestonia Mfg. Co., which makes cabinets for the Pathé. An afternoon and a night concert, followed by dancing, were participated in by large crowds and everyone seemed to have a good time. M. H. Crawford, president of the Park Commission, introduced Mr. Atherton, who made the formal speech of presentation. Mayor Smith, on behalf of the city of Louisville, accepted the gift and suitably expressed his thanks to the Pathé Frères Phonograph Co. and Mr. Atherton.

The machine is specially built and is equipped with amplifiers and can be heard for a great distance. Other instruments of a similar nature will be installed as soon as they are constructed.

MALDEN VICTOR DEALER ENLARGES

The Henry W. Upham Piano Co., Victor dealer of Malden, Mass., is at present enlarging the store at 462 Main street. The floor space will be doubled by the new addition and seven new demonstration booths will be installed. A special concert room, thirty-three feet long, is being planned and will be a great asset to the store in demonstrating special records or talking machines. A general line of musical instruments and musical goods is carried in addition to the Victor stock; in fact, this is a very progressive establishment.

This New ALUMINUM SOUND BOX *is Creating a Sensation!*

NOT ONLY manufacturers but dealers as well are selecting this sound box because it gives a magnificent, pure, rich tone.

THIS sound box (which represents the last word in the construction of devices of this kind) adds greatly to the value of the instrument on which it is placed.

THE materials and workmanship are extraordinarily good.

We can furnish this, bearing your name and trade mark, at *a very low price.*

TODAY write for prices and sample. Test this sound box. Its superiority is at once apparent

PRESTO PHONO PARTS CORPORATION

124-132 PEARL STREET **BROOKLYN, N. Y.**

BEST SELLERS IN GREY GULL RECORDS

Lateral Style

Oh By Jingo.....Sung by Billy Murray There's a Typical Tipperary Over Here, Sung by Mel Eastman	L-2013 10 in. $1.00
Let the Rest of the World Go By Sung by Henry Burr Sahara Rose .....Sung by Mel Eastman	L-2017 10 in. $1.00
I Love the Land of Old Black Joe, Sung by the American Quartette Swanee.....Sung by the Peerless Quartette	L-2011 10 in. $1.00
When He Gave Me You (Mother of Mine), Sung by Henry Burr After You Get What You Want, You Don't Want It, Sung by Mel Eastman	L-2010 10 in. $1.00
Can You Tame Wild Wimmen...Sung by Billy Murray He Went in Like a Lion.....Sung by Billy Murray	L-2016 10 in. $1.00
Lucille, Fox-trot.....By Starita Saxophone Sextette My Isle of Golden Dreams, Waltz, By Starita Saxophone Sextette	L-1011 10 in. $1.00
Venetian Moon, Fox-trot.....By Gilt Edge Four Beale Street Blues, Fox-trot.....By Gilt Edge Four	L-1014 10 in. $1.00
I've Got the Profiteering Blues...Sung by Billy Murray But, She's Just a Little Bit Crazy, Sung by Mel Eastman	L-2012 10 in. $1.00
The Crocodile, Fox-trot.....By Grey Gull Dance Band Alexandria (From Aphrodite), Fox-trot, By Grey Gull Dance Band	L-1002 10 in. $1.00
Venetian Moon.....Sung by the Sterling Trio Golden Gate.....Sung by Campbell and Burr	L-2014 10 in. $1.00
Dardanella, Fox-trot.....By Grey Gull Dance Band Slide, Kelly, Slide, One-step..By Grey Gull Dance Band	L-1003 10 in. $1.00
Just Like the Rose, Fox-trot.....By Gilt Edge Four Lost John's Melody, Fox-trot.....By Gilt Edge Four	L-1015 10 in. $1.00

Two-In-One Style

(Hill and Dale Cut)

I've Got the Profiteering Blues..Sung by Billy Murray Tiddle-Dee Winks at All the Men, Sung by Billy Murray Was There Ever a Pal Like You, Sung by Mel Eastman Nobody Knows, and Nobody Seems to Care, Sung by Mel Eastman	H-2007 10 in. $1.00
Oh, Fox-trot .....By Gilt Edge Four Beale Street Blues, Fox-trot.....By Gilt Edge Four Just Like the Rose, Fox-trot.....By Gilt Edge Four Lost John's Melody, Fox-trot.....By Gilt Edge Four	H-1007 10 in. $1.00
Silver Threads Among the Gold...Sung by Henry Burr In the Gloaming.....Sung by Henry Burr Carry Me Back to Old Virginny, Sung By Stetson Humphrey Darling Nellie Gray.....Sung by Stetson Humphrey	H-2008 10 in. $1.00
Washington Post March..By Grey Gull Military Band Liberty Bell March.....By Grey Gull Military Band Manhattan Beach March..By Grey Gull Military Band King Cotton March.....By Grey Gull Military Band	H-4004 10 in. $1.00
Up the Street March.....By Grey Gull Military Band Cruiser Harvard March...By Grey Gull Military Band Second Regiment March..By Grey Gull Military Band Boston Commandery March, By Grey Gull Military Band	H-4005 10 in. $1.00
Kathleen Mavourneen.....Sung by Stetson Humphrey Believe Me, If All Those Endearing Young Charms, Sung by Stetson Humphrey Old Black Joe.....Sung by Dr. A. J. Harpin Old Folks at Home.....Sung by Stetson Humphrey Dixie.....Sung by Dr. A. J. Harpin	H-2005 10 in. $1.00

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.

Grey Gull Records
Boston

INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

*Name*_____

*Address*_____

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT

RIVERDALE, N. J.

Phone	Telegrams
No. 2 Pompton Lakes N. J.	Prescott, Pompton Lakes N. J.

OUTLOOK PLEASES ATLANTANS

Carroll Furniture Co. Handling the Brunswick—Phillips & Crew Open in Greenville, S. C.—Haverty's Big Columbia Trade—E. H. Goodhart to Be a Candidate for Mayor

Atlanta, Ga., August 5.—Although July is mid-Summer and is usually dull in nearly all retail lines, the talking machine dealers in this city report good business during the month just closed.

The Carroll Furniture Co., a new firm in the city, which bought the former store of the Zaban Furniture Co., and who, as stated in these columns last month, has qualified as a Brunswick dealer, reports, through E. E. Thornton, manager of the Brunswick department, that the business in July was double that of June and that the outlook for the future is good. This firm expects a little later to completely remodel and enlarge the phonograph section, preparatory to doing as large a business as any house in the city.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, have opened an additional store in Greenville, S. C., completely stocked with the best grades of musical merchandise. They now operate stores in Atlanta, Savannah and Greenville, S. C.

The Haverty Furniture Co. continues to book a fine business on the Columbia line. The use of space in the local newspapers is still the wonder of every one who reads its advertisements, and excellent returns are being secured. No dealer in the South has ever entered into an advertising campaign on a broader scale, nor made any more liberal offer to prospective customers of high-grade talking machines and records. Reports from the chain stores in Birmingham, Memphis and Savannah; Columbia and Charleston, S. C.; and Dallas and Houston, Tex., indicate good volume on the Columbia line.

The Atlanta Phonograph Co., Columbia dealer, reports that J. P. Riley and family have recently returned from an automobile vacation trip through Florida, and that business with it is very good. It has recently added to its sales force to take care of the increased business.

E. H. Goodhart, of the Goodhart-Tompkins Co., Victor dealer, is a candidate for Mayor in the coming city election, and the prospects for his election seem good. He is endeavoring to get all the women to vote for him, suffrage having been given the women by agreement (in the city election only). J. F. Neece, manager of the Victrola department, recently returned from a trip East.

The following jobbers or distributors are all having a large volume of business: Brunswick-Balke-Collender Co. (Brunswick), Columbia Graphophone Co. (Columbia), Elyea Co. (Victor), Rawson-Upshaw Co. (Sonora and Emerson records) and Phonographs, Inc., the Edison Shop and the Diamond Disc Shop (Edison).

EMERSON JOBBERS VISIT NEW YORK

Representatives From Other Cities Entertained at Fifth Avenue Headquarters

During the past few weeks quite a number of Emerson jobbers visited the headquarters of the company at 206 Fifth avenue. Among the callers were J. C. Brown, of the Hessig-Ellis Drug Co., Memphis, Tenn.; E. G. Walker, Strevell-Paterson Hardware Co., Salt Lake City, Utah; W. T. Buschardt, Southern Drug Co., Houston, Tex.; Mr. and Mrs. E. N. Upshaw and Mr. and Mrs. Hagedorn, of the Southern Sonora Co., Atlanta, Ga., and C. L. Marshall, of Cleveland and Detroit.

These jobbers spent several days with the executives of the company and after discussing important business affairs were entertained socially. They all spoke enthusiastically regarding the outlook for the Fall season and promised big things for Emerson this Fall. Their sales totals this year have been far beyond expectations.

BLANDIN

Any Phonograph capable of reproducing piano and violin records perfectly will reproduce any record perfectly. We invite your inquiry on the Blandin.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

PAYS TRIBUTE TO INDUSTRY

Professional Artists Recognize Immense Value of the Talking Machine

Few people outside the ranks of professional artists who have been fortunate in making successful records have any conception of what the talking machine has done for music in America. "Artists no longer find it difficult to sing in smaller towns," said Sophie Braslau in a recent interview. "Serious numbers instead of being unknown quantities are understood everywhere, because everywhere they have been made familiar through frequent hearings on the records."

There is no accounting for musical tastes, so don't try—just accept them and sell your records accordingly.

Victor Victrola

The World's Musical Instrument

AS with every product, the Talking Machine has its acknowledged standard. Wherever you may go, and you may travel the world over, the superlative merits of the Victor products are readily admitted. The high pinnacle on which the Victrola is held throughout the universe rightly classifies it as "The World's Musical Instrument."

Victor supremacy is the result of many years of faithful, conscientious, and costly labor on the part of the parent company, backed up by the steadfast loyalty of reputable distributors and dealers.

As Victor distributors, we aim to be as efficient in our service as the Victrola is in its performance.

C. BRUNO & SON

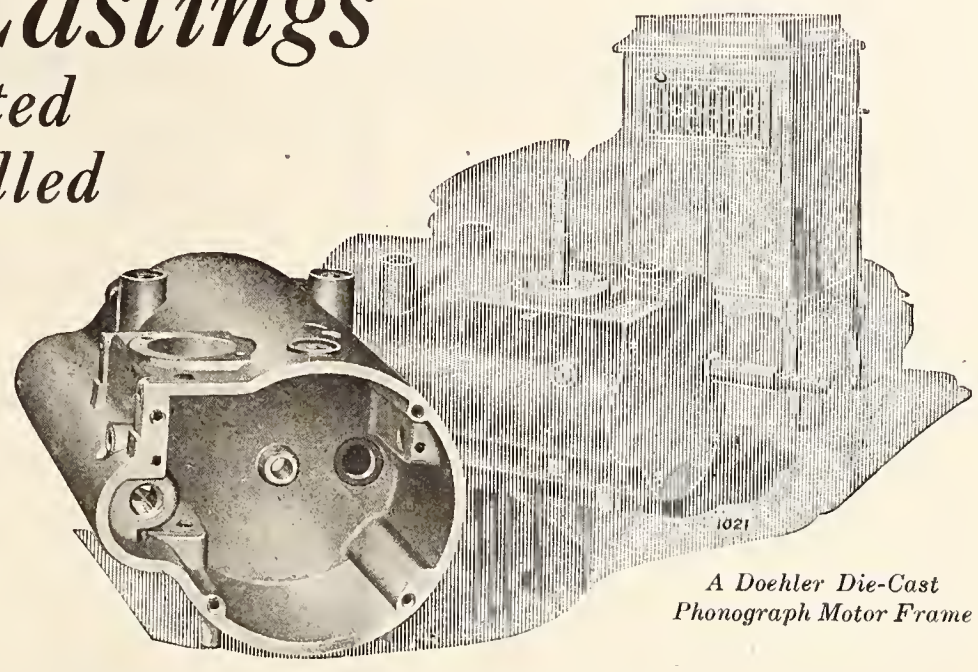
INCORPORATED

Victor Distributors to the Dealer Only

351-353 Fourth Avenue **New York**

Doehler Die-Castings

—often imitated but never equalled



A Doehler Die-Cast Phonograph Motor Frame

Strength, uniformity, accuracy and finish most closely approach perfection in the die-castings made by Doehler.

There is a fineness to Doehler Die-Castings—others have sought to duplicate it—but the men who want die-castings (tone arms, motor frames and other parts) to reflect credit on their product standardize on Doehler. It is worth their while—and yours.

Let Doehler advise you — no obligation

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. | CENTRAL PLANT TOLEDO, OHIO. | WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

GRAFONOLA ON SPECIAL TRAIN

New York Delegation Attending Senator Harding's Notification Ceremonies Entertained by Columbia Grafonola on Their Western Trip

A Columbia Grafonola L-2, with a collection of Columbia records, entertained the Republicans from Greater New York on the special train which left New York recently for Marion, O. This delegation attended the ceremonies incidental to Senator Harding's notification, and among the records provided for their trip were speeches by Senator Harding and Governor Coolidge, candidates for President and Vice-President respectively. These records, which were produced for the Columbia Graphophone Co. under the direction of the Nation's Forum, were enthusiastically received by the Republican delegation on this special train, and a similar reception was accorded other Nation's Forum records by prominent Republican statesmen.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO

Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

SPALDING'S ARMY DEBUT

Commanding Officer of Aero Squadron Did Not Recognize Famous Edison Artist

When Albert Spalding, the Edison artist, gave a recital in Dallas a while ago one of the most interested auditors was Major J. W. Swan. It so happened that Major Swan, then Captain Swan, was the first officer that Spalding reported to after enlisting in the air service at Mineola, L. I.

Major Swan's favorite story about Spalding relates that when the violinist reported to him he was on the eve of sailing with the American expeditionary force for Europe. He impressed upon the new recruit the necessity for limiting baggage to a minimum.

"Well," said Spalding, "I don't need much baggage, but I wonder if I might be permitted to take along with me a small violin case?"

"Can you play the violin?" asked Captain Swan. Spalding admitted that he could.

"Well, that's fine," said the captain. "You could cheer us up a lot on the trip over if you could get by with some simple melodies."

Spalding was rather new at that time to military regulations, so he lost no time in convincing the captain that he was not in the army to act as an entertainment committee for the Y. M. C. A. and that he expected to do more flying than playing while in the army.

"Well, that's all right," said Captain Swan, "you can have all the flying you want, but you must not feel bashful about giving us a nice little tune once in a while."

"And to think," concluded the major, "that I was talking to one of the world's greatest violinists and I did not know that he could even play the banjo."—Fort Worth Record.

TOO MANY LITTLE LOVE SONGS

May Peterson, the Aeolian-Vocalion artist, thinks there are too many parlor ballads. "Oh, if we could only get over the parlor ballads," she says, "the dinky little love song that ends 'For You,' 'Your Eyes,' 'I L-oo-vvvee You' and other songs of the same immortal caliber, things might be better for the composer, and certainly they would be better for the singer. Did you ever hear some six-foot bass with a subterranean voice, and built along the fragile lines of a B. & O. freight car? It is then that our delectable parlor songs shine in all their brilliancy. It is quite wonderful to hear these melodic driblets when sung by some husky singer who is strong enough to do a day's wash."

To Manufacturers

Agency Wanted
for
Phonographs & Records

Forward full particulars with illustrations, Agency terms and deliveries to

Box 27,
A. G. BAYLEY,
31 Broad Street,
Barbados, B. W. I.

NORTHERN DISTRIBUTOR FOR CHENEY

Edward G. Hoch Opens Offices in Minneapolis and Will Distribute the Full Cheney Phonograph Line in That Territory

Of more than passing interest to the trade and to Cheney dealers in the Northern States in particular is the announcement that Edward G. Hoch has been appointed Northern distributor for the Cheney Talking Machine Co. Spacious offices have been opened at 104 Third street, North, Minneapolis, Minn., from which Minnesota, the Dakotas, Wyoming and Montana will be served.

For several years Mr. Hoch has represented the Cheney Talking Machine Co. in this territory and it is worthy of note that in acting as a distributor he is choosing the line he knows so well. Mr. Hoch has also been closely identified with civic and commercial activities around Elkton and Sioux Falls, S. D. Four traveling men will work out of Minneapolis, with early prospects of increasing the force as business warrants.

With a distributing point in Minneapolis, the Cheney Talking Machine Co. is in a position to give dealers in the Northern States the best of service and deliveries and the company looks to an even larger volume of trade from this territory, where the Cheney line is already so favorably known.

DEALERS SHOULD FOLLOW UP FILMS

Dallas Music Industries Association Points Way to Dealers in Booklet Explaining the Use of These New Films in Aiding Business

The Dallas Music Industries Association, which is boosting the cause of music in that city by means of special industrial films, is urging the dealers to follow up these presentations by active campaigning. In a booklet just issued an article on the subject of the piano and music film says:

"Manufacturers everywhere are availing themselves these days of the possibilities inherent in the industrial movie; the film showing their plants and their processes, which is exhibited to selected audiences.

"Often, however, the exhibitors of such a film fall far short of realizing on all the possibilities surrounding its exhibition. The film is shown, the expected amount of interest aroused among members of the audience; then they are allowed to go away and forget all about Mister Manufacturer and his business. For, forget they will unless properly followed up.

"An ideal form of follow-up for the industrial movie is to be found in an attractive leaflet, the unique cut-out folder, or other similar small printed piece which is handed to the audience as they file out, or is displayed on a table near the door, where they may help themselves. The leaflets are packed with the film when it is shipped away for exhibition, together with a circular giving full instructions to the operator concerning the distribution of this advertising matter.

"Thus, at the expenditure of only a small added sum, the film, which perhaps cost hundreds of dollars to 'shoot,' is made infinitely more effective."

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**

Motor Brake Felts

Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

INCREASED INTEREST IN MUSIC

Harry N. Chesebrough, of Oakland, Cal., Returns From Eastern Trip and Finds Player-Piano Great Aid in Musical Appreciation

Oakland, Cal., July 31.—That America is developing into a nation of music-lovers the like of which the world has never seen, is the statement of Harry N. Chesebrough, Oakland musician and music merchant, who has recently returned from the East, where he observed conditions in general and surveyed the musical instrument field in particular.

"I attribute the increasing enthusiasm for music to the development of the player-piano and the talking machine by which anyone can bring the greatest artists into his home at will. These instruments have shown people, who might never have known otherwise, the wonders of fine music, and they have stirred in many of them the desire to interpret the best works for themselves, if not actually to create their own music. Then, too, the widespread instruction in music that has gone on in the public schools the past few years has done much to popularize it.

"Recently a congressional committee that was engaged in fixing the excise tax recognized the popularity of music by classing it after food, raiment and shelter as the fourth necessity of life."

Chesebrough's Eastern trip combined business with pleasure and study, and he spent considerable time in Chicago, Boston and New York buying for his local store at 531 Thirteenth street, where he has taken over the business formerly conducted by Howard E. Brillhart. His return from visits to the W. W. Kimball factory in Chicago, the Pathé plant in Brooklyn and the Hallet & Davis factory in Boston finds his stock replenished and enlarged.

IS THE GOOD TIME COMING?

Perhaps we will some time have a chance to hear our subway conversationalists discuss their favorite record instead of their favorite movie queen.

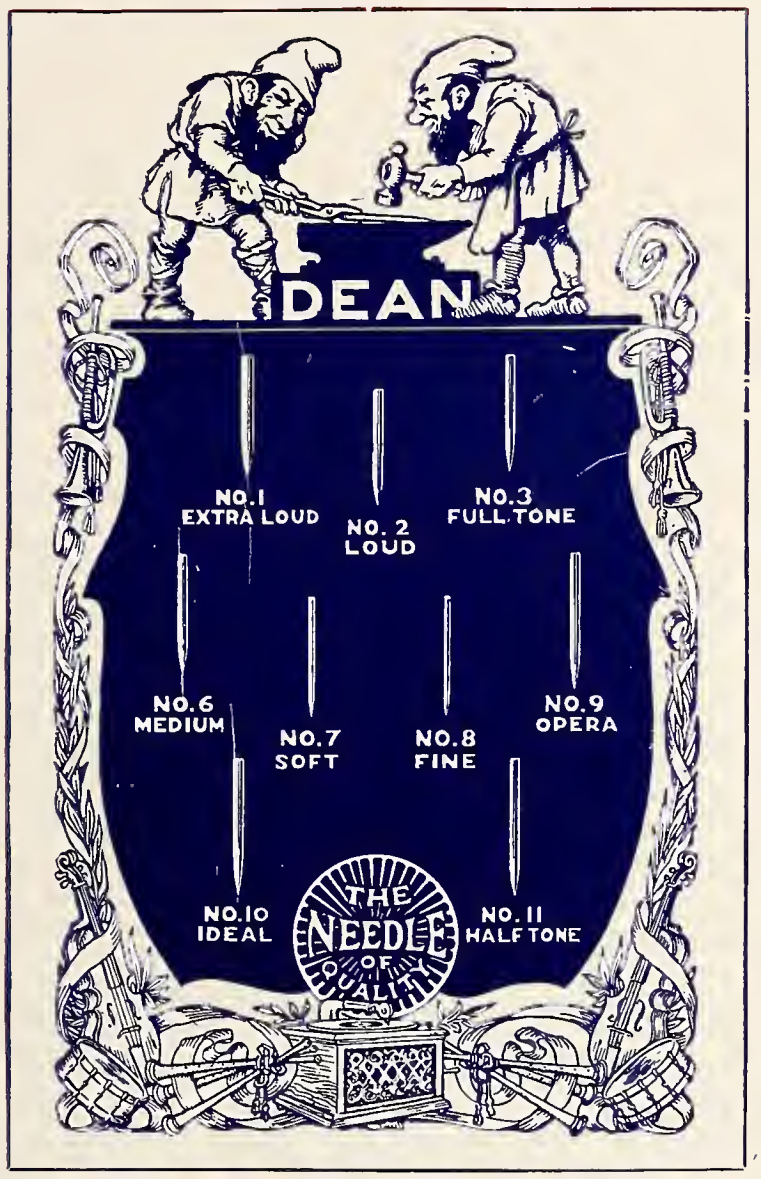
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.



To Jobbers

We can make you an attractive

NEEDLE

proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our "Needle of Quality," Truetone, Cleartone or Puritone envelopes.

All tone variations:—The famous PETMECKY needle—gold and silver-plated needles.

Write us today. Our proposition affords handsome margins of profits.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO SAN FRANCISCO LONDON, ENG.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., August 3.—Mobilizing talking machines for the Presidential campaign appears to have become very popular in this territory, where the output of the Nation's Forum, disposed of through the medium of Columbia dealers, appears to have met with the greatest success. In each case a likely Presidential candidate or some other leader of national prominence speaks in his own voice on some timely subject. In some cases, as is known, the candidates have visited the Columbia laboratories, but in the case of Calvin Coolidge, the Governor of Massachusetts, and the Vice-presidential candidate, the recording outfit was brought here to the State House, so that Coolidge was put to the least possible disadvantage. Locally the Coolidge, Senator Lodge and other records made by political celebrities are having a good sale.

Planning Large Export Trade

R. M. Nelson, general sales manager of the Beacon Co., was in Chicago the middle of the month, whither he went on business in the interests of the company. Mr. Nelson says his concern has been laying the foundations for a large export business and already shipments of Beacon instruments have been made to Norway and England, in both of which places, he says, some important connections have been made. A. R. MacDonald, president of the company, is spending a three weeks' vacation at Eastport, Me. The Norris Piano Co. is the latest Boston concern to take on the Beacon and Mr. Norris has been featuring the instrument in his advertising. The Beacon Co. has inaugurated a rather novel way of advertising its product, which is in the nature of a sticker to be used on letters and packages and is a miniature reproduction of the Beacon instruments.

Stimulating Letter to Columbia Dealers

Branch Manager Fred E. Mann, who always keeps right after the Columbia dealers in his territory, has addressed a sound and convincing circular letter to dealers, which is couched in plain and forcible language which cannot fail to carry weight. In fact, he has lately issued two, a second one following the first by about ten days. In the first one Mr. Mann, after decrying some of the pessimism that some dealers are handing out, says in part, under the very pertinent caption "Optimism in Business:"

"While it is highly probable that the peak of high prices in most lines has been reached and that in some lines there may even be a permanent reduction in prices, as a general proposition it is a safe bet that high prices and high wages will continue for some time to come.

"I want to tell you, gentlemen and ladies of the Columbia dealers' organization, that good and even big business is possible in the retail distribution of Grafonolas and records to-day and the best proof of this statement is the fact that there are a considerable number of Columbia dealers who have failed to become panic stricken and who by putting a little extra effort and intelligent thought behind the moving of their stock are doing as big or bigger business to-day than they have done any time during the past few years. I have talked with a number of dealers during the past three weeks and I find dealers within one or two blocks of each other, one of whom bemoans the fact that business is rotten and he doesn't know what in the world is going to happen this Fall and Winter, while the other one is doing the biggest business of his career and hasn't time to sit and think long enough to enable himself to be surrounded by a gloom cloud.

"We are also going to see it in the ranks of phonograph dealers because this country is reaching the point to-day where the dealer who employs good, sound, constructive merchandising principles and real salesmanship in the distribution of his phonograph product is the dealer who is going to survive and make it impossible for the hit-or-miss type of dealer to continue in business.

"During the past two and a half years Columbia has cleaned house in New England and I have wanted to believe that in reducing our number of dealers from over 500 to less than 300 we had gotten it down to a fast-working, enthusiastic, optimistic organization of dealers, and a majority of the dealers with whom I have talked justified our opinion. But we want to see this spirit dominating 100 per cent of the Columbia dealers in the Boston branch territory. This is no time for gloom. This is no time for fast-spreading pessimism. This is no time to take it for granted that there is no business and therefore decide you won't do any advertising. This is no time to decide that there is no business and that therefore you will pull in your canvassers and trucks.

"A dealer recently bemoaned to me the fact that he had fifty Columbia Grafonolas on hand and he is doing business in the City of Boston. Later in the day another Boston dealer with a comparatively small shop told me that he was averaging from eight to ten Grafonola sales every day and that his record business was prac-

(*Continued on page* 85)

Steinert Service Serves

WHOLESALE

HEADQUARTERS

M. STEINERT & SONS CO.

35 Arch Street :: :: :: :: :: :: Boston

"New England Service for New England Dealers"

EASTERN SERVICE

OUR slogan is again exemplified by our successfully placing Victor goods into the hands of our dealers in the face of embargoes, stevedore strikes and seemingly insurmountable difficulties.

Ask the dealer!

This time our barge "Olive" turned the trick

The Eastern Talking Machine Co.

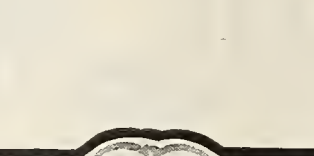
VICTOR WHOLESALERS

8 Essex Street BOSTON

1870
1920

Established 1870

Oldest and Largest Manufacturers of Talking Machine NEEDLES in the World



"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W. H. Bagshaw Company
Lowell, Mass.

Pathé

Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealer is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

tically normal, succeeding a two weeks' slump the early part of May.

"I ask every Columbia dealer to think good business and talk good business; to advertise and send out his canvassers and salesmen with trucks to reap a golden harvest in connection with sales to the smaller towns and rural communities. I am not preaching the doctrine of foolish, irresponsible optimism; rather do I ask you to decline to sacrifice on the altar of panicky emotions the splendid confidence which every red-blooded American has had and should continue to have in the people who make up the greatest country in the world, which has made such a contribution to the rest of the world during the past few years. Business is good with us! Make it good with you by the means which are easily at your disposal."

In the second circular Mr. Mann says, in part: "Don't give the people a chance to forget during the Summer months that you have a well-equipped Grafonola department and are on the job prepared to take care of their requirements in Columbia Grafonolas and records. Business is good generally among Columbia dealers now. Make it good in your own department by recalling the pep and enthusiasm from the vacation on which they were sent even before the vacation season started in some cases."

Now the Phonograph Sales Co.

The Rosen Phonograph Sales Co., at 27 Court square, has been changed to the Phonograph Sales Co., Harry Rosen, president. The company now controls the rights to the Delpheon instrument for Maine, New Hampshire, Massachusetts, Rhode Island, and President Rosen is preparing for a big campaign in all these States.

How Herbert Shoemaker Is Summering

Herbert Shoemaker, of the Eastern Talking Machine Co., is not planning on a vacation at this time, as he is looking forward to his respite from business some time around Christmas. when he goes with his college fraternity, the Delta Kappa Epsilon to Havana, Cuba, where it is to hold its national convention, the organization having been invited by the President of Cuba, who is a Cornell alumnus. Meantime Mr. Shoemaker is spending all his spare time on the Charles River, where he has been rowing as much as twenty-one miles in three days. He has been invited to enter his shell in the singles in the Labor Day regatta.

Transferred to Western Massachusetts

L. H. Richardson, who has been the Victor representative in the State of Maine, has left that territory and has been transferred to western Massachusetts, where he will act in the same capacity.

Conducting Special Educational Classes

Miss Grace Barr, of the educational department of the Victor Co., has been conducting special classes this Summer at Hyannis, her pupils coming largely from the normal schools of Bos-

(*Continued on page* 87)

Curry "SOUND PROOF"
Send for Descriptive Circular
DEMONSTRATION BOOTHS AND RECORD CASES
IN STOCK OR TO ORDER
FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LOAG TRADE MARK
Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album
Standard of Quality to preserve the Records
See Display Ad in This Issue
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

New England Dealers!

The new "Empire" catalogue is now ready for you. Liberal discount and terms. Write us for territory.

New England Piano & Phonograph Co.

Exclusive New England Distributors
405 BOYLSTON STREET : BOSTON, MASS.

Wholesale Distributors:
New England Pianos
New England Player Pianos
Wm. J. Ennis Players
Empire Talking Machine
"The World's Best Phonograph"

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

A Constant Powerful Campaign

The success that has come to Brunswick Dealers has not been accidental. It has been due to Brunswick policies of producing the superlative and letting people know about it.

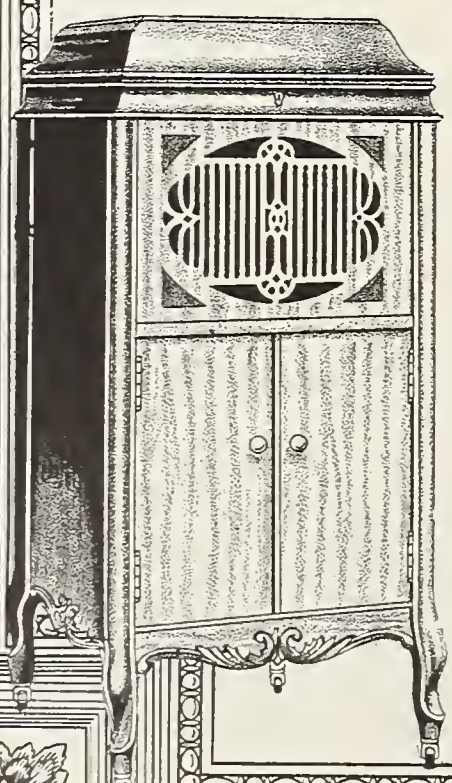
Brunswick advertising, for all these years, has been educational. It has explained how finer tone is attained. It has told about The Brunswick Method of Reproduction and its features, such as The Ultona and the Scientific Amplifier.

These should be interesting to those of us in the trade, but to the prospect they are of vital importance. People are constantly interested in something better.

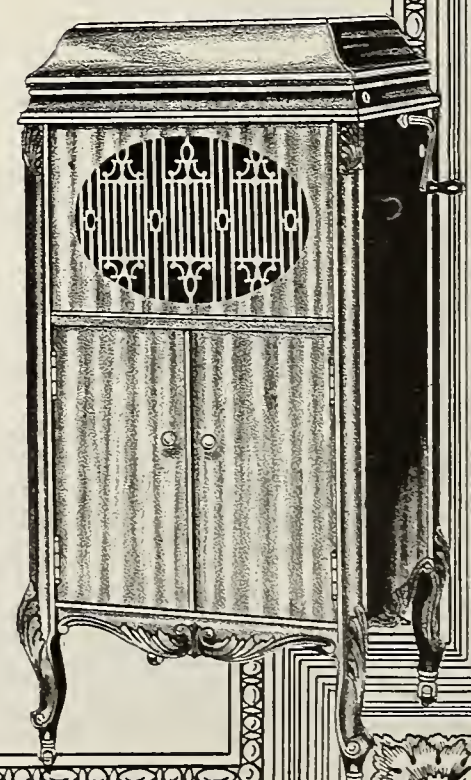
They have come to know that Brunswick stands for superiority. They know that Brunswick is never associated with the ordinary. They have confidence in this great name.

But, best of all, their confidence is confirmed, once they hear the Brunswick. It lives up to our advertising. Tonal superiority is evident to anyone who makes a comparison.

This is building on a firm foundation and every wise business man knows it.



This policy of creating a public ***demand*** is far wiser than being content with public acceptance.



KRAFT-BATES & SPENCER
INCORPORATED

156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS

Steel Needles Jewel Points Albums

Record Brushes Khaki Covers

ton and vicinity. Ralph Silliman, of the Phonograph Supply Co., of New England, is home from his vacation spent at Basin Harbor, Vt. George Rosen, his partner in the very live business which these two young men are building up, plans to go away next month for his vacation.

To Manage Dealer Service Department

J. J. Moore, who has lately come to the local Columbia department from the executive offices in New York, has been made manager of the Dealer Service department, succeeding E. H. McCarthy, who has been promoted to the post of traveling sales associate, with headquarters at Burlington, Vt.

New Brunswick List Makes Hit

Wholesale Manager Fred H. Walter, of the Brunswick, reports that the new monthly list of records is making a big stir among Brunswick enthusiasts and several of the numbers were exhausted soon after their arrival. Later in the season Harry Spencer, head of Kraft, Bates & Spencer, the local distributors, may plan to sign up with other dealers who are anxious to take over territory for this instrument.

C. F. Bruno Now Permanently Settled

Charles F. Bruno, the new head of the Tremont Talking Machine Co., is now permanently settled in Boston and making friends fast among the trade. Mr. Bruno's New York experience has been such that he is perfectly familiar with the talking machine business and he comes here with some Metropolitan ideas which should eventually mean big business for this Boston house.

Where They Are Vacationing

Warren Batchelder, his local manager of the Tremont Talking Machine Co., is taking his vacation at Marblehead, where he and his family have a cottage. Mr. Batchelder was down there for a short visit in July. Ralph Longfellow, of the sales staff of the company, is taking his vacation at Lake Winnepesaukee, N. H.

Off on Southern Trip

Kenneth E. Reed, wholesale manager of the Victor department of the Steinert house, is soon to have as his guest L. C. Mountcastle, who is the special representative of the eight leading Victor artists. Mr. Reed at this writing is starting off on another Southern trip.

F. H. Silliman Heard From

Good news comes from Fred H. Silliman, manager and vice-president of the Pardee, Ellenberger Co., who, with Mrs. Silliman, is over in England visiting his son. The trip over did Mr. Silliman, who was rather tired, a world of good. Mr. and Mrs. Silliman are planning to return home early in September.

Walter Gillis, in charge of the Victor store at the Henry F. Miller Co.'s Boylston street establishment, has been spending two weeks at North Truro, having with him his son, Walter, Jr., who was one of the boys to go overseas at the time of the war.

Frank Horning, of F. H. Horning & Co., Victor retail dealers in Boylston street, is home from a flying visit to Camden, N. J.

Where Geo. A. Dodge Rusticates

George A. Dodge, of the Eastern Talking Machine Co., and his family spent a few days the latter part of the month at Terrace Gables, Falmouth Heights. His son, G. Hovey Dodge, of the same company, took a part of his vacation at the Hull, Nantasket, where he made his headquarters at Hotel Pemberton.

Temporarily Missing From Her Desk

Miss Esther Samuels, the faithful secretary to Wholesale Manager Kenneth Reed, of the Steinert Co., is temporarily missing from her desk. The reason is found in the announcement of her marriage to Max Alman, which took place August 1 at the home of her uncle and aunt, Mr. and Mrs. L. Scheinfeldt, 36 Harvard avenue, Dorchester. Mrs. Alman plans to return to her office duties later in the month.

R. L. Freeman in Nova Scotia

Ralph L. Freeman, director of distribution for the Victor Co., passed through Boston the end of July on his way to Nova Scotia, where he plans to spend his vacation. Last year when Mr. Freeman and his family came this way they put their automobile on the Yarmouth boat, but this time they motored straight through over the roads, via New Hampshire, Maine and New Brunswick.

Guy R. Coner, who has been in charge of the Boston headquarters of the Pardee, Ellenberger Co. during Manager Silliman's absence in England, has been taking a short vacation at Manchester-by-the-Sea; Frank S. Boyd and L. H. Ripley, of the Pardee, Ellenberger Co., and T. E. Dean plan to take their vacations some time this month.

H. L. Pratt, of the executive sales department of the Columbia Co., was a Boston visitor within the past few weeks. Mr. Pratt formerly was a Newton Centre man and succeeded R. E. Rae, who went to Omaha, Neb.

Most of this month Manager Fred E. Mann,

(*Continued on page 88*)

HORTON-GALLO-CREAMER CO

NEW HAVEN CONNECTICUT

"HIS MASTER'S VOICE"

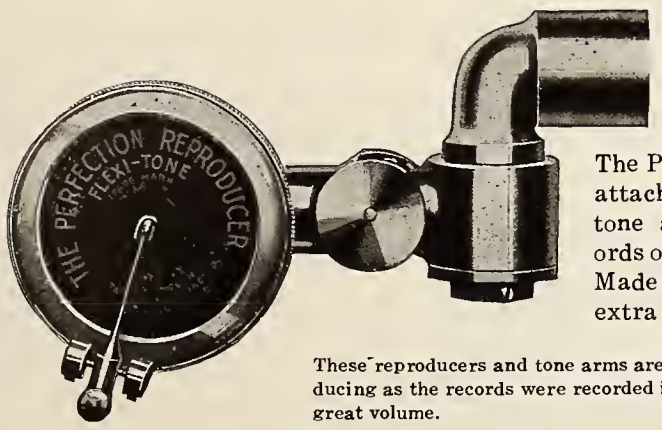
VICTOR SERVICE SPECIALISTS

VICTOR Retailers will find our service distinctive in many respects. We not only aim to co-operate with you, but offer you practical assistance in your merchandising and sales problems.

This service is at your disposal.

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.

COLORADO
Denver—Denver Dry Goods Co.

IOWA
Des Moines—Harger & Blish

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
New York—The Phonograph Corp. of Manhattan

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

MICA DIAPHRAGMS

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - - MASS.

of the Columbia, is spending in his New England territory, where he has started upon a vigorous campaign in seeking closer co-operation among the Columbia dealers and salesmen.

Enlarging Vocalion Co.'s Headquarters

The interior of the Vocalion Co.'s Boylston street headquarters are being considerably renovated. Several new booths are being installed on both sides of the front of the store and the record department also is to be considerably enlarged. Manager E. M. Wheatley is not taking any extended vacation at this time but is contenting himself with week-end trips. Frank B. Lincoln is going the middle of August to North Conway, where he has been for several years. Charles T. Foote will take the latter part of August for his vacation; Harry Staehr, of the wholesale department, and Mr. Clark have just returned from a motor boat cruise in the waters of New York bay and Long Island sound.

Making a Name for Himself

S. A. Colahan, manager of the retail department of the Pathé department at the Hallet & Davis establishment, is making quite a name for himself in the way he has been developing the instrument and record business, and though it is mid-Summer he has made many good sales and has a number of promising prospects on the books.

Returning From Pacific Coast

George Lincoln Parker, the Edison representative in the Colonial building, is expected home this week from his five weeks' trip to the Pacific Coast. While away he visited a number of Coast cities and when he last wrote home he was in Los Angeles, and was planning to make a several days' stay in Chicago. Mr. Parker's trip, it will be recalled, was for both business and pleasure.

Some Timely Comments on Service

A ditch digger works eight hours a day for $3.50—that's labor.

A merchant takes an article he buys for seventy-five cents and sells it for a dollar—that's business.

A man takes a piece of canvas, paints a picture in oils upon it and sells it for $5,000—that's art.

Longfellow took a worthless sheet of paper, wrote a poem on it and made it worth thousands—that's genius.

A banker could write a few words on a slip of paper and make it worth a million—that's capital.

A woman could buy a hat for $12.70, but prefers one for $48—that's ———!

But for a dealer to really carry out this motto: "We buy merchandise for this store as carefully as if we were the ones to use it; we put fair-profit prices on it; we try to sell it so that you will know just what to expect of it; we are here to make it right if it doesn't measure up; we never grow tired of showing goods—in fact, it's a pleasure—until you find what suits; we don't expect you to buy until you do, we are here to help you buy, rather than to sell"—that's service.

The Petmecky Phonograph Co., Inc., has been incorporated at Austin, Tex., with a capital of $100,000.

Anniversary Announcement

1919 OF INTEREST TO NEW ENGLAND DEALERS AND MANUFACTURERS 1920

JUST one year ago we established PHONOGRAPH HEADQUARTERS. At that time we told you we would give the dealers a *real helpful* service—something new—something different from anything ever before offered. And we did! First, we brought two progressive firms together under one roof and assembled *the largest variety* of dependable phonograph products in New England. You used to ask: "Where can I buy ———?" "And who sells ———?" Now you *know!* We did more. We helped many a dealer to solve his problems and make his business grow big. We made our establishment *a dealers' institution.* We knew you'd like this service. And you proved it!

TODAY we thank you for your hearty appreciation which has caused our business to expand. Today we are looking forward to the Fall and to the holiday season with assurance of even greater expansion. Optimism! Yes, and foresight! Well-filled warerooms. Increased facilities—we have already opened our first branch salesroom and others are being arranged. Headquarters—a trading place and "helpful ideas factory" for every dealer regardless of his affiliations.

YOU are earnestly invited to visit Headquarters again *during this month in particular.* Let's help with your Fall plans. Let's show you some 1921 merchandise. Yes, 1921! And if you can't come this month, just remember that you are also invited to write for our price list and literature.

Two Firms Under One Roof!
New England Phonograph Headquarters

The Phonograph Sales Co.
Wholesale Jobbers and Factory Distributors of phonographs, records and supplies.

Exclusive factory representatives for the Delpheon Phonograph in Massachusetts, Maine, Vermont, New Hampshire and Rhode Island.

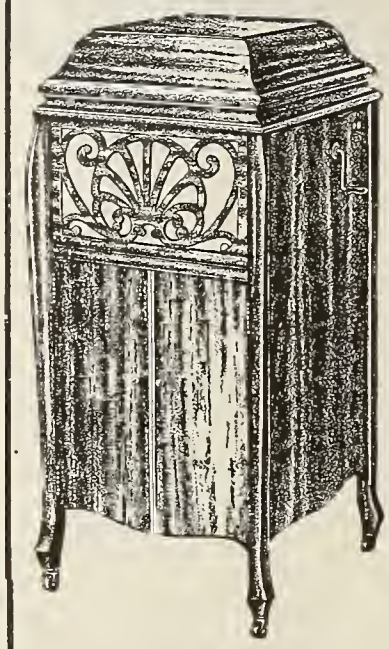
The Phonograph Supply Co.
Our address is the best answer to any question concerning phonograph repair parts or accessories—needles, tone arms, motors—anything!

The largest stock of repair parts and accessories in New England.

Correspondence may be directed to either concern with the assurance that it will reach the proper department.

27 COURT SQUARE (Extra Salesroom at Tremont Temple) BOSTON, MASS.

VITANOLA
The Phonograph of Marvelous Tone



The Popularity of this Wonderful Talking Machine in New England has been unprecedented. If you are looking for

QUALITY
SERVICE
AND
PROFIT

GET IN TOUCH WITH THE MOST PROGRESSIVE HOUSE IN THE EAST

Lyric
Lateral Records

Dealers Supplied at Short Notice

S. W. SHARMAT & SON
Wholesale Distributors
5 Bromfield Street, Boston, Mass.

BEACON EXPANSION CONTINUES

Many Shipments to Norway and England—Forty Dealers Established in Maine, New Hampshire and Vermont—Useful Publicity

Boston, Mass., August 5.—The Beacon Phonograph Co. has been laying a foundation for a large export business, and shipments have just been made to Norway and England. Important agency connections have been established in these countries, and there is every reason to believe that the Beacon will be accorded a hearty welcome abroad.

W. J. Reilly & Co., Boston distributors for Maine, New Hampshire and Vermont, report that to date they have established over forty dealers in this territory, the majority of whom are now placing substantial orders so that they will have sufficient stock on hand for the coming Fall season. The Norris Piano Co. has been featuring the Beacon to excellent advantage, and advertising it regularly in the Boston newspapers.

The Beacon Phonograph Co. has adopted a general form of advertising which consists of an attractive sticker that is used on all letters and packages. This sticker which is a miniature reproduction of the Beacon instrument is being used extensively by Beacon dealers.

A. R. McDonald, president of the Beacon Phonograph Co., left recently for a three weeks' vacation which he will spend in the vicinity of Eastport, Me.

R. M. Nelson, general sales manager of the company, returned recently from a trip to Chicago, where he reports business conditions are very gratifying.

NOW A CO-PARTNERSHIP

Philadelphia, Pa., August 2.—The National Decalcomania Co., of 238-240 North Sixtieth street, this city, formerly under the sole proprietorship of Dr. Walter J. Snyder, has now become a co-partnership consisting of Dr. W. J. Snyder and George C. Greenawald. Mr. Greenawald has been actively connected with the National Decalcomania Co. for many years and under his management the affairs of the company have proceeded and increased remarkably. The inclusion of Mr. Greenawald as a member of the firm speaks for its continued success.

Powers lie dormant, going to waste all around us in the tides that could do our work, and the heat of the sun that ought to do it.

Lansing Khaki Moving Cover

For Delivering TALKING MACHINES

Same quality as originally made. Heavy Felt Padding for Grade A; Specially prepared Clean Cotton Batt Padding for Grade B.

LANSING COVERS wear well and are cheapest in the long run. Use them for every delivery. They mean insurance against finger prints, scratches and bruises; save repair men's time, clerk service, and aid the delivery men.

No. 3 Carrying Strap Shown in Cut

Write for prices and descriptive catalogue

LANSING SALES COMPANY

Successors to E. H. LANSING

Manufacturers

Eliot and Warrenton Streets, BOSTON

San Francisco Representative: WALTER S. GRAY
942 Market Street
PHOENIX TRADING COMPANY
1265-69 Broadway, New York
H. A. Copeland Sales Co., Charlotte, N. C.

THE COLUMBIA CO. IN OMAHA

The general sales department of the Columbia Co. received an interesting letter recently from R. E. Rae, who left for Omaha a short while ago to assume charge of the new Columbia wholesale branch to be opened in that city. Mr. Rae states that he expects to be fully established in his new home this month, and that plans are being made to give maximum service to Columbia dealers in Omaha territory.

To

NEW ENGLAND VICTOR DEALERS

Cressey & Allen offer an exceptional type of Victor Service adapted particularly to trade conditions in this territory.

We understand the problems that are incidental to Victor merchandising in New England and know how to help the Victor Dealer solve these problems.

We are ready at all times to co-operate with you.

CRESSEY & ALLEN

PORTLAND MAINE

VICTOR DISTRIBUTORS

Specializing on service to the VICTOR dealer in New England

MAKING THE COUNTY FAIR PROFITABLE TO DEALERS

If Talking Machine Dealers Find It Worth While to Exhibit at County Fairs They Should Do So in a Proper Manner and Carry on an Educational Campaign to Win Customers

As the season for the annual county and State fairs draws near, talking machine dealers in all parts of the country are making plans to exploit their various lines at these gatherings. From reports received from a large number of dealers, the plans this year will be more elaborate than ever and call for demonstrations which will mean much for the industry if properly handled. But members of the industry who have its best interests at heart sound a note of warning at this point. They say that while in years past the talking machine has had its place at these county and State fairs, the presentation has not been made in the best way. It is now the aim of the talking machine manufacturer to place his product on the plane of a real musical instrument—a plane where it rightly belongs. National advertising and propaganda of all kinds have been used to educate the general public to appreciate the talking machine and to realize the benefits which it holds in store for them.

In former years county fairs and State gatherings have been the mecca for thousands of people and a noticeable feature of these events has always been the music. Unfortunately this music has as a rule been confined largely to blaring bands, and loud, harsh instruments playing nothing but the latest thing in jazz, or what corresponded to it before the present jazz craze got such a following. The better class of music such as is heard at Summer resorts along the coast and in the mountains in concerts, recitals and the like, seems to find no place at the county fair. The reason for this is not quite clear. It would seem that the plan ought to work the other way around, and that people who go away for amusement in the Summer would naturally look for light, jazzy music at the resorts, but it will be found that some of our greatest artists appear at these places and appear before enthusiastic audiences which number many thousands.

The attendance at a State or county fair is very similar to that at the Summer resorts and good music would appeal to them as well as it does to the latter. Dealers who are now laying their plans should realize their duty to the music industry and should plan to have exhibits which will appeal to the real music loving class of the people as well as to the class which likes the popular music of the day. It would be entirely possible to have concerts by record artists, as has been done in most of the cities in the country in the past year or two. The exhibits themselves should be designed on a scale of dignity in keeping with the ideals of the music industry and every effort should be made to create the impression that the talking machine is distinctly a musical instrument, and as such has a place of its own.

PRAISED BY LITTLE SCHOOLMASTER

A decided tribute is paid to the Penn Victor Dog in an article in a recent issue of Printers' Ink. An editorial feature of this well-known advertising magazine is "The Little Schoolmaster's Classroom," which comments favorably or unfavorably on current methods of publicity. The conductor of this department, when recently in the South, noted the familiar baseball window display in a local Victor dealer's window, which was suggested by the Penn Phonograph Co., of Philadelphia, and is composed of a diamond with Penn-Victor dogs as spectators and players. Commenting upon this unique display, he observes that "the effect was most striking and amusing."

LOOKS FOR BIG EDISON YEAR

W. B. Word, of Atlanta, on Visit to Edison Laboratories, Says Southern Trade is Good

Without exception, Edison dealers located in the Atlanta, Ga., jobbing territory are looking forward to by far the biggest year in the history of the Edison business, according to W. B. Word, sales manager of Phonographs, Inc., of that city, who was a visitor at the Edison Laboratories this week.

Mr. Word states that the general business outlook in that section is highly promising and that many dealers are beginning to cash in on the policy which governs Edison prices and which was fixed upon by the Edison Laboratories in anticipation of prevailing conditions. Dealers have also embraced the 1920 sales promotion plans in a way that has exceeded the expectations of the most optimistic and which is reflected in the increasing volume of business which is being enjoyed throughout.

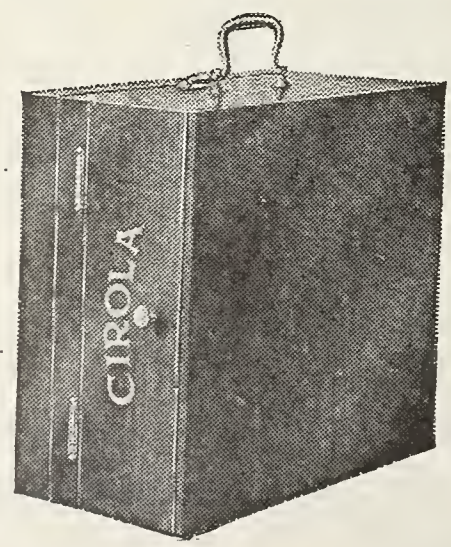
J. H. STEINMETZ VISITS NEW YORK

John H. Steinmetz, president of the Empire Talking Machine Co., Chicago, was a recent visitor to New York, and in a chat with The World expressed himself well pleased with the development of his business which has made steady strides throughout the country, where a very substantial line of dealers are handling the Empire talking machines and records. He visited the East accompanied by Mrs. Steinmetz, and returned Westward feeling in fine trim admirably fitted to enter the battle for Fall and Winter business.

RECORDS THAT ARE OVERLOOKED

Dealers say that the number of people who buy sacred selections and hymns these days is increasingly small, yet there is a big business in this line if pushed.

The New Portable CIROLA



Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors. Write today.

Cirola Phonograph Corporation

Executive Offices:

1 West 34th Street : New York City

The MODERNOLA

A Home Delight to Ear and Eye

What Sells The Modernola?

Its individuality.

The Modernola has it—your eye tells you that. The circular designing of the instrument is "different"—it has wonderful selling appeal.

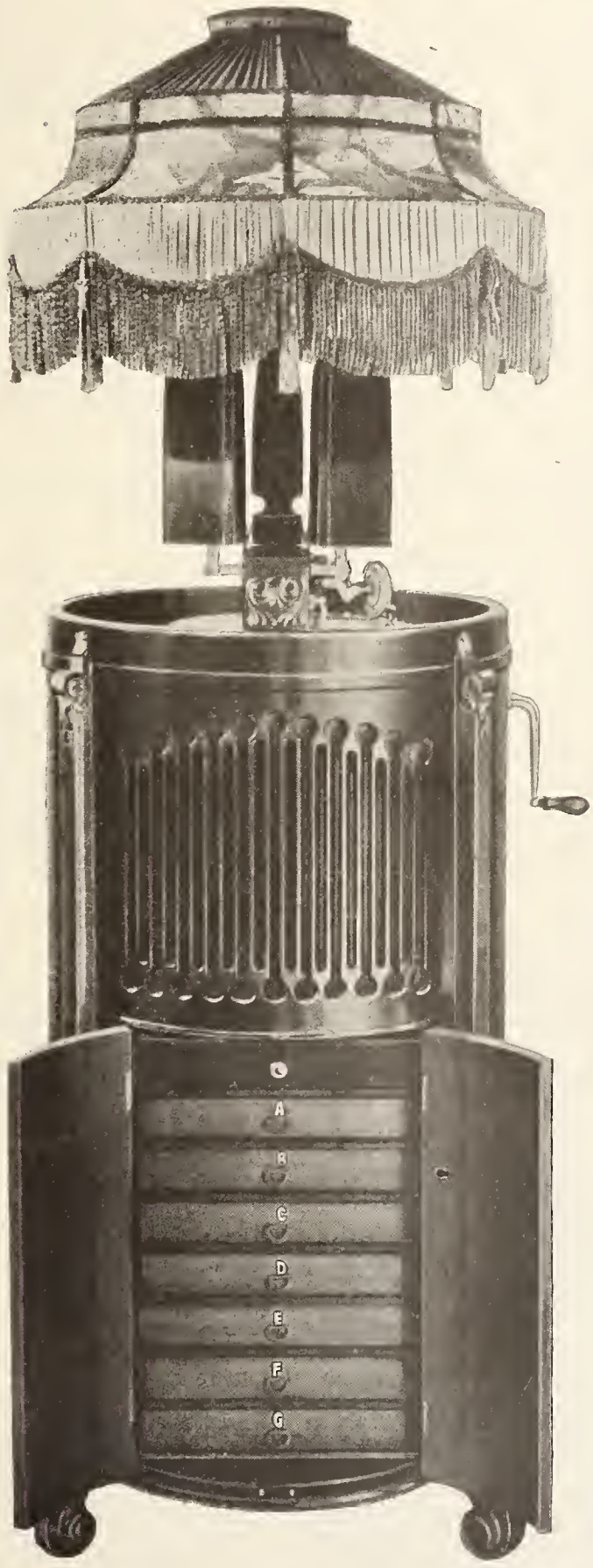
The silk lamp shade feature is unique—and it's beautiful! It gives an added touch of color to the home setting. And what interest there is today in home beautifying!

The special construction of The Modernola, with its Saxophone Horn Chamber, softens and enriches the tone. Modernola tone satisfies the most critical—enthuses every hearer!

The Modernola is selling—***big!*** Its worth is proven. It is growing in favor. Increased production now enables us to place it with the jobbing trade.

The Modernola offers a wonderful opportunity for the right organization in every territory. It's a sure success—and profitable—wherever introduced.

Write Us—Now!



THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Representative, Geo. Seiffert

Greeley 2978-2291 **45 West 34th St., Monolith Bldg., New York**

Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO. 174 Wooster Street, New York

TO FIX CREDIT FOR FOREIGN TRADE

W. S. Kies Sails for Europe to Arrange for Safeguards for U. S. Exporters—Will Investigate Conditions in Foreign Countries

W. S. Kies, chairman of the board of the First Federal Foreign Banking Association, told newspapermen before sailing for Europe on July 24 that he would cover the western part of the continent and make arrangements in such countries as Great Britain, Holland, Scandinavia, Belgium, France, Italy and Spain for a co-operative basis of credit extension. He said that through such arrangements American manufacturers who now hesitate to send their goods abroad on a purely credit basis may do so when certain good sound banks give unconditional and irrevocable guarantees of the payment of bills at their maturities.

In Europe such practice is known as "delcredere," and it is not exactly the same thing as acceptance credit. European banks are familiar with it. They are in the habit of according such guarantees to business concerns of established credit. On the basis of such guarantee, according to Mr. Kies, it would be safe for American exporting companies to extend credits, and it is planned that the First Federal Foreign Banking Association will enter into such arrangements, using the guarantee and the endorsement of the exporter, and will finance these credits even if they run to much longer periods than the ordinary ones.

In connection with the extension of credits to the new States which have not yet established themselves on a permanent basis, Mr. Kies said that it is obvious that neighboring States which are on a sound basis have some method of extending credit. He intends to discover what this method is and see if it can be applied to trade relations between his associates and the new States.

In this work Mr. Kies, who is accompanied by technical assistants, will visit Germany, where the actual credit conditions will be studied. He does not believe that much can be accomplished there beyond securing data which at some later time may prove valuable in forming a basis for credit extension to the various industries of that country.

JONES-MOTROLA IN ATLANTA

J. W. Becker Makes That City His Headquarters—Handling the Jones-Motrola as Well as Other Well-known Lines of Supplies

Atlanta, Ga., August 2.—I. W. Becker, Southern representative of the Jones-Motrola Co., New York City, will establish permanent headquarters in this city. Until a suitable location has been found he is making his headquarters at the Ansley Hotel. In addition to the Jones-Motrola, Mr. Becker will represent the following well-known talking machine accessories and will cater to the jobbing trade: Peerless albums, Repeater-stops, Lansing covers, All-in-One products, Park & Park and Gilbert record brushes.

The Paul Pickerill Music Co. has been incorporated in Evansville, Ind., with a capital of $50,000. The company will do a general business in musical instruments and accessories. The directors of the corporation are: Calvin D. Pickerill, Charles A. Paul and Van Pickerill.

MANUFACTURING FOR 25 YEARS

Pathé Frères Great Record—Shipping Actuelles—Conventions in San Francisco and Los Angeles—Recent Record Releases Please

In the current issue of Pathé Frères News much space is used in featuring the "Actuelle," which is now ready for shipment to dealers—in fact, models H, J and T are to be had immediately. Matrixes of Actuelle advertising for the dealer have been prepared and an energetic campaign, both national and local, will be entered into in featuring this remarkable phonograph.

A new type of the Pathé phonograph is also introduced to the trade at this time, known as model number sixteen, which will undoubtedly find much favor throughout the trade.

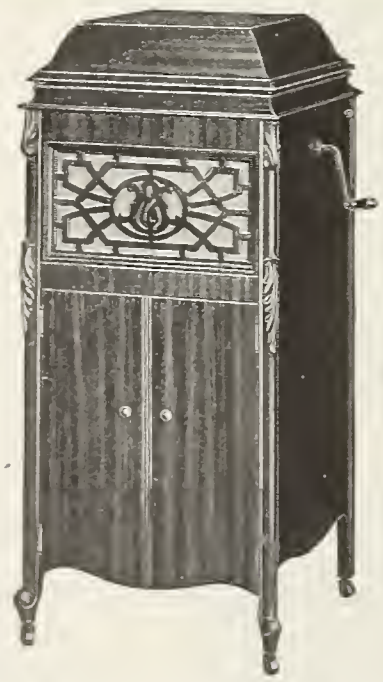
The popular revival of "Florodora" in New York City has been realized by the Pathé Frères Phonograph Co., and the July releases included two of the most popular selections of this light opera, the famous Sextet and "Under the Sheltering Palm." Orders for this record are reported coming in very strongly.

James Watters, secretary, and O. M. Keiss, general field supervisor of the Pathé Frères Phonograph Co., are on the Pacific Coast attending conventions of Pathé dealers in San Francisco and Los Angeles.

The Red Rooster has now been twenty-five years in the talking machine field. The month of August marks the twenty-fifth anniversary of Pathé as manufacturers of phonographs.

Teach your customers the value of knowing how to use the proper needle. By doing so you will make satisfied customers.

The Manophone ∴∴ "THE MUSIC MASTER OF PHONOGRAPHS"



You really should hear our proposal on it. It costs nothing to ask.

THIS is the product of one of the oldest musical instrument manufacturing concerns in this country.

In it is centered all of the manufacturing knowledge of an old organization—a company whose name has been known in the organ and piano field for a half-century

With it comes the sales advantages of these same many years of knowing just what sells musical instruments.

THE MANOPHONE CORPORATION
ADRIAN - - - - - MICHIGAN

Empire
PHONOGRAPHS and RECORDS

Empire's Big Discounts Swell Dealers' Profits

Write at once for agency discounts on Empire Phonographs and Records. These extremely liberal discounts have as great an attraction for the dealer as Empire Records have for the dealers' customers.

It's a winning combination! You can't beat it! The Empire Phonograph measures up to the buyers' ideals, in tone, in cabinet beauty. It has that satisfying completeness which is so unusual in phonographs.

"*A Rare Combination of Fine Qualities.*"

Empire Records are making a tremendous hit. Order a trial assortment—they will go like hot cakes.

Sixth Release
of Empire Records for 1920

POPULAR SONG HITS

6001 $1.00 — Tell Me, Pretty Maiden, from "Florodora" (Stuart).....Empire Light Opera Co.
Marion (You'll Soon Be Marryin' Me) (Kienzle-Ingham-McConnell). Male Trio, Orch. Accomp....Crescent Trio

6002 $1.00 — Who'll Take the Place of Mary? (Oubin-Gaskill). Tenor Solo, Orch. Accomp.....Charles Hart
Hiawatha's Melody of Love (Mayer). Male Ouet, Orch. Accomp.....Charles Hart and Elliott Shaw

6003 $1.00 — In the Shade of the Sheltering Palm, from "Florodora" (Stuart). Baritone Solo, Orch. Accomp.....Elliott Shaw
My Isle of Golden Dreams (Kahn-Blaufuss). Male Trio, Orch. Accomp.....Sterling Trio

6004 $1.00 — Bless My Swanee River Home (Donaldson). Male Quartet, Orch. Accomp.....Peerless Quartet
Floatin' Down to Cotton Town (Klickman). Male Quartet, Orch. Accomp.....Shannon Four

6005 $1.00 — Oh, By Jingo (Brown-VonTilzer). Tenor Solo, Orch. Accomp.....Billy Murray
Profiteering Blues (Wilson-Bibo). Tenor Solo, Orch. Accomp.....Billy Murray

6006 $1.00 — Just Like the Rose (Cool-Tennis-Bridges). Male Trio, Orch. Accomp.....Sterling Trio
Venetian Moon (Goldberg-Magine). Tenor Solo, Orch. Accomp.....Henry Burr

SACRED SELECTIONS

2003 $1.25 — Softly and Tenderly (Thompson). Male Quet, Orch. Accomp., Read Miller and Royal Oadmun
I Need Thee Every Hour (Lowry). Male Ouet, Orch. Accomp., Read Miller and Royal Oadmun

CONCERT SELECTIONS

4004 $1.25 — Souvenir (Ordla). Violin Solo, Piano Accomp Vera Barstow
Bird Voices (Volstedt). Whistling Solo, Orch. Accomp. Sibyl Sanderson Fagan

4005 $1.25 — Sweet Genevieve (Tucker). Violin, 'Cello and Piano.....Taylor Trio
Valse Erida (Wiedoeft). Saxophone Solo.....Rudy Wiedoeft

DANCE SELECTIONS

5004 $1.00 — La Veeda (Alden). Fox-trot.....Empire Jazz Orchestra
Oh, My Lady (Won't You Listen to My Serenade) (Ray Perkins). One-step, Billy Murray's Melody Men

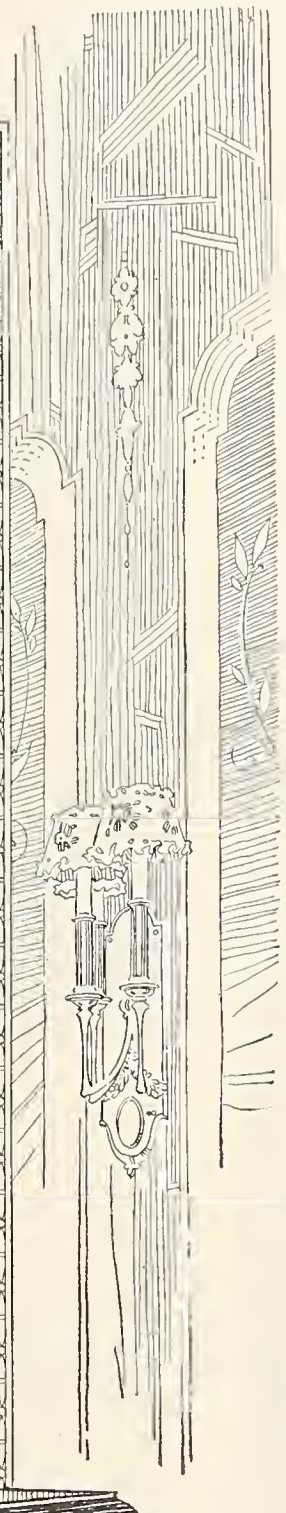
5005 $1.00 — Railroad Blues (C. Luckeyth Roberts). Fox-trot.....Empire Jazz Orchestra
Whose Baby Are You? from "The Night Boat" (Kern). One-step, Billy Murray's Melody Men

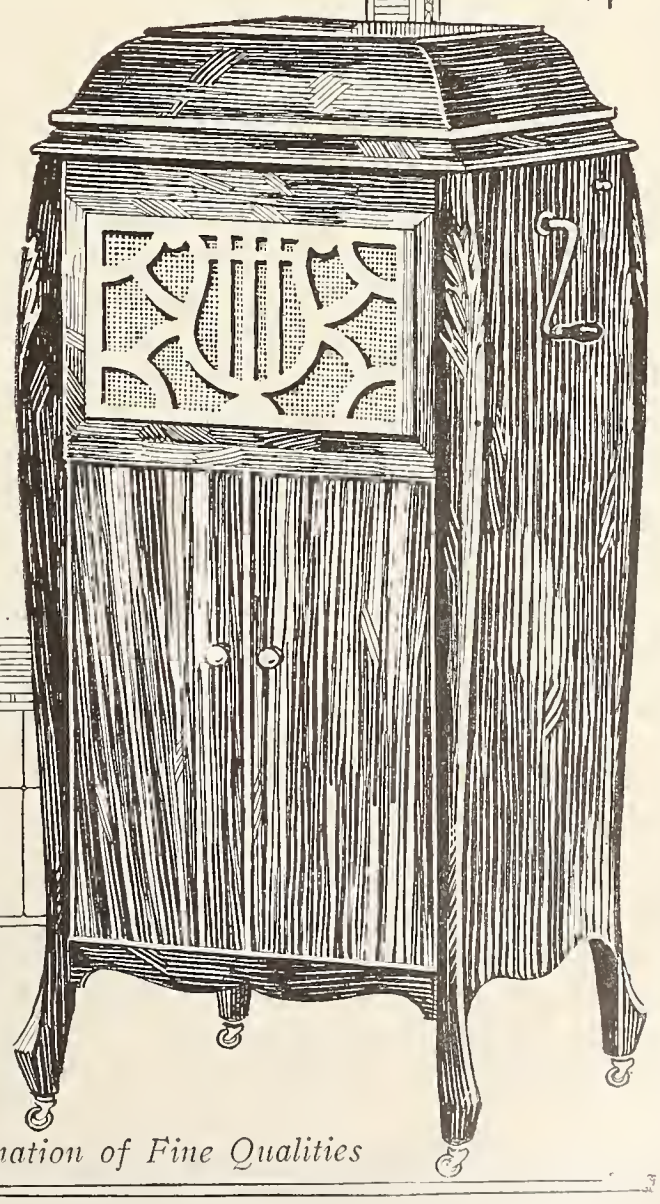
5006 $1.00 — Beautiful Ohio (Mary Earl). Waltz.....Rector's Dance Orchestra
I'm Forever Blowing Bubbles (J. Kenbrovin). Waltz, Choruses Sung, Empire Jazz Band

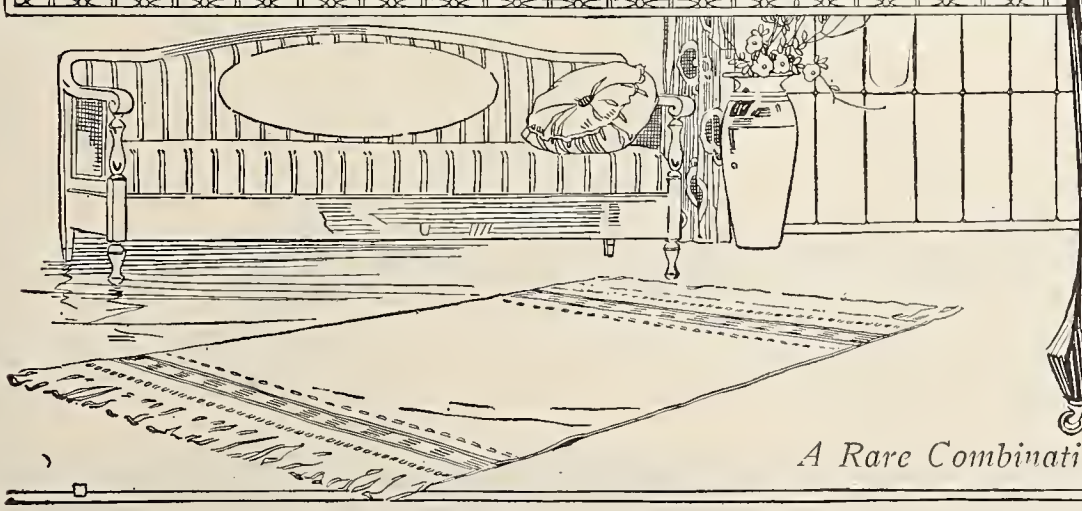
Empire Talking Machine Company

JOHN H. STEINMETZ, President

429 So. Wabash Ave. :: Chicago, Ill.







A Rare Combination of Fine Qualities

Unico Equipment installed for McCoy's, Incorporated, Hartford, Conn.

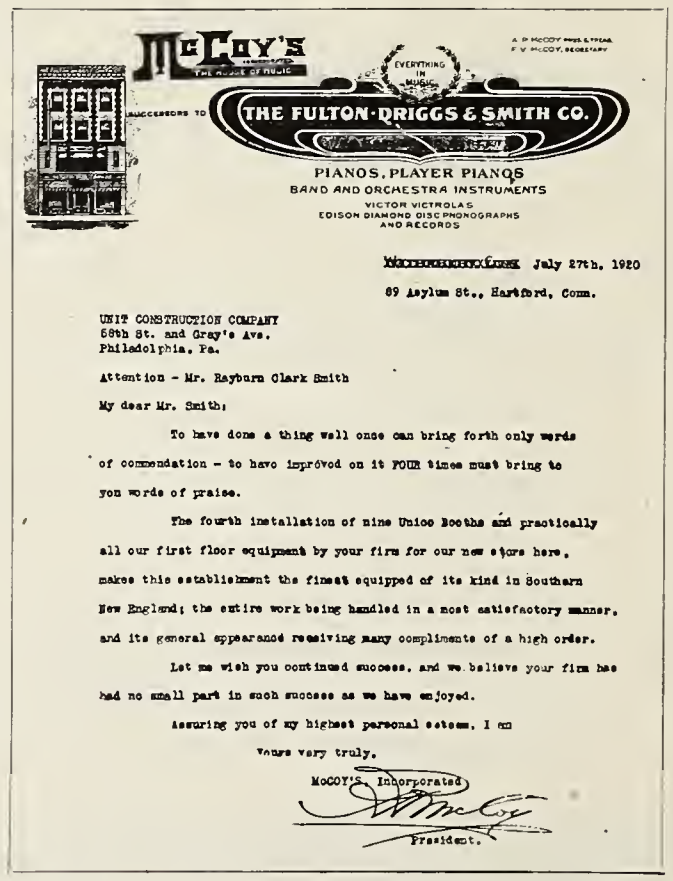
The Background of Sales

The inanimate yet ever-present force called "Sales Background"—atmosphere, comfort, convenience, attractiveness, call it what you will—must be an active principle in every successful retail store.

It is this "Sales Background" and the recognition by merchandisers of its value in creating constant resales that led to the development of the Unico System. The System begins in our Planning Department with the solving of your individual problem and ends only with the complete installation working for you. It means the proper display of goods, efficient, speedy transactions, and, withal, the establishment of inviting atmosphere.

Then, too, with our production facilities and many varied designs in stock, prompt shipment can be made. The construction and designs are patented; the flexibility of the equipment allows of rearrangement, relocation and additions to care for future growth.

In order to properly care for the coming fall and holiday business your Unico Equipment should be ordered at once.



McCOY'S
THE HOUSE OF MUSIC
EVERYTHING IN MUSIC
SUCCESSORS TO THE FULTON-DRIGGS & SMITH CO.
PIANOS, PLAYER PIANOS
BAND AND ORCHESTRA INSTRUMENTS
VICTOR VICTROLAS
EDISON DIAMOND DISC PHONOGRAPHS AND RECORDS

[illegible] July 27th, 1920

89 Asylum St., Hartford, Conn.

UNIT CONSTRUCTION COMPANY
68th St. and Gray's Ave.
Philadelphia, Pa.

Attention - Mr. Rayburn Clark Smith

My dear Mr. Smith:

To have done a thing well once can bring forth only words of commendation - to have improved on it FOUR times must bring to you words of praise.

The fourth installation of nine Unico Booths and practically all our first floor equipment by your firm for our new store here, makes this establishment the finest equipped of its kind in Southern New England; the entire work being handled in a most satisfactory manner, and its general appearance receiving many compliments of a high order.

Let me wish you continued success, and we believe your firm has had no small part in such success as we have enjoyed.

Assuring you of my highest personal esteem, I am

Yours very truly,

McCOY'S, Incorporated

President.

May we not make a recommendation to you? A rough floor plan with dimensions is all we require. The sales background book, "Musical Merchandising," with the Unico System explained in detail is yours for the asking.

Unico Construction is Patented

UNIT-CONSTRUCTION-COMPANY

Rayburn Clark Smith·····President

NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Ave
PHILADELPHIA

CHICAGO
Willoughby Building

Unico Designs are Patented

·UNICO·

The Trade in PHILADELPHIA and LOCALITY

Philadelphia, Pa., August 4.—July has gone out a most satisfactory month to the talking machine trade in Philadelphia. There have been periods of depression in the trade during the month, but gradually as it crept along it showed evidence of betterment, and tremendous as was the business during July of 1919, with its shortage of stock, July, 1920, has exceeded it in volume, owing naturally to the fact that the dealers were fairly well supplied with machines and records.

It looks very much as though August was going to run considerably ahead of last August, and the dealers are all anticipating a fine business this Fall. The only handicap at present is in the embargo on shipments both to and from this city, but it is expected that this handicap will also be effaced before the active Fall trade begins, due to the reorganization of the railroads and the still further efforts that are being made to utilize automobile trucks.

Satisfactory Adjustment of Piano Row Rentings

Towards the end of July there was a satisfactory adjustment of the Piano Row difficulties, which seemed for a time as if they were going to drive the dealers out of that most desirable section in the city; but the tenants in that block got together and met the owners—the Girard Estate—half way, and the result is that they have secured leases to carry them for the next three years, although at a considerable advance in rentals. But the renters of Piano Row have always been favored when it came to the prices they had to pay considering what they were getting and consequently while the big advance hurts a little at some places, the dealers are well able to pay it, and the business will warrant the raise. There are no individual dealers in talking machines in Piano Row, but several of the most extensive dealers in conjunction with pianos are located in the row, such as C. J. Heppe & Son, James Bellak's Sons, the Cunningham Piano Co., N. Stetson & Co., and the Ludwig Piano Co., while the distributing offices of the Cheney Corporation are located in the row.

Making Larger Shipments

H. A. Weymann & Son state that shipments in the wholesale Victor department show a great improvement. Larger receipts of Victor machines and records enable them to fill some of the long standing orders that have been placed by their dealers. H. W. Weymann remarked: "There is still a great shortage of Victor records, but we look for quite an improvement in the next two months. We have received assurances from some of our Victor dealers that they are arranging from now on to handle the Victor product in their talking machine department exclusively, advising us that they are not now ordering the other makes of machines that they have been handling during the great scarcity of Victrolas. All our dealers are very optimistic about the future, and are figuring on the biggest Victor campaign this Fall that they have ever experienced. A number of our Victor dealers during the Summer months have made their stores more inviting by putting in new booths and a general improvement is in evidence."

Great Columbia Gathering

The most important happening of the month at the local Columbia house was the first convention yet to be held of the Dealer Service men of the company, to which nineteen different branches sent representatives, with several of the leading officials of the company, who came over from New York, in evidence. Chief among those present from New York City were H. L. Tuers, the general manager of the Dealers' Service men; J. A. Sieber, assistant manager; J. H. Marshall, H. C. Greene, E. W. Sanford and R. Devlin. The following cities were represented: W. C. Wilkes, Atlanta, Ga.; W. A. Swartz, Baltimore; J. C. Ross, Buffalo; M. G. Peters, Chicago; W. R. Summercamp, Cincinnati; G. F. Streif, Cleveland; H. Schuesler, Indianapolis; T. W. North, Minneapolis; F. C. Collins, New Haven; O. P. Arrow, New Orleans; R. L. Thompson, Pittsburgh; J. J. Moore, Boston; C. Clinkenbeard, Kansas City, Mo.; C. R. Trampier, St. Louis; and the Philadelphia headquarters were represented at the meeting by J. T. Callahan, the local Dealer Service man, and W. T. Duffey.

Notable Addresses at Various Sessions

The first session of the two days' meeting was held in the Model Shop, which was addressed by H. L. Tuers and J. A. Sieber. Mr. Tuers' speech dealt on the general growth of the Dealers' Service Department from its beginning about three years ago up to the present time. Mr. Sieber confined his address to the different systems which should be used in the Dealers' Service Department. The meeting was adjourned for luncheon at The Bourse, and the sessions resumed in the afternoon, which were again addressed by Mr. Tuers and Mr. Sieber, and the evening meeting was addressed by Mr. Johnson, of the George Batten Co., New York; Mr. Mayers, H. E. Dalley and J. H. Marshall, all of New York.

The second day's session was addressed by L.

(*Continued on page* 96)

Join the procession—*it's a good way to coin money*

THE average man, woman or child would rather laugh than cry—would rather fox-trot than minuet—would rather listen to cheerful, bright, rollicking music than to dirges and funeral marches.

That explains why Emerson Records are so popular with the general run of folks as chocolate creams are with a bunch of school girls.

Emerson Records introduce the new song hits and dance hits—the very music eight out of ten people never get enough of. It's simply a question of selling people what they demand, that they *insist on having*.

If you handle Emerson Records, you will be one of the most sought-after men in town. If you admire easy profits, ask us to outline our proposition.

Emerson Records and Phonographs

Emerson Philadelphia Co.

Parkway Building

BROAD *and* CHERRY *Streets* -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

L. Leverich, of the New York advertising department; O. F. Benz, of the record department, and R. Porter, who spoke on advertising, etc. At five o'clock the party took a train for New York, where they were met at the station by George W. Hopkins, the sales manager, and were taken to the Advertising Club, where they were entertained at supper, at which Mr. Hopkins gave them an interesting talk on salesmanship.

Visit Columbia Plant at Bridgeport

The following day the entire party went to Bridgeport, Conn., where they made a flying trip through the West Plant, and upon their return to New York they were entertained by Arthur Hickman at the Amsterdam Theatre Roof. Following this the members journeyed to their various homes, all of them feeling fully satisfied with the good results attendant upon the first convention.

Makes Pleasing Business Report

The Columbia Co. report that its business in July was most excellent for that month, improving each week during the month, and that at present both machines and records are coming in in a most satisfactory way. The company states that its dealers who have been using the truck plan have found such transportation most desirable.

Handle Columbia Line in Camden

The Columbia Co. has opened a new department for Lewis & Son Co., whose headquarters are at 1109 Broadway, Camden N. J. This is a furniture house, but it has stocked up heavily on both Columbia machines and records and is anticipating a very excellent business.

Among recent visitors to the Columbia were Mr. Isaacs, of the Scranton Music Co.; L. N. Kaplan, of Burlington, N. J.; W. S. Leatherbury, of Middletown. Del.; I. H. Sortman, of Newark, Del.; P. Dellas, of Cape May, and E. Markovitz, of South Bethlehem. C. R. Dunlop, of the Columbia record service department, has just returned from a pleasant two weeks spent at Ocean City.

Louis Buehn Co. Alterations

The Louis Buehn Co. has started to get in the material for the alterations on the new building which it purchased some time ago. It expects to get them completed in record-breaking time for the reason that the equipment has all been built at the factory and is ready to be placed. Frank Reinick has just returned from a pleasant two weeks' vacation spent at Atlantic City.

Penn Phonograph Co. Reports Progress

The Penn Phonograph Co. reports that business in July was as satisfactory as could be hoped for. A fair allotment of machines and records was received and it disposed of all the stock received. This company has also been having a very good business on its Penn Victor dogs. Henry F. Miller, secretary and treasurer of the Penn Co., returned on Monday of this week from a very delightful three weeks' trip to Duluth, Minn., by way of the Great Lakes, and as far west as Yellowstone Park. He was accompanied by Mrs. Miller and a party of friends. President Barnhill, of the same company, is spending much time at Ocean City, principally on the golf links, and hopes very shortly to be able to present as low a score as his partner, who is one of the crack golfers of this city. T. R. Clarke, of the sales department, left on Saturday last with Mrs. Clarke and some friends on a tour of New England in Mr. Clarke's car. L. P. Brown, also of the sales force, has just finished a two weeks' course in Red Seal work at the Victor factory. Recent Penn visitors were S. C. Evans, of Evans & Son, Milford, Pa., and Messrs. Shaffer and Kramer, Victor dealers of Lock Haven, Pa.

Blake & Burkart Fairly Busy

The business of Blake & Burkart was most satisfactory in July, and they have been able to keep fairly well stocked up. Jarvis N. Elton has just returned from a pleasant vacation trip spent among his old friends at and near Rochester, N. Y., and Harry Wilson has just returned from a two weeks' vacation spent at Atlantic City.

Emerson Philadelphia Co. in Its New Home

The Emerson Philadelphia Co. is about fully moved into its new home at 810 Arch street. It will keep its offices in the Parkway Building for a few weeks until it gets its affairs in shape. Harvey B. Morrison, who looks after the sales department of the Emerson Phonograph Co., has just been in Philadelphia, giving the Emerson men here a full insight into the new Emerson phonograph.

Harry Fox, the head of the local Emerson firm, states that the way the dealers in this territory are signing up for the Emerson phonograph, it looks as though it was going to be a very big thing. Charles Usher, field manager, accompanied Mr. Morrison to Philadelphia. Mr. Fox, accompanied by Mr. Morrison, took an auto, loaded on it one of the finest of the new Emerson phonographs, and started on a tour of the eastern section of the state, stopping at all the towns where the Emerson records are handled. In the party was also William D. Neff, the sales manager of the territory.

Mr. Fox states that the Emerson business here in July was very large. The company has added to its already long list of representatives the Diehl Furniture Co., of Allentown, Pa., and the Hopkins Music Store, of Chester, Pa., both firms placing substantial orders.

Now Handling Music Rolls

The Sonora Shop reports that its July business was very good, both on Sonora and L'Artiste machines. It recently put in a line of player rolls, the Q R S, and is carrying quite a large stock.

Large Brunswick Distribution

The Brunswick distribution headquarters re-

Established 1864

Manufacturers and Wholesale Distributors

WEYMANN

1108 Chestnut Street
Philadelphia, Pa.

VICTROLAS and VICTOR RECORDS

Q·R·S PLAYER ROLLS

WEYMANN "Keystone State" String Instruments and Accessories

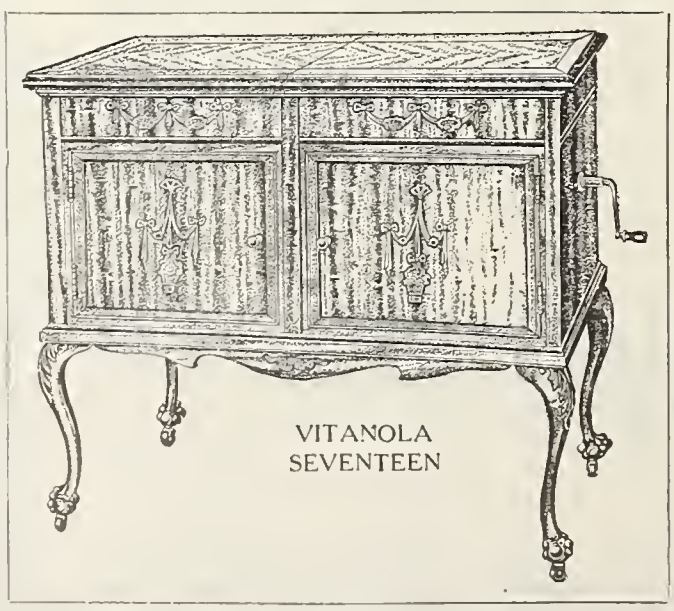
THE BEST RESULTS

are obtained by Victor dealers concentrating their entire efforts on Victor Merchandise in the talking machine field.

For extra profits to the dealer, we heartily recommend the two entirely non-conflicting lines which we are also distributors of.

A player roll and a musical instrument department are both money-makers and yet the dealer remains an exclusive Victor retailer.

Send for catalogue



PERMANENT ASSETS

Most every one in business is interested in PERMANENT ASSETS—and this is what is offered in handling the VITANOLA Line. Not only do you have liberal discounts, with quick shipments, but beautiful designs, marvelous tone, which make repeat orders.

VITANOLA DISTRIBUTORS CO.

Eastern Penna., Delaware, New Jersey, Maryland

1025 Arch Street PHILADELPHIA

THE TRADE IN PHILADELPHIA

(*Continued from page 96*)

port that machines came through in a fairly satisfactory way in July, and they were able to satisfy their trade in this section. The Wanamakers have been advertising the Brunswick extensively, and the results have been very good. Manager Chew states that if machines come in in August as good as they have been doing in July they will be able to take on a few new accounts, reducing the waiting list in their possession. The fourth release of Brunswick records, which recently went into effect, is, Mr. Chew thinks, the best that the firm has yet issued, with popular numbers by the Toots Paka Hawaiians, the Criterion Quartet, the Brunswick Military Band, and the Isham Jones' Rainbow Orchestra.

Opens Store in Trenton

F. A. North & Co. recently opened a talking machine department in their Trenton branch store, located at 209 East State street, which is in charge of Harry Trefz. Now all of the North branches have on sale the Pathé and another line of talking machines. Miss G. Weil was recently added to the North main store in this city as an assistant to Manager George Boyd. Recently she was connected with the Gimbel department in New York, and at one time was connected with the Lit house here.

H. C. Foster a Visitor

H. C. Foster, a representative of the Paramount Talking Machine Co., of Sheboygan, Wis., was a recent visitor to Philadelphia.

Theodore Presser Enlarges Store

Theodore Presser will considerably enlarge his talking machine department before the 1st of September, and it is said that he contemplates taking the jobbing agency for the Cirola talking machine, a Philadelphia product. This machine is already handled by several firms here, including the Ludwig Piano Co. and Kelly's department store.

Vitanola Distributor Starts Drive

The local Vitanola distributor has started a drive here on that fine machine, and is doing considerable effective combination advertising. The local distributing office is at 1025 Arch street and is a busy spot.

Open New Pathé Accounts

The Pathé Shop, in both the wholesale and retail departments, found business unusually good in July. In the wholesale department Pathé orders have been coming in in very good shape, which Mr. Eckhardt believes indicates that the dealers are anticipating a very big Fall and Winter business. Shipments of both machines and records have been coming through very well. The Pathé Actuelle is rapidly coming into popular favor, and now that the Pathé Shop is commencing to receive them in sufficient quantities, it is anticipated that an extensive advertising campaign will be inaugurated

(*Continued on page 98*)

MOTORS—TONE ARMS
We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.
Send for catalog, enclosing trade card
EVERYBODY'S TALKING MACH. CO.
Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

DECALCOMANIA
Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

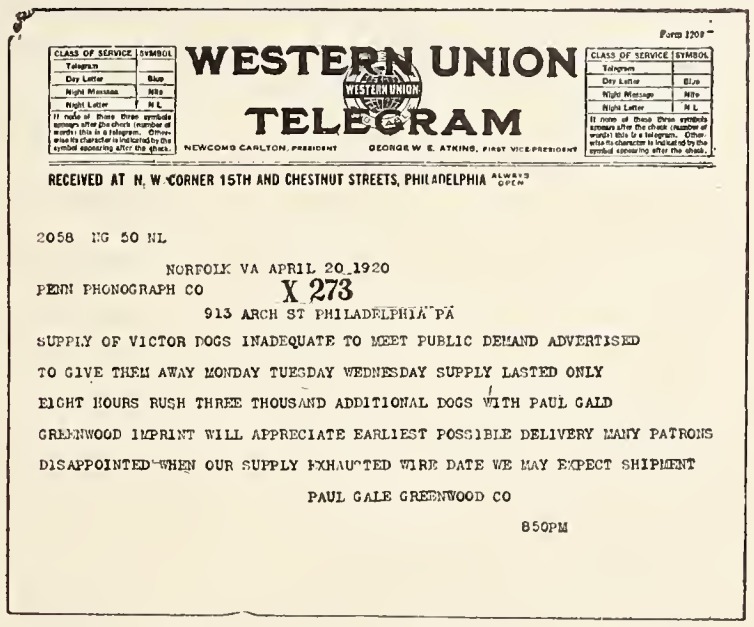
Here's a Victor Dealer Who Had the Right Idea!

¶ He saw that by *Giving Away* the PENN-VICTOR MINIATURE DOG—He would be spreading Victor Propaganda and Advertising, not someone else—but HIMSELF.—

¶ He ordered 2,000 PENN-VICTOR Dogs, with his name cast in the pedestal.

¶ Was he satisfied?

¶ Read his Telegram.



Form 1205

CLASS OF SERVICE / SYMBOL
Telegram
Day Letter — Blue
Night Message — Nite
Night Letter — N L
If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT N. W. CORNER 15TH AND CHESTNUT STREETS, PHILADELPHIA ALWAYS OPEN

2058 NG 50 NL

NORFOLK VA APRIL 20 1920

PENN PHONOGRAPH CO X 273
913 ARCH ST PHILADELPHIA PA

SUPPLY OF VICTOR DOGS INADEQUATE TO MEET PUBLIC DEMAND ADVERTISED TO GIVE THEM AWAY MONDAY TUESDAY WEDNESDAY SUPPLY LASTED ONLY EIGHT HOURS RUSH THREE THOUSAND ADDITIONAL DOGS WITH PAUL GALD GREENWOOD IMPRINT WILL APPRECIATE EARLIEST POSSIBLE DELIVERY MANY PATRONS DISAPPOINTED WHEN OUR SUPPLY EXHAUSTED WIRE DATE WE MAY EXPECT SHIPMENT

PAUL GALE GREENWOOD CO

850PM

We Have Two Special Service Plans!

—1—

On an order of 500 or more *Penn-Victor* Dogs, we will, if the Dealer so desires, cast his name on the pedestal at no extra cost to him.

Half Size

—2—

On an order of 1 Gross we will supply, Free of Charge, a rubber stamp bearing the Dealer's name, so he may stamp his name on the side of the pedestal.

Why Not Try One of These Plans of Advertising Your Business?

PENN PHONOGRAPH CO., Inc.

Victor Distributor—Wholesale Only

913 Arch Street : Philadelphia, Pa.

P. S. We will charge to your Preferred Distributor any *Penn-Victor* Dogs you may order, if so desired.

ORDER NOW IMMEDIATE DELIVERY
OF THE LATEST HITS ON
Okeh Records
Coupled with Efficient Service which we extend to Okeh Dealers
SEND FOR OUR LATEST OKEH CATALOGUE :: :: :: WE HAVE THEM—ALL THE OKEH HITS
WHOLESALE DISTRIBUTORS:
PHILADELPHIA SHOW CASE COMPANY
127 North 13th Street PITTSBURGH BRANCH: 2002 Jenkins Arcade Bldg. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 97)

very soon. This concern has also recently undertaken the handling of the Rythmodik music rolls, and are exclusive wholesalers in this territory. Walter Eckhardt has just returned from a trip of about ten days' duration to Chicago. H. A. Pope, of the executive force, is receiving the congratulations of his co-workers—it is a boy. Mr. Tay, assistant to Mr. Eckhardt, spent two pleasant weeks' vacation at Frederick, Maryland. Among recent Pathé new accounts were David Krasno, Forest City, Pa.; J. A. Jones, of Taylor, Pa., and two big dealers in Wilmington, the Ogden Howard Furniture Co. and the Mundy Furniture Co.

Buys Handsome Touring Car

Manager Beaulieu, of the talking machine department at the Cunningham store, has purchased for his personal use a very handsome touring car. He recently visited Mt. Holly, N. J., where he assisted the firm of Gerding & Kilpatrick in a talking machine drive.

A Progressive Suburban Dealer

Mr. Stainthorpe, of the Stainthorpe's Victor Shop, 2113 East Chelton avenue, is one of the most progressive of the suburban dealers. Each month he gets out a little booklet which he calls "The Victorette," and which is awaited with much pleasure by the trade.

DISCUSSES CONDITIONS ABROAD

Philadelphia, Pa., August 2.—The International Mica Co. of this city reports general good business. Orders on hand for future delivery would tend to indicate this pleasing fact. James A. Crabtree, president of the company, who is at present in Europe, sends very encouraging reports of the conditions on the other side. He says that the reaction from the rigors of war is expressed in the heavy demand for musical instruments, and remarked that this reaction was particularly noticeable in Belgium.

CLOCK SHOUTS "TIME TO GET UP"

Philadelphia Man Uses Device to Wake His Household and Also to Speed the Lingering Suitor as Midnight Draws Near

Philadelphia has a talking clock which instead of striking the hours and half hours speaks them right out.

"Time to get up, time to get up!" shouts the clock at 6 a. m., and Mrs. Vincent Pinto and her daughter Rose hustle out of bed at their home, No. 1624 South Eighth street, dress and begin to get breakfast.

"Breakfast is ready," warns the clock an hour later, and Vincent Pinto and his son Joseph hurry downstairs to the table, where mother and daughter have breakfast ready.

"Time to go to work!" the clock soon warns Mr. Pinto and his son, and at 9 it informs Mrs. Pinto it's the hour to do her marketing.

And so through the day the clock speaks, finishing its work at 11 p. m., when Mr. Pinto's voice, deep and stern, can be heard saying: "Time to go home, young man, it's 11 o'clock. Time to go home!" Then Miss Rose's young man gets his hat.

The clock is an invention of Mr. Pinto. In appearance like a grandfather's clock, it has a talking machine attachment which does the talking. Mr. Pinto has had his own records made in a record laboratory, and he can change the clock's remarks to fit any occasion and his mental attitude. He says the idea came to him when one of his son's companions told him about his mother, who couldn't see to tell the time and easily lost count of the strokes. "I think she ought to have a talking clock," the young man said, and Pinto went ahead. Hence all the publicity in the newspapers.

MUSIC FOR EVERYBODY
Operaphone RECORDS
PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

Model A
List $135

ARE YOU SITUATED ON THE D.L. & W.R.R. OR THE P.R.R.?

If you are, we have something to sell you, at a saving. New York and New England points have been under embargo, and we have been storing phonographs intended for these points.

We must move them at once, for storage facilities at Washington, N. J. are limited. If you are in a position to receive shipments by rail, or are close enough to permit motor shipments, send for special quotation and sample machine.

If quality counts for anything, you will like these phonographs — but even at that, if you think they are not suited to your trade, sample machines are returnable at our expense.

Model B
List $150

Executive Offices:
1727 Chestnut Street, Philadelphia, Pa.
New Jersey Factory: Washington, N. J.
Pennsylvania Factory: Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.

FOR VICTOR SERVICE
PHILIP WERLEIN, Ltd.
OF NEW ORLEANS
THE LEADING SOUTHERN WHOLESALERS

ENDING OF CAR STRIKE PLEASES NEW ORLEANS TRADE

Record Buyers Flock Into Stores When Able to Use Street Cars—Lillibridge to Enter Retail Field—Victor Dealers in Publicity Stunt—Werlein Opens New Agencies—News of Month

NEW ORLEANS, LA., August 2.—At last the street car strike is ended. It lasted twenty-four days and when it did end, Oh, Boy! the music merchants were swamped. The first two days the clerks at Grunewald's were rushed, walked on, hurried and harried and bedraggled when evening came, because of a throng seeking records. That firm's record room is being enlarged so it will hold more than twice as many records as formerly.

L. T. Donnelley and A. Schreiber, manager and secretary of the Diamond Music Co., Edison distributors, upon their return from the convention in Chicago expressed less apprehension regarding supplies. They heard something, they said, that indicated that although there is a shortage of freight cars feared, they will be able to get a pretty good supply of machines and Edison products before the shortage hits. The branch here has more in stock than at any time in two years.

J. B. Lillibridge, road salesman for the New Orleans branch of the Columbia Co., left that organization August 1 and will enter the retail field at some point in Texas not yet determined. He will try to set a mark in sales of machines and records through the use of a delivery truck, taking his wares direct to the homes outside the city.

The Gulf Furniture & Carpet Co., of Orange, Tex., held a formal opening July 20 on the completion of its new equipment for its new Victrola department.

The Union Furniture Co., of Shreveport, La., has become an exclusive Columbia agency. Mr. Buswell is manager of the department.

Philip Werlein, Ltd., Victor distributor, reports the Meridian Chair & Furniture Co. as a new exclusive Victor dealer. New Unico equipment is being installed. F. J. Allen, formerly on the road for Werlein's, will be manager of the department.

Victor dealers of Crowley, Jennings and Lafayette, La., recently put over one of the neatest advertising stunts in this section for talking machine records. F. J. Allen, of Eckels' Pharmacy, of Crowley, La., conceived the idea of securing the services of a woman who never had taken singing lessons, but who had listened for several years to classical Victor records played on a Victor machine. She had learned operettas and other classical music from hearing them sung on the Victor. Mr. Allen got that woman, Mrs. Hazel David Wilder, of Crowley, to sing in a motion picture theatre with the reproduced voice of Galli-Curci. Eckels' Pharmacy's half-page advertisement in the Crowley paper tells the story in part:

"Last night, at the Acadaia Theatre, Mrs. David Wilder held a crowded house spellbound with her remarkable rendition of several difficult selections, singing with the reproduced voice of Galli-Curci—the world's greatest coloratura soprano. It is known that various artists have successfully sung in comparison with the reproduction of their own voices, but no one has ever been known to sing in direct comparison with the voice of another. Mrs. Wilder's voice has been cultivated only by singing with the Victrola. There were two other very remarkable numbers on the program last night, namely: a recitation by Master Emile Carmouche, Jr., of the well-known poem 'Lasca,' and a fancy and classical dancing by Miss Nuna May Carmouche. Like Mrs. Wilder, each of these young people has trained only with the aid of the Victrola."

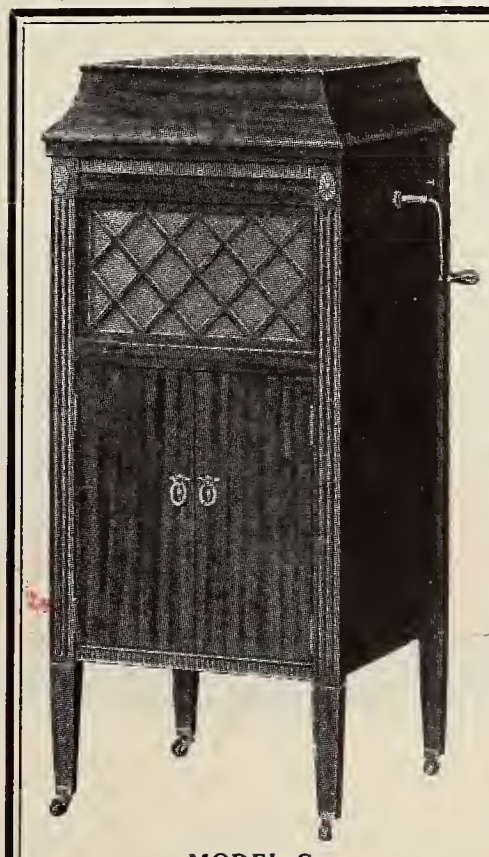
The other half of the ad was of three models of the Victrola, giving prices and calling attention to the fact that the same machine had been heard the night before at the theatre.

Joseph Hassell, manager of the talking machine department of the Phoenix Furniture Co., Columbia dealers in Beaumont, Tex., was operated on for appendicitis last month. He has recovered.

The Monroe Furniture Co., Columbia dealers in Monroe, La., has installed three hearing rooms in the form of an attractive vine-covered bungalow.

New Columbia accounts opened during the month are: Folse & Quade Drug Co., Oak Ridge, La., which plans to work the surrounding territory with trucks, and the Fish Drug Co., Monticello, Ark., which also plans to use autos extensively in reaching its territory.

The J. K. Drug Co., of Pascagoula, Miss., is a new Edison dealer.


MODEL C

AMERICANOLA
PLAYS ALL RECORDS
A Talking Machine of Quality, Tone and Workmanship

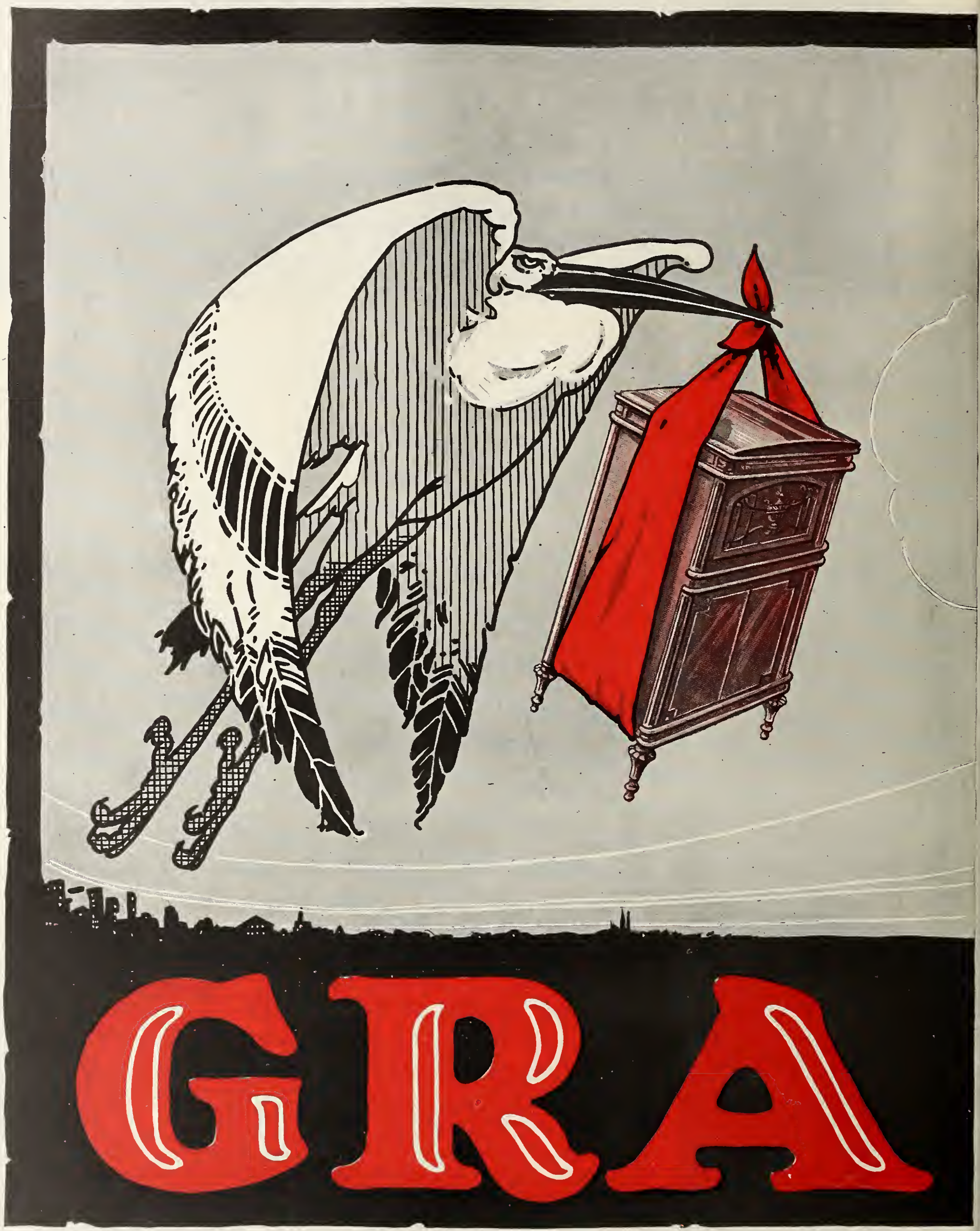
The Americanola reproduces the music of every instrument and the sound of every voice with complete fidelity. No tone is slurred. No distinctive quality lost.

WRITE FOR DEALER'S PROPOSITION

Lyric Lateral Records
DEALERS SUPPLIED ON SHORT NOTICE
YOU CAN'T BEAT US FOR SERVICE

We are Distributors—placing on your shelves the Latest Hit and supplying you with Bulletins, Hangers, Cut-outs, and Advertising Material is one feature of LYRIC SERVICE

AMERICAN TALKING MACHINE CO., *Inc.*
BLOOMSBURG, PENNA.


GRA

Just Arrived

The "GRANBY"—A musical instrument of higher quality—from the newest and most up-to-date factory in the world.
RESOURCES—$4,000,000,00. The WE WILL spirit.

JOBBERS WANTED

successful organizations only who are able to develop BIG business along quantity lines can secure valuable territorial rights Now.

ADVERTISING IN PLENTY

is only a part of the co-operation GRANBY JOBBERS may expect.

COME TO NORFOLK

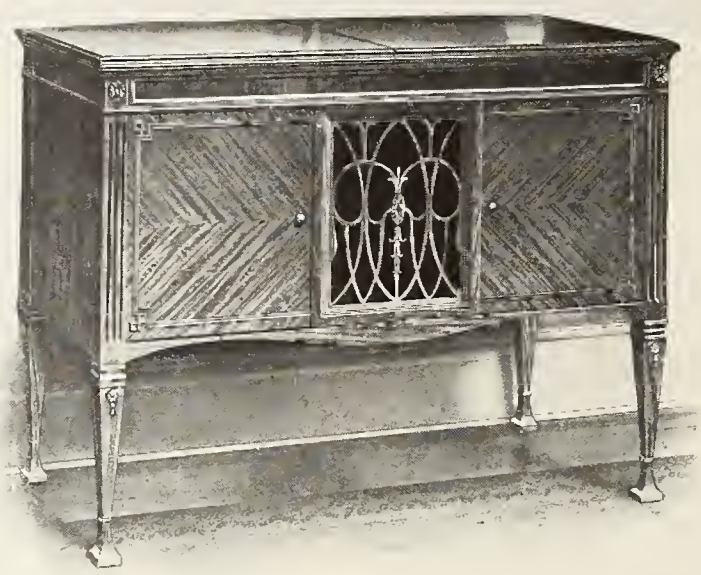
see and hear more than you ever saw or heard. Write for catalog and an invitation to come to Norfolk at our expense.

THE

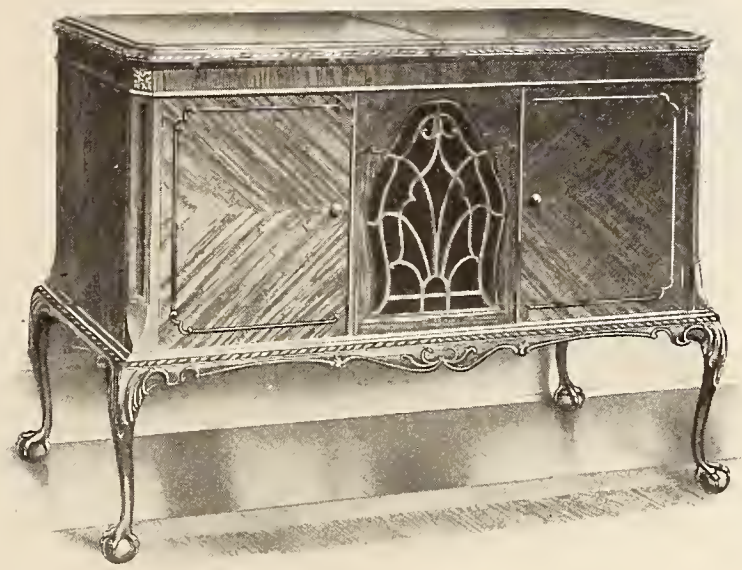
Granby Phonograph Corporation

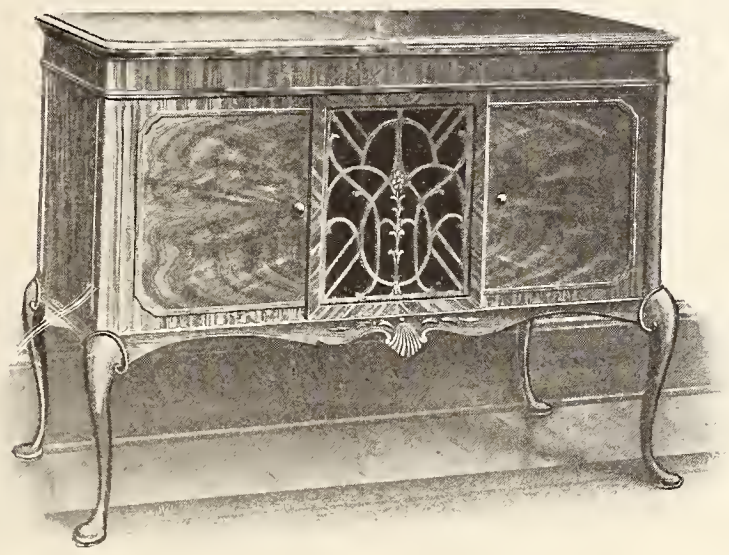
Norfolk, Va.

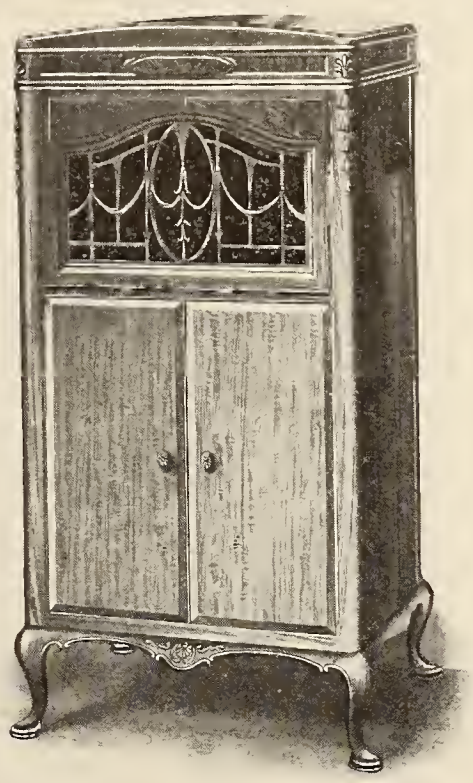
NBY

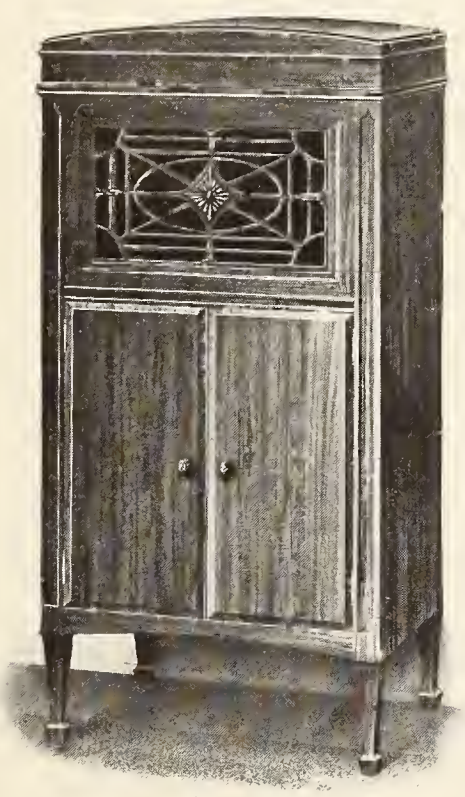


Aeroplane view of the Newport News plant of the Granby Phonograph Corporation









THESE models comprise the Granby Phonograph line. Their architectural beauty is apparent with the first glance and their musical qualities are revealed with the first record.

Granby Phonograph Corporation

NORFOLK, VA.

Factories: Newport News

AVERAGE SUMMER TRADE PREVAILS IN ST. LOUIS

Dealers Looking Forward to Fall With Confidence—Why High Priced Talkers Sell—Grand-Leader Reconstruction — Kieselhorst and the Victor—Famous & Barr Remodeling —Other Happenings in the St. Louis Trade

St. Louis, Mo., August 7.—The talking machine business in St. Louis in the latter part of July and the early part of August was just about what it is expected to be at the height of the mid-Summer season. Which is one way of saying that it was not very good. And it is also one way of saying that nobody felt very bad about it because nobody expected anything else. The depression which set in early in the Summer, lagging along after the piano depression, which had been in force for several months before that, seems now to have been absorbed by the natural mid-Summer lassitude. Dealers are looking forward to the Fall without misgivings. Manufacturers and distributors report the booking of large orders for early Fall delivery. It is expected that there will be a very heavy demand for the best and highest priced machines.

C. R. Salmon, city salesman for the Columbia Co., is booking large orders for immediate delivery, the wholesale department having accumulated sufficient stock here to offer to dealers the inducement of immediate delivery. The dealers, remembering the delays that they have had to endure in the past, are eager to avail themselves of the unusual privilege and the indications are that the accumulated stock will soon be depleted.

Talking machine salesmen are agreed that probably the principal explanation of the ease with which high priced talking machines have been sold during the past months and are still being sold, with due allowance for the hot season, is the high cost of pianos. It used to be that the prices asked for the best talking machines rather staggered people whose talking machine education had begun with small and cheap machines and had not progressed much beyond that. The salesman's task was to pull up to the level of the high-class machine. The skyrocketing of piano prices has made the highest talking machine prices look low by comparison. It is not hard to talk a $250 or $300 talking machine to a person who has been looking at $1,000 pianos. Many of the talking machine sales are rebounds from the pianos. Salesmen find that it is easiest to sell the best talking machines to persons who have been looking at pianos and have balked at the high prices of the latter.

In spite of freight congestion and other delays, Hellrung & Grimm succeeded recently in getting together 200 Model 7 Pathé Phonographs and proceeded to organize a Pathé Single Dollar Club, offering the instruments for $1 down in a full-page advertisement. And they say at Hellrung & Grimm's that the people came running and the Single Dollar Club was organized in short order and most of the machines have been installed.

The Grand-Leader talking machine department, which has been in the throes of expansion and reconstruction most of the Summer, has reached the wet paint stage. The battery of booths facing inward around three sides of the department has been completed and the booths are being taken possession of as fast as the paint dries. The department is set apart from the rest of the store, with a main entrance, as from a street, and outside show windows which increase the impression of a store within a store. Manager Medairy will have one of the most complete departments in the city as soon as the paint permits full occupancy.

Miss Lorraine Merritt, manager of the Scruggs, Vandervoort & Barney talking machine department, has returned from Wisconsin, where she spent a vacation of two weeks. While she was away the department was under the direction of Miss M. Hibbeler, Miss Merritt's assistant.

Harry A. Kieselhorst, vice-president of the Kieselhorst Piano Co., was motoring through Wisconsin the other day when he took a notion to find out how well the Kieselhorst Victor dog is known to the St. Louis post office people. So he wrote a card to his brother, E. A. Kieselhorst, president of the Kieselhorst Co., and addressed it to "The Store with the Big Victor Dog, St. Louis, Mo." Next morning it was delivered to the Kieselhorst store. The big Victor dog stands at the entrance to the Kieselhorst store, listening to its master's voice and challenging canines of high and low degree that happen along. It has been in several impromptu fracases with unpedigreed pups which resented its placidity, but it has been an easy matter to repair its papier mache ears and renew its coat of white and it continues to give reputation to the store with the big Victor dog.

Theodore Maetten, manager of the Kieselhorst Victor department and secretary of the Tri-State Victor Dealers' Association, returned a few days ago from a motor trip through Illinois with his family, and a fishing trip in Missouri with friends.

Manager Hornberger, of the Vocalion wholesale department, and Retail Manager Brandt have returned from a visit to the Aeolian home office at New York. Mr. Brandt also visited Detroit, Buffalo and Cleveland.

M. I. Mayer, of the Tri-Sales Talking Machine Co., has gone to St. Paul and Minneapolis on a business trip.

Work of remodeling the talking machine department of the Famous & Barr Co. is progressing. Twelve record booths are up. There are to be thirty-six in all, eighteen of which will have outside windows.

The talking machine department employes of

(*Continued on page* 106)

"TONAR"

TRADE MARK

RECORD BRUSHES ARE PROFITABLE

They pay JOBBER and RETAILER each a good working profit

They earn your support

Write to-day for sample and prices

PARKS & PARKS, Inc. TROY, N. Y.

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

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"
Smith stood by the Victor—and smiled

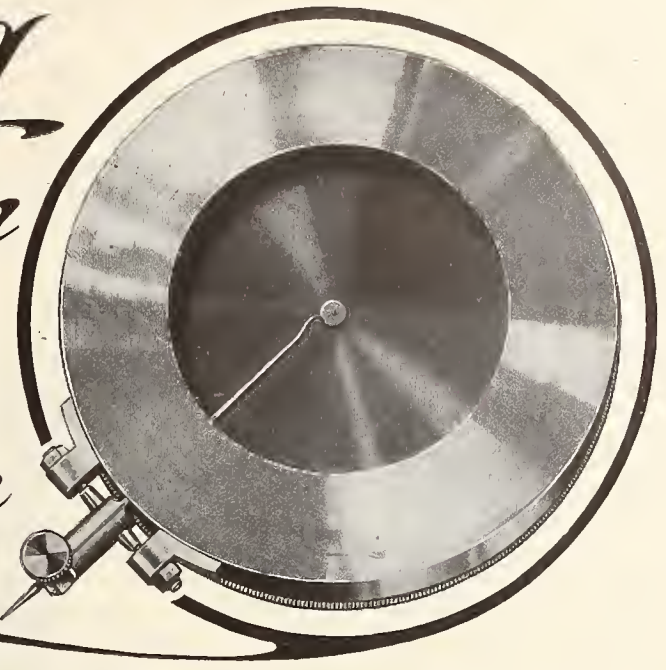
1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH'
Smith stood by the Victor—and laughed out loud!

Pattern after Smith—be the *Victor man of your town—and prosper*

Buffalo Talking Machine Company, Inc.

Victor only BUFFALO, N. Y. *Wholesale only*

Releasing the diaphragm of its yoke



IT remained for the invention of our

Remington PHONOGRAPH CORPORATION REPRODUCER

to release the diaphragm from the yoke of the sound box rim. The present general construction of reproducers chokes, more or less, the vibrating functions of the diaphragm, thus producing a cramped or imprisoned tone which advisedly has been the weakest point of all sound-reproducing machines.

Our Reproducer, being *elastically mounted*, through the employment of the minute surfaces of three silver steel balls, holding the diaphragm in place, instead of the usual metal rim collar, allows the diaphragm to vibrate freely, thereby, not only clearly reproducing the recorded tones, but uncovering many of the soft tones, which, unfortunately, are too often lost by the reproducers in general use to-day.

We will not sell our Reproducer separately. It will be made only for our Phonographs, and while the Reproducer is in itself important to place

Our
Remington Phonograph
at the very top of the high-grade class

there will be other exclusive, patented features, having to do with sound reproduction, which will contribute to setting a new standard in phonograph quality

REMINGTON PHONOGRAPH CORPORATION
1662-1666 Broadway, New York

PHILO E. REMINGTON
President

EVERETT H. HOLMES
Sales Manager

JAMES S. HOLMES
Vice-President and General Manager

We have no connection with any other corporation

TRADE HAPPENINGS IN ST. LOUIS

(*Continued from page* 104)

the Famous & Barr Co. had a picnic Saturday at the firm's recreation farm on the Meramec river.

Manager John McKenna, of the Columbia Phonograph Co., has gone to New York to attend a sales conference. On his return he and Assistant Manager A. W. Roos will conduct another party of St. Louis and country dealers to the Columbia factory on August 16.

C. R. Salmon, city salesman for the Columbia Co., says that there have been big orders for the Marion Harris records, first release August 10.

Frank L. Stevenson, road salesman for the Columbia Co., is spending his vacation at Ocean Beach, N. J. Miss Olive Gibbons is leaving the Columbia Co. to be married in August to Dr. Marshall L. Myers. Miss Mildred Heckert, secretary to Manager R. N. Johnson, of the credit department, who was married recently to a Mr. Walpert, will make her future home in California. C. R. Trampier, manager of the dealers' service department, has returned from a dealers' service conference at Philadelphia. He also visited the offices in New York and the factory at Bridgeport.

C. O. Thompson, of the Kieselhorst Victor department, has started on a vacation trip.

Miss Blanche Rosebrough, director of the educational department of Scruggs-Vandervoort-Barney, has been conducting a morning study hour for the salespeople in the Victrola department. The sales force is divided into two groups, the first group studying from 8:30 to 9:30 and the second using the 9:30 to 10:30 hour. They are studying now a group of Red Seal records which have moved more slowly than their contents justified. Miss Rosebrough reports much interest and enthusiasm on the part of both record and machine salespeople.

In the last salesmanship class conducted by Koerber-Brenner, in addition to other interesting people there was one young lady born in Central Russia who spoke seven languages; one born in Italy; the director of a large educational department; and the gray-haired mother of several grown children, one of them a film actor of prominence.

Miss Reid, of the Mengel Music Co., St. Louis, reports the sale of a Victor machine to a Methodist minister from Illinois. He expects to use it in his Sunday evening services to supplement the choir and add the interest of good music. His selection of records is confined for the present to the more familiar hymns, but he hopes later to branch out and use oratorios and sacred selections.

AN ARTIST AS WELL AS A DEALER

Wm. F. Lamb, Musician as Well as Victor Dealer, Scores Big Hit in Recent Concert Which Was Arranged Along Original Lines

Pottstown, Pa., August 2.—William F. Lamb, proprietor of Lamb's Music Shop, Victor dealer of this city, is an ardent follower of music in his social life as well. He recently returned from the Pacific Coast, where he attended the gathering of Shriners at Portland, Ore., as a member of the Rajah Shrine Band, of Reading, Pa., in which he plays a BB bass Sousa-phone. This band traveled over 10,000 miles and was heartily received at every city they visited. Mr. Lamb is also leader of Lamb's Orchestra, a large ensemble of musicians well known throughout the Keystone State. This orchestra is in great demand and plays engagements not only in its entirety, but in smaller groups. The accompanying photograph, which was taken at a recent concert given by this orchestra in Pottstown, featured the Victor line strongly, as may be seen by the large Victor dog in the background, together with the complete Victor line and the arrangement of the smaller Penn-Victor dogs in the foreground.

How Wm. F. Lamb, Director of Lamb's Orchestra, Featured a Recent Musical Event

Fred Van Eps, banjoist, was the soloist of the evening and the concert was well attended by Victor enthusiasts, who are followers of Mr. Van Eps' playing through the medium of the Victor records. Mr. Lamb recently returned from New York, where he succeeded in securing several carloads of pianos. He reports business is good and is making energetic plans for Fall.

OKeh Records are distinctive for their spontaneous popularity. We are well stocked with the latest musical successes---orders placed with us receive instantaneous service.

4126	10-inch $1.00	SUNNY SOUTHERN SMILES Crescent Trio HAWAIIAN TWILIGHT (Tenor) accompanied by Hawaiian Guitars Lewis James	4123	10-inch $1.00	THE CROCODILE (Fox Trot) Joseph Knecht's Waldorf Astoria Dance Orchestra HULLO, HOME (Melody One Step) All Star Trio
4128	10-inch $1.00	WHISTLE A SONG (Tenor) Billy Murray THERE'S A TYPICAL TIPPERARY OVER HERE American Quartette	4125	10-inch $1.00	RAILROAD BLUES (One Step) Harry Raderman's Jazz Orchestra IN OLD MADEIRA (Fox Trot) Conway's Band
4132	10-inch $1.00	THE MOON SHINES ON THE MOONSHINE (Baritone) Arthur Collins WAY DOWN BARCELONA WAY (Baritone-Tenor Duet) Collins-Harlan	4146	10-inch $1.00	THE LOVE NEST (Fox Trot) Lanin's Roseland Orchestra ENTICING (Seduisante) (Waltz) Joseph Knecht's Waldorf Astoria Dance Orchestra

STOFFER & STACKHOUSE CO.
BOURBON, INDIANA

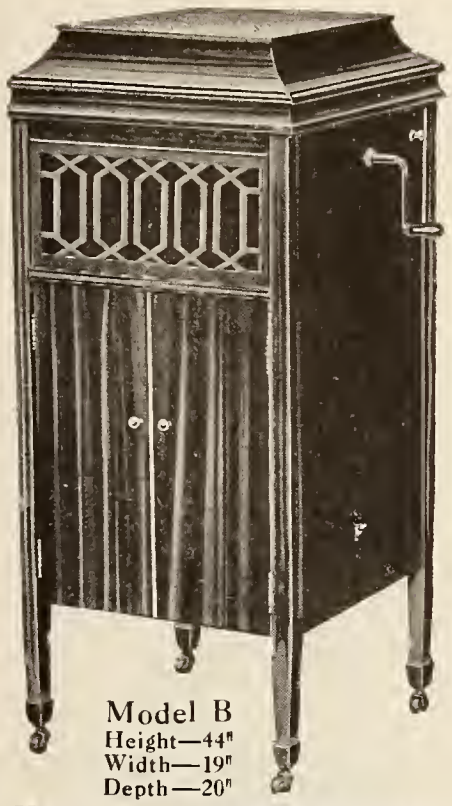
THE

HALL MARK of QUALITY

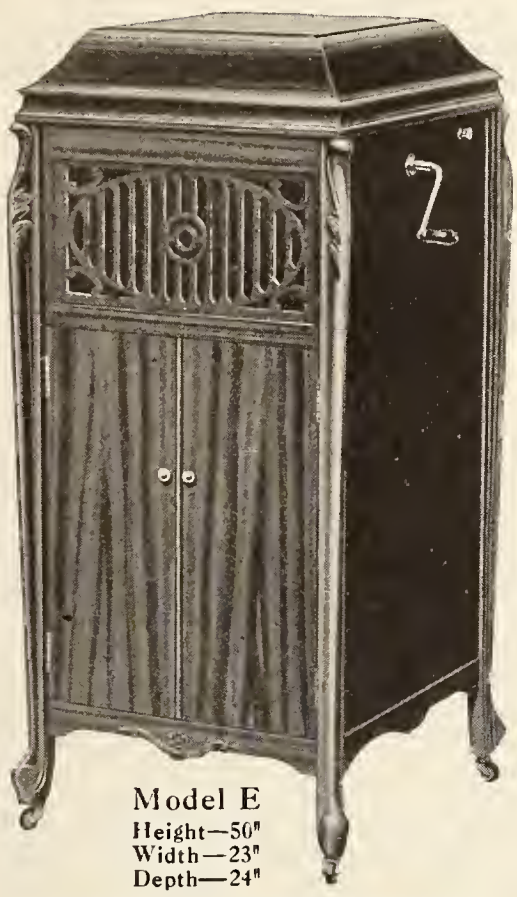
THIS "TRADE MARK"
on a Phonograph insures high grade material and workmanship at a reasonable price — sold to dealers fully guaranteed by a house experienced in every branch of the retail trade and knowing their necessities.

THE WADE PHONOGRAPH
GUARANTEED
WADE TALKING MACHINE CO.
CHICAGO — U. S. A

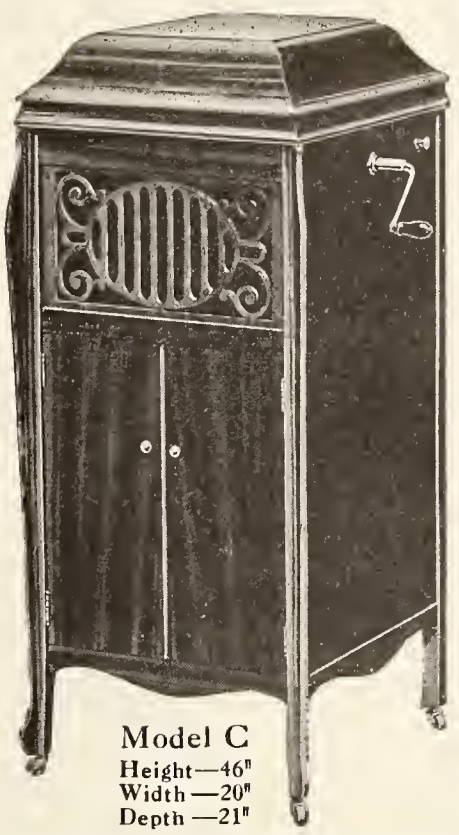
THESE PERIOD CABINETS
are scientifically constructed and fitted with the latest type double spring motor, which has bevel gears and is positively noiseless. The latest improved types of tone arms and reproducers play all makes of records. *Silken Plush Turn-Tables with Bevel Edges; Our* all wood tone chambers give the loudest volume and clearest tone; automatic cover supporters and tone modifier. Complete machine guaranteed. *Finish: Mahogany, Golden or Fumed Quartered Oak.*



Model B
Height—44"
Width—19"
Depth—20"
"WADE" PHONOGRAPH



Model E
Height—50"
Width—23"
Depth—24"
"WADE" PHONOGRAPH



Model C
Height—46"
Width—20"
Depth—21"
"WADE" PHONOGRAPH

SUPERIOR

"Hits When They are Hits"
Every Okeh Record a big seller — A better, clearer reproduction, have you tried them? WRITE TODAY—Become an authorized Okeh dealer.

Okeh Records
WE SHIP EVERYWHERE

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

SERVICE

Complete stock Okeh Records — If you are an authorized dealer, try our service — If not, get our proposition—it offers a new and better field for the dealer.

12-20 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS

Our Planning and Service Department will aid you in rearranging your present store or in completely planning a new one.

Complete new Departments or additions can be easily furnished by us in time for the Fall Business.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY
INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

WEALTHY NORTHWEST GETS READY FOR BIG FALL TRADE

Noticeable Tendency Among Dealers to Concentrate on One or Two Lines—Plan Reunion of Aeolian Dealers in Northwest—Poor Transportation a Problem—New Brunswick Dealers

Minneapolis and St. Paul, Minn., August 4.—Preparations for a tremendous Fall trade are being made by the distributors of talking machines in the Northwest. Such houses as are not fully stocked with complete lines in all models, finishes and woods are bending every effort to obtain a strategic position for handling the Autumnal onslaught. Estimates of great crop yields made by the Government experts are amply borne out by the local reports of bankers and merchants. The yield will be immense not only throughout Minnesota and the Dakotas, but Montana promises to surprise the world with its showing as a grain State.

A movement on the part of some dealers to concentrate on one line of talking machines, making that line one of the well-known standard makes, has been noted for several months. Retail dealers who took on several additional lines during the war period when the factories were compelled to restrict their output now seem willing to change their policies. Sometimes it is not an easy matter to let go, as a large stock of instruments was bought outright.

The greatest Pathé distribution in the history of the Northwest now is under way, says Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co. They have a full stock of machines and records, and with the roadmen turning in orders at a most encouraging rate Mr. Wheeler is expecting to see all his former records fall before 1920's totals. The branch distributing office at Billings, Mont., is expected to display a wonderful increase in business during the coming Fall.

A reunion of Aeolian dealers in the Northwest territory is to be held in Minneapolis about September 9 and 10, under the joint arrangement of the Aeolian Co. and the Stone Piano Co. The main purpose is to discuss salesmanship and publicity methods and to obtain information as to the new Vocalions and the new records.

Among the speakers will be W. H. Alfring, general manager of the wholesale department, New York; H. B. Levy, Western manager, Chicago, and five or six others of the company's experts.

An illustration of the nice (?) adjustment of the country's transportation system is supplied by George A. Mairs, manager of the Victrola department in the W. J. Dyer & Bro. establishment. On the last day of July he informed The World correspondent that a carload of July Victor records had not yet arrived, but that the August records already were on hand and had been distributed. The Victrola supply has been greatly improved during the past year. Mr. Mairs states that he is in position to take care of the old patrons fairly well, but is not in position to accept new accounts, although many desirable ones are obtainable.

The Edison pilgrims from the Minneapolis zone, fifty-five in all, have returned from the Chicago convention with a great many new ideas on how to conduct a modern phonograph shop. The gathering proved a highly instructive institution and undoubtedly the efforts of the Edison management will be reflected in commercial returns. Laurence H. Lucker, who conducts the Edison distribution in this zone, looks upon the general situation with much complacency. He finds the demand for instruments and records as keen as it ever has been, but with much greater facilities for filling orders. The increased output of machines at the Pullman, Ill., and New London, Wis., plants has been of inestimable value to the retailers in the Middle West, as they are insured fairly prompt deliveries in spite of the general traffic congestion.

Thirty-five new accounts were established in the Minneapolis territory during July by the phonograph department of the Brunswick-Balke-Collender Co. through E. L. Kern, Northwestern director. Instruments are coming along from the factories in a fair way, although delays often are unavoidable. The Hart Swalstead Jewelry Co., Minot, N. D., has opened an exclusive Brunswick shop with four booths, and Mr. Kern has just shipped a carload of Brunswick supplies to start the new venture. The Burr Albright furniture house, Minneapolis, also has opened an exclusive Brunswick shop with three booths and will supply the Northeast Minneapolis sector. George M. Nye, head of the travelers, recently has added Hoff Heiberg, H. L. Davies, H. E. Burgoyne and W. A. Plummer to his staff.

Phonograph purchasers in Minneapolis who buy on the installment plan will be required to pay interest on deferred payments. R. O. Foster, who was delegated to interview the Minneapolis dealers on the proposition of taking united action on this matter, reported that he had obtained thirty-six signatures to the pledge and that these signatures included all the department stores. It was the refusal of the department store managers to accede to the plans that spilled a similar movement two years ago, but now all is clear for business methods. It is understood that the St. Paul committee is meeting with good success and that all the dealers will be cheerfully signed to the agreement in a short time.

VALUE OF MUSICAL KNOWLEDGE

It is possible to enjoy music without knowing anything of musical history, but such knowledge would give you an entirely different perspective of the art. It is like seeing your home from an airplane; you see the same old thing from a new angle.

We can organize all we want, but it is the man behind the organization that counts.

Cut No. U-21

Copyright, 1920, T. M. W. S.

ADVERTISE—*and do it now!*

For the first time in years, supply has caught up with demand. The strong seller's market has gone, and a buyer's market is here. The note of caution now prevalent after the period of extravagance, the curtailed credits and general conservatism, while healthy in effect, necessitate increased rather than curtailed sales effort on your part.

Advertising is not an expense. It is an investment and an absolutely essential investment. And now of all times you should advertise regularly, persistently and effectively in the daily newspapers of your city.

The Talking Machine World Service furnishes you with the finest merchandising and sales material ever prepared for the retail trade in any line of business. The best artists of New York, the most successful copy writers, window display men, store management experts, and form letter writers are devoting their time and talent to this great service.

The service has been tried out in all sections of the United States, in towns large and small by dealers of every type—with uniform success. It has proved itself to be a big money-maker.

Read what some of our clients say about the service; then if it is not already sold to a rival concern in your territory, get it, and get it now! It can bring you the biggest Fall and Winter business you've ever had.

Talking Machine World SERVICE

for Retail Merchants

Cut No. U-115

© 1920, Talking Machine World Service

Supplies you each month with

CUTS—17 or more striking, original designs, large and small—every month.

ADS with the kind of wording that gets results, makes friends for your store and increases your popularity and prestige.

FORM LETTERS on records and machines, which bring back big results in sales.

WINDOW DISPLAY PLANS—Clever ideas to make your windows stop the crowds and bring them in.

MERCHANDISING IDEAS—New successful methods of improving your store service.

SPECIAL SERVICE TO ORDER—Ads, letters or merchandising counsel furnished direct by mail, in accordance with your instructions.

Cut No. U-110

© 1920, Talking Machine World Service

Get it now for your territory!

FIRST HAND EVIDENCE

"I know we have gotten better results from the Service than the ads we used before. My actual experience has made me a booster for the Service of the 100% type."

"We hear nothing but praise for the Talking Machine World Service—advertising manager says it is the best thing of the kind he has ever seen."

"Since we are using your Service people come in and want to know who our new advertising manager is."

"We are enclosing herewith a page from one of our local newspapers containing the advertisement that you got out special for us. Without a doubt we think this is the most wonderful advertisement ever written."

"Our very first ad brought $150 sale in less than three hours."

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE
373 Fourth Avenue New York

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is.....

I handle these instruments.....

Firm Name.....

By.....

Address.....

(W—13, 8-15-20)

Science said "Round" So we made it Round

THIS is to introduce the new Emerson Phonograph, made by the makers of Emerson Records, and equipped with the new *round* Emerson Music Master Horn.

Science* proves that sound—tone—travels in *round* waves. Accordingly, when we decided to produce the Emerson Phonograph, we insisted on a *perfectly round* horn—the Emerson Music Master Horn. To achieve clear, full, *round* tone, you *must* have a *round* horn.

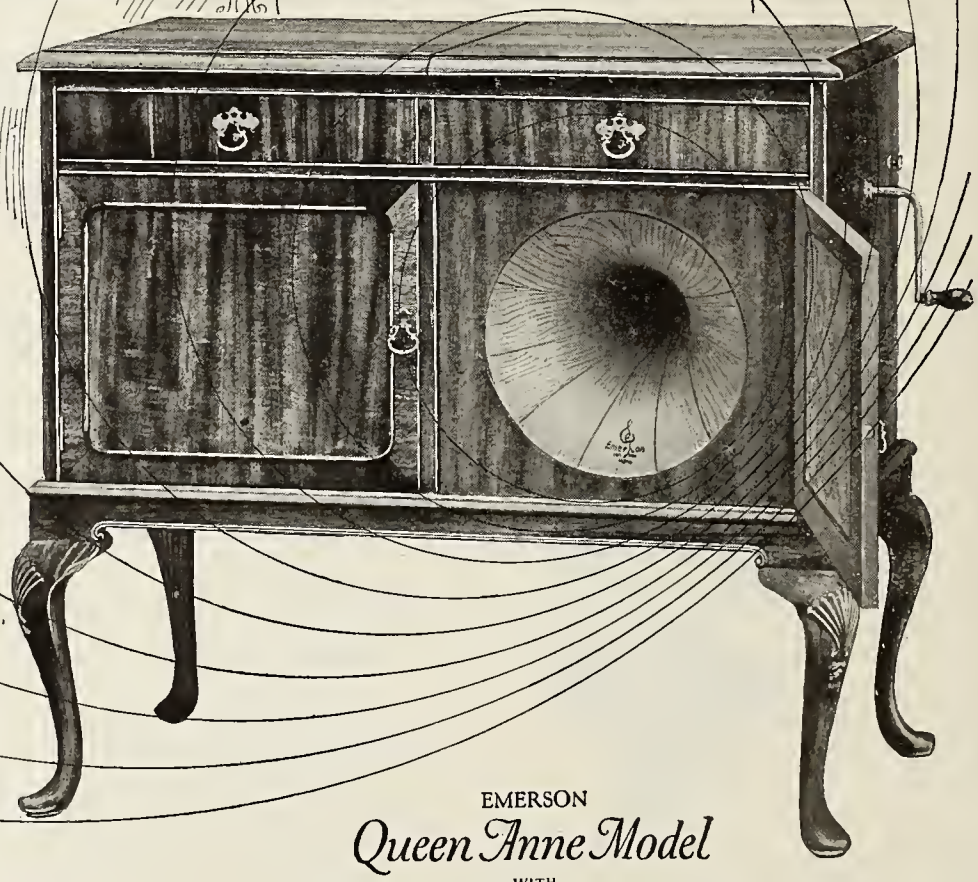
The full, *round* music which flows from the full, *round* Emerson Music Master Horn is remarkably free from annoying echoes and muffled sounds. Why? Because the horn is *perfectly round*—made of solid, *rounded* spruce, the one wood of all others most resonant and vibrant.

Hear the new Emerson Phonograph. Enjoy the *round* tone of *every note in every selection*. Hear music played with absolutely *new freedom* from mechanical blemishes.

Send for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including the Emerson Queen Anne Model, here shown. It describes the new Emerson Music Master Horn and explains why this new round *tone can come only from this* round *horn.*

*Ask any authority on acoustics.

EMERSON PHONOGRAPH CO INC
Makers of
Standard Emerson 10-inch Gold Seal Records
206 FIFTH AVE. NEW YORK CITY



Emerson
Records and
Phonographs

The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON
Queen Anne Model
WITH
Emerson Music Master Horn
Emerson Thrush-Throat Universal Tone-arm
Emerson True Tone Reproducer
Emerson Gold-edge Clamp-ring, Plush-covered Turn-table
Emerson New Style Patented 21st Century Filing System
Emerson Perfect Tone Control
Emerson Flush Motor-board
Capacious Drawer for Catalogs, Needles, etc.
Other Emerson models, with Emerson Music Master Horn, $80 to $1,000.

In the
SATURDAY EVENING POST, *August 21st,*
this Full Page Emerson Advertisement will appear. It is of special interest to the trade, as constituting the first step in an aggressive consumer publicity campaign which will definitely establish the new line of Emerson Phonographs.

The line is remarkably complete, embracing, as it does, eight splendid instruments—all equipped with the built-in, solid-spruce, *round* Emerson Music Master Horn.

EDISON CARAVAN CONVENTION WINS IN SAN FRANCISCO

Principal Event in Week Crowded with Interesting Happenings—J. T. Fitzgerald Presides—Many Interesting Addresses—"Service" Stressed by Various Dealers—Mrs. Hockett Makes a Hit—Banquet at Hotel St. Francis Closes Successful Reunion—Several Edison Officials Present

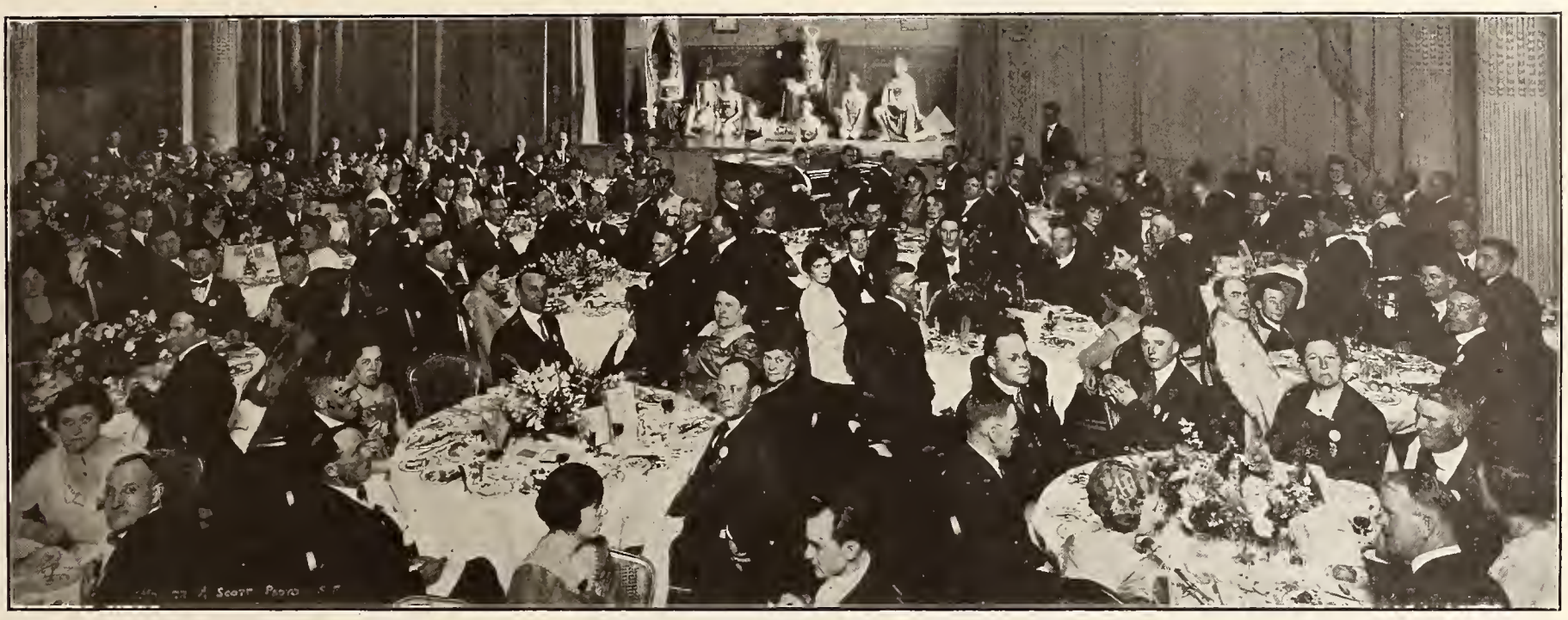
San Francisco, Cal., August 1.—The talking machine fraternity of the Pacific Coast and mountain region will not soon forget the week of July 19 in San Francisco, a week crowded with events of vital importance to the trade. The big Caravan Convention of Thos. A. Edison, Inc., and the Educational Conference of the Victor Co. together supplied so many opportunities of acquiring information that the progressive members of the trade unhesitatingly let private matters take a back seat for the time being and spent many hours hearing addresses on a hundred different trade topics, listening to wonderful tone tests, seeing tabloid dramas, attending banquets and dances and engaging in discussions on salesmanship methods. To say that the trade was much benefited is putting it mildly—the trade was inspired, enthused, rejuvenated! Every delegate, there can be no doubt, returned to his regular routine after the meetings injected with invigorating commercial jazz, exalted with peppy ideas and infused with the will to succeed.

"I have never seen anything like it before," remarked a prominent phonograph dealer of San Francisco, "and if business meetings are going to be conducted in this fashion hereafter you will always see me Johnny on the spot." This is a sample of the attitude of the Coast trade toward the Edison convention held in San Francisco on July 19 and 20. Verily the new era has arrived—the day of dull business meetings has passed away. The Edison people have recognized that business men are human beings and that as human beings they must be appealed to in a human fashion. Instead of prescribing bitter pills as remedies for business ailments, they have offered the choicest intellectual confectionery. Hard facts have been pleasingly sugar-coated and new ideas have been introduced on the wings of the morning. The messages presented at the business sessions held at the Columbia Theatre were made as engrossing as a high-class vaudeville show and a hundred per cent more profitable. James T. Fitzgerald, of the Fitzgerald Music Co., Los Angeles, acted as chairman of the meetings, and he won the hearts of the delegates by his quiet, quaint and delightful manner of conducting the sessions. The various business talks by members of the Western trade and Eastern officials of the Edison Co. were notable for their vivacity, while the tone tests given by Thomas Chalmers, the famous baritone of the Metropolitan Opera Co., were a revelation of beauty. The address of Henry Kimball Hadley, the distinguished American composer and conductor, opened the eyes of the members of the trade present to the great possibilities of things musical in America. Mr. Hadley paid a glowing tribute to the part played by mechanical instruments in promoting musical culture. Perhaps the most appealing features of the convention were the snappy little playlets by William Maxwell, vice-president of the company. Each play carried a message which had a meaning for every dealer and this message was delivered in so interesting and graphic a way there is little chance of the lesson being forgotten.

Throughout the entire convention the addresses by prominent dealers and officials of the company pointed toward a definite objective: that of impressing the trade with the scope and meaning of "Service" as applied to the Edison Co. and its dealers. The Edison Laboratories co-operate with their dealers and the dealers in turn carry out the plan by co-operating with their customers. In the first open forum, which was participated in by several dealers, Mark A. Sawrie, of Selma, Cal., paid high tribute to the "Sales Aid Service" as a means of getting new prospects.

The address by J. E. Robins, of Fresno, on the subject of "Canvassing" delivered at the opening session proved especially interesting in that it showed the results of using trucks in canvassing work in a territory where the work can be carried on the year round. Another idea which met with an enthusiastic reception was the "musical census" idea, which was carried out in some small towns by a house-to-house canvass, when a list is made of the musi-

(*Continued on page* 113)



Banquet of Attendants at Edison Caravan Convention at the Hotel St. Francis, San Francisco

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts

INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
DAVID REWES BLDG.
SAN FRANCISCO

THE FINEST OF

CORE STOCKS

For Phonographs and Record Cabinets

Are supplied by the

GERMAIN BROS. CO.

MAKERS OF THE FAMOUS "GERMAIN PIANO BACKS"

SAGINAW MICHIGAN

CONDITIONS ARE SUCH THAT WE
ADVISE IMMEDIATE CORRESPONDENCE

Hiawatha

Production

Service

Delivery

Hiawatha Production

Will guarantee you splendid service, and immediate delivery in all models. The increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

Quality is Our Watchword

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.

Hiawatha Phonograph Company

209 SO. STATE ST. CHICAGO, ILL.

EDISON CONVENTION ON THE COAST

(*Continued from page* 111)

eal instruments in each home and the class of music most enjoyed. Such a canvass furnished a wealth of valuable information to the dealer.

Thomas A. Edison's message, "Ten Years From Now," which was scheduled to be read by his son, Charles Edison, was given by Chairman Fitzgerald, on account of the absence of the former. In the open forum following this session the discussion was led by H. E. Roberts, of Wenatchee, Wash., who spoke on "The Worth of Windows," his paper treating in detail this vital part of the business.

The only woman speaker of the convention was Mrs. S. S. Hockett, of Fresno, who spoke on "Re-creation Concerts." She has used these concerts many times in her district and declared that the advantages of their use were three-fold. First, there was the interest created with the general public; second, the creating of the desire to possess an Edison, and third, the effect upon the salesman giving the concert, inspiring confidence.

The Edison banquet at the Hotel St. Francis on Tuesday evening was attended by 285 banqueters. Delegates were present from all the Pacific and Inter-Mountain states, namely: Colorado, Wyoming, Montana, Arizona and New Mexico, besides British Columbia and Alberta. The menu was a signal gastronomical triumph of the famous chef Victor, while the entertainment features, comprising classic dancing by the Anita Peters Wright Dancers, music by Paio's Hawaiians—with a dancing solo by a real hula-hula girl—and numerous extemporaneous offerings by amateurs and professionals, kept the guests in constant joy. Even Thomas Chalmers was prevailed upon to sing and Glenn Ellison to recite. Before adjourning to the ball room for the Edison dance, the delegates presented William Maxwell, the toastmaster, with a handsome silver flask as a mark of their love and esteem.

The Western Edison jobbers represented as hosts to the visiting delegates for the banquet and dance and the Columbia theatre party Monday evening were: Kent Piano Co., Ltd., Vancouver, B. C.; Montana Phonograph Co., Helena, Mont.; Denver Dry Goods Co., Denver, Colo.; Proudfit Sporting Goods Co., Ogden, Utah; Edison Phonographs, Ltd., Portland, Ore.; Edison Phonographs, Ltd., San Francisco, and Edison Phonographs, Ltd., Los Angeles, Calif.

While these seven jobbers were joint hosts, arrangements for the details of registering and entertaining delegates were delegated by the other jobbers to the San Francisco office of Edison Phonographs, Ltd. A. C. Ireton, vice-president and general manager, and a past master in the art of handling such affairs, was the moving spirit in the varied entertainment and "jazz" provided; and by the time the banquet dance orchestra had swung into "Home, Sweet Home" the Caravan vote registered 100 per cent strong that "Ireton knows how!"

THE RIGHT KIND OF ADVERTISING

Advertising to beat your competitor is usually not advertising to sell your goods. Without knowing it, perhaps, you imitate his methods, which may not fit your case at all. Your game is with the public—play the game!

Advertising brings the customer to you—the rest is your own work.

NEW BRUNO OFFICERS ELECTED

Jerome Harris Becomes Secretary and Wm. J. Haussler Treasurer of This Corporation of Which Henry Stadlmair is President

At a recent meeting of the Board of Directors of C. Bruno & Son, Inc., Victor distributors and musical merchandise jobbers, Jerome Harris was elected secretary and William J. Haussler was elected treasurer of the corporation.

Mr. Harris will devote much of his attention to Victor wholesaling. He was formerly connected with the law firm of Lesser Brothers and is an able executive in every way. Mr. Harris is inaugurating an aggressive campaign which bespeaks a big Fall season.

Mr. Haussler has been indirectly associated with C. Bruno & Son, Inc., for the last twenty years and is thus thoroughly familiar with the affairs of this enterprising corporation. Henry Stadlmair continues as president of the company.

"Does It Play All Records?"

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

***MAGNOLA* "Built by Tone Specialists"**

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

A Few of the Current Titles

ALL BIG SELLERS

"The Love Nest" (from the Musical Comedy "Mary"). Intro. "Mary." Music by Hirsch (Medley Fox-trot). Waldorf Astoria Dance Orchestra

"Korinthia" (One-step). Music by J. C. Knight. Waldorf Astoria Dance Orchestra

"Hold Me" (Fox-trot). Music by Hickman and Black. Waldorf Astoria Dance Orchestra

"A Young Man's Fancy" (Music Box Number from "What's in a Name"). Music by Ager (Fox-trot). George Green's Novelty Orchestra

"I'd Love to Fall Asleep and Wake Up in My Mammy's Arms." Music by Fred E. Ahlert (Tenor Solo with orch.) ..... Charles Hart

"Down the Trail to Home, Sweet Home." Music by E. R. Ball (Tenor and Baritone Duet with orch. accomp.) ..... Charles Hart and Elliott Shaw

"I Cannot Sleep Without Dreaming of You" (From "The Girl in the Spotlight"). Music by Victor Herbert (Soprano Solo with orch.) ..... Gladys Rice

"Chile Bean" (Eenie-Meenie-Minie-Mo). Music by Albert Von Tilzer (Tenor Solo with orch.) Fred Whitehouse

Write for Dealers' Terms and Prices. Immediate Deliveries

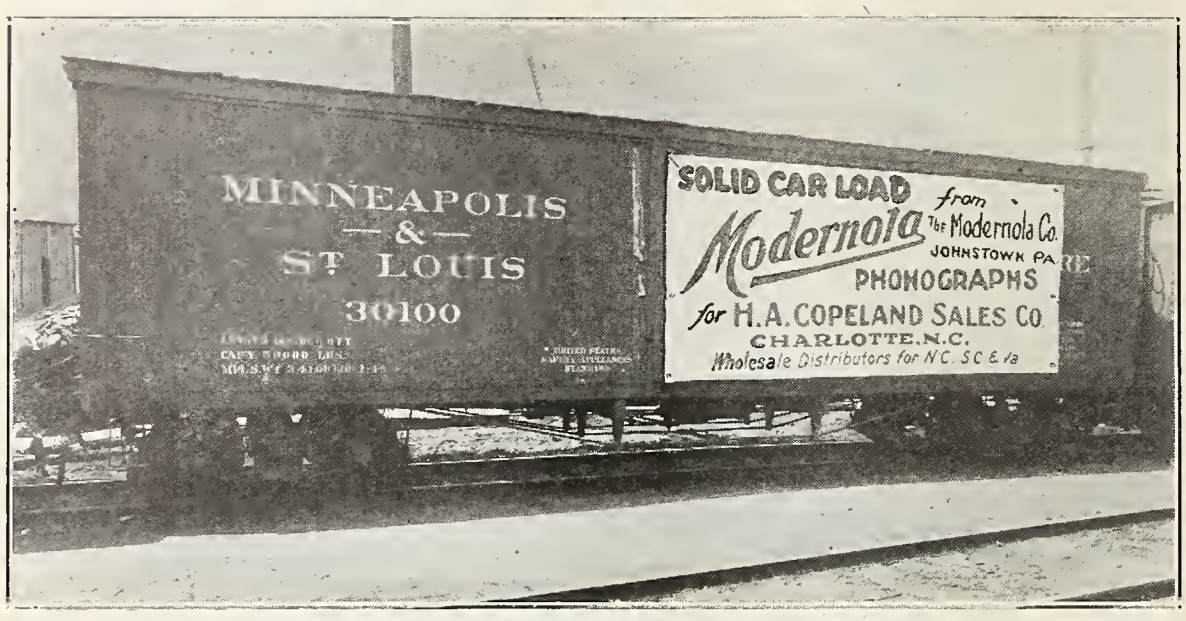
Lyraphone Co. of America

117 Mechanic Street **Newark, N. J.**

NEW MODERNOLA JOBBER

H. A. Copeland Sales Co. Secures Representation for North and South Carolina, Eastern Tennessee and Virginia—Carload Shipments

Hickory, N. C., August 2.—A. J. Copeland, president of the H. A. Copeland Sales Co. of this city, visited the headquarters of the Modernola Co. at Johnstown, Pa., and as an attendant result the announcement has been made that the H. A. Copeland Sales Co. has secured the exclusive distribution for Modernola talking machines for the states of North and South Carolina, Eastern Tennessee and Virginia. The first shipment consisted of two solid carloads, one of which is illustrated herewith. Mr. Copeland is very enthusiastic over the Modernola and is planning an aggressive campaign that will greatly increase the popularity of the Modernola in the states which he covers. Mr. Copeland has built up a particularly efficient sales organization and has selected as his slogan "We Cover Dixie Like the Dew."



Modernola Shipments to H. A. Copeland Sales Co.

COULDN'T RESIST THE WEARY BLUES

Darky Minstrel Just Had to Play the Bones When Brunswick Played the Blues in Georgia Store—Dealer Made Use of Publicity

Macon, Ga., August 5.—Guttenberger's Music Store of this city, which handles the Brunswick line, enjoyed a novel advertising medium on July 31. Thomas Price, of a troupe of real Southern darky minstrels, happened to pass by the store when he heard one of the machines playing. The call of the weary musical blues was too much for his artistic temperament, so, extracting a set of real minstrel "bones" from his inner pocket, he proceeded to accompany the records. So enthused was he with his accompaniment that he failed to notice the large crowd that had gathered to watch the demonstration. Thanks to Mr. Price, Guttenberger's Music Store and the Brunswick line received some splendid local advertising and to use the vernacular "a good time was had by all."

This information was given to The World representative by M. H. Wheat, formerly traveling representative for the Paramount Talking Machine Co., and who is now attached to the Atlanta office of the Brunswick-Balke-Collender Co., spreading the Brunswick story throughout the state of Georgia.

EDISON JOBBER HAS ANOTHER SON

A. H. Curry, President of Texas-Oklahoma Phonograph Co., Has New Edison Recruit

Congratulations are being received by Mr. and Mrs. A. H. Curry, of Dallas, Tex., as a result of the announcement by them of the birth of another fine boy on July 27. Mr. Curry is president of the Texas-Oklahoma Phonograph Co., Edison jobbers in Dallas, and enjoys a wide acquaintanceship among Edison jobbers and dealers. It is understood that he intends to make of the younger gentleman a thorough Edisonite, who, with his brothers, is destined some day to become a big man in the Edison business, even like his father.

IMPORTANT VAN VEEN CONTRACTS

Van Veen & Co., Inc., of New York City and Philadelphia, have been awarded the contract to install at the headquarters of all Columbia distributors equipment for the model phonograph shop. These various installations of Van Veen hearing room, record racks, counters and other equipment will constitute the latest ideas in this line. Van Veen & Co. have also recently received a contract to install their equipment in the talking machine department of Braunstein & Black, the large Atlantic City department store. This well-known seashore department store claims its patronage from all quarters of the globe and its talking machine department will be most attractive.

GARFORD "BABY" PHONOGRAPHS

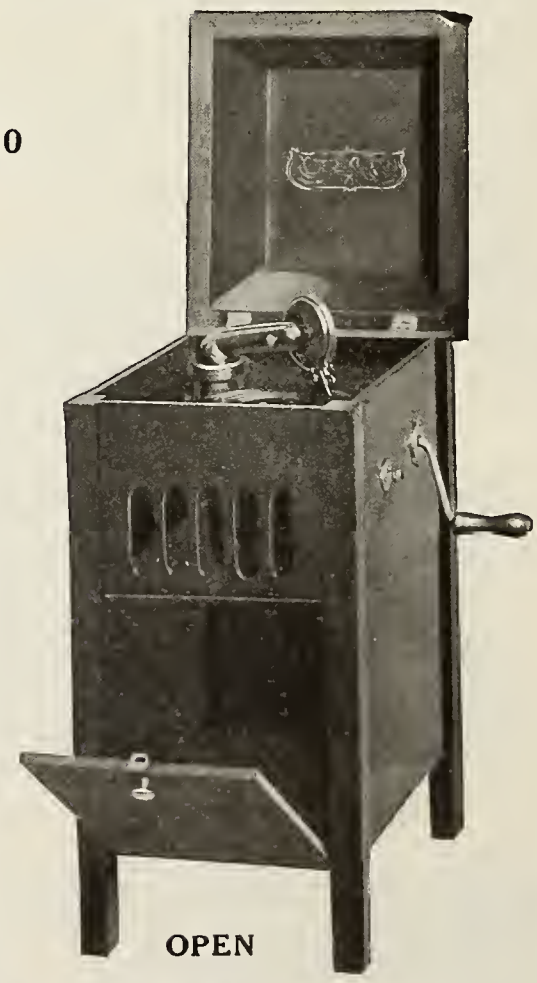
A Popular Line of Toy Phonographs
"Nothing More—Nothing Less"

THE "BABY" MODEL
RETAILS AT $6

Description of "Baby" Model
Plays Little Wonder or 7-inch records
Metal Cabinet finished in high grade Ebony Enamel with nickel trimmings.
Length 8¼ inches Height 7½ inches
Width 5½ inches Weight 3½ lbs.
Provided with one spring worm gear motor. 5¼-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

MODEL X
RETAILS AT $10

CLOSED



OPEN

Description of Model "X"
Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany
Height ..... 17¼ inches Width ..... 8⅝ inches
Depth ..... 9⅝ inches
Provided with one spring worm gear motor. 5¼-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

$7,500,000 COLUMBIA NOTE ISSUE

Prominent New York Banking Houses Announce Issue of Columbia Graphophone Mfg. Co. 8 Per Cent Five-year Notes at Par

The Guaranty Trust Co., Kissel, Kinnicutt & Co. and Dominick & Dominick last week made an offer of an issue of $7,500,000 five-year 8 per cent gold notes of the Columbia Graphophone Mfg. Co. at par and interest. The company agrees to pay interest on the notes February 1 and August 1, without deducting normal Federal income tax not in excess of 2 per cent and agrees to refund the Pennsylvania four-mill tax. The notes, which will be dated August 1, 1920, will be a direct obligation of the company, which has no other funded debt outstanding.

The issue will be redeemable in whole or in part on thirty days' notice at par and interest, plus a premium of one-half per cent for each six months' period by which the maturity is anticipated. Each note for $1,000 will carry the privilege of purchasing three shares of the company's common stock at $35 a share after February 1, 1921.

MISS MARTHA BAIN ENGAGED

Announcement has been made of the engagement of Miss Martha Bain, of the Stewart Dry Goods Co., to Stephen Jenkins, who is connected with the offices of the Louisville & Nashville Railroad. The date of the wedding is set for late in the Fall. The Stewart Dry Goods Co. is one of the prominent talking machine houses of the city.

APPOINTS NEW JOBBER

The C. E. Ward Co., of New London, O., manufacturer of Ward khaki moving covers, has announced the appointment of the Associated Furniture Manufacturers Co., of St. Louis, Mo., as distributor for this well-known line of covers.

Sometimes the people who have the least money buy the most expensive records, proving that they are the real music lovers.

"WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

EASTERN PHONOGRAPH CORP.

The Eastern Phonograph Corp., New York, has been incorporated with a capital of $100,000, to do a business in talking machines and motion pictures. The incorporators of the new company are G. Seifert, C. Safir and S. A. Friedberg, 869 Stebbins avenue, Bronx.

SONORA JOBBERS DAMAGED BY FIRE

The Robinson-Pettit Co., Sonora jobbers of Louisville, Ky., was recently damaged to the extent of several thousand dollars when the automatic sprinkler system was started by a small fire on the second floor.

A famous merchant says that of all forms of publicity used by his store the show window is the most important. He bases this statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with the least inertia to overcome.

EILERS LITIGATION REOPENED

Federal Judge Bean Announces Decision Giving Eilers Music House Jurisdiction Over $50,000 Stock of Oregon Eilers Music House

Portland, Ore., July 24.—In an oral opinion handed down by Federal Judge R. S. Bean, of the United States District Court, the exceptions to a special master's report were overruled, the report being submitted by Referee A. M. Cannon in the matter of the Eilers Music House vs. Oregon Eilers Music House. The findings virtually determined that the Oregon Eilers Music House assets, which amount to about $50,000, belonged to the chain store system of Eilers Music House and should be administered by the trustee for Eilers Music House.

Judge Bean held the court acted within its jurisdiction in hearing the case. The trustee in bankruptcy filed a petition requesting permission to use the necessary action to collect all valid claims. The court granted the petition and said that an order so stating would be issued.

Attorneys for the Oregon Eilers Music House stated that an attempt would be made to secure a rehearing in the case. If a rehearing is not granted, an appeal will be taken to the Circuit Court of Appeals, it was said, and necessary bond posted on the appeal. Ten days were allowed to perfect the appeal.

EXPORTS TOTAL EIGHT BILLION

United States Set New High Record, Not Only in Exports but Also in Imports, Leaving Balance of $2,872,000,000—Interesting Figures

Washington, D. C., July 26.—Exports from the United States during the fiscal year ended June 30 reached a new high record of $8,111,000,000, but as all records for imports also were smashed the net trade balance in favor of this country was only $2,872,000,000. This compared with a trade balance of slightly more than $4,000,000,000 the year before. The figures were made public to-day by the Department of Commerce and constitute a new high water mark.

Imports for the year were valued at $5,238,746,580, an increase of more than $2,000,000,000 compared with the year before and $3,000,000,000 during the year ending June 30, 1918. The exports for the year compared with $7,232,282,686 the year before, an increase of $878,893,445.

Now for a strong and a long pull to make an active Fall business.

Victor Supremacy

again manifested

While many of the imitative machines are being sold over the Country at cut-prices and the manufacturers of some are tottering into bankruptcy, Victor prices are being maintained everywhere with an unsatisfied demand stronger than ever. The public knows and is willing to pay the price for the quality which has made the

Victor Supreme

TALKING MACHINE CO.
BIRMINGHAM

PACIFIC COAST PHONOGRAPH DEALERS!

THE AEOLIAN COMPANY
of CALIFORNIA

455 Mission Street **San Francisco**

Are Prepared to Appoint Dealers in

CALIFORNIA—ARIZONA—NEVADA
WASHINGTON—OREGON—IDAHO

for

The Aeolian-VOCALION

The new and greater phonograph

Style 310
Price, $135

Style 430
Price, $165

Style 540
Price, $195

The New Lateral Cut VOCALION RECORD

Plays on All Standard Types of Phonographs

Vocalion representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance, and "selling" features, like the Graduola, etc., the superiority of Vocalion Records, and the magnificent national advertising being carried on in the *Saturday Evening Post* and other mediums, is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment.

DISTRIBUTORS FOR

MELODEE Music Rolls

MELODEE song rolls have printed words, NOT STENCILED —are equipped with unbreakable, pressed steel spool ends.

The Aeolian Company of California — 455 Mission Street, San Francisco.

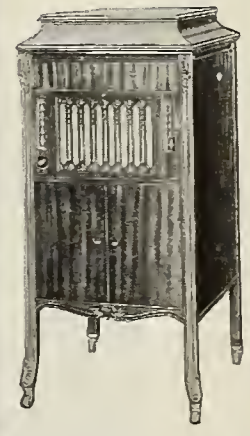
Gentlemen: Kindly send us catalogues and prices of the AEOLIAN-VOCALION, RECORDS and MELODEE MUSIC ROLLS.

Name.....

Street.....

City.....

Style 620
Price, $225



Style 720
Price, $285

Style 820
Price, $350

EFFICIENT GOVERNMENT NEEDED, SAYS E. R. JOHNSON

President of the Victor Talking Machine Co. Makes Some Pertinent Comments Upon Existing Conditions in This Country and Outlines Means to Be Taken to Improve Them

In the opinion of Eldridge R. Johnson, president of the Victor Talking Machine Co., as presented in an interview with George L. Benbow, published in the Magazine of Wall Street, the great need of the hour is a Government that is really efficient and is capable of overcoming the confusion and extravagance that is now evident in the policy of the administration.

In the interview Mr. Johnson is quoted as saying:

"It is dangerous to ignore the fact that the whole industrial and financial world is facing a grave crisis. This is no time for extreme optimism any more than it is for extreme pessimism. I do not believe a man lives who can fully comprehend the changes that are going on, nor forecast the ultimate result. The basic principle, upon which all values are estimated, will remain unchanged, but new values are being established in labor, commodities and service of all kinds, and nothing of an industrial, financial or social character will ever be the same as before the war.

"Wages are high and are destined to average higher still. Compensation for human service in general was too low before the war, especially in Europe. This wage adjustment—or speaking in a broader way—compensation adjustment, while it is necessary and will be highly beneficial if accomplished without disaster, is exercising a great influence on values. There is also a very obvious danger of wages going too high. Unquestionably this is happening in many cases, but there are still many underpaid people in the world, even in the United States, although they are chiefly among the class that does not care to soil its hands.

"High prices, while a blessing if held within reasonable proportion, are being overdone. General industrial and financial affairs are in great and changing confusion. Labor is scarce and discontented. Low wages and unprofitable prices were the causes of general discontent before the war, but the war confusion and high prices are the causes of the present unrest. To a certain extent the increase in wages has been the cause of high prices, but there are many other potent influences. Nevertheless, the increase in both prices and wages, to be of benefit, must be reasonable and governed by true economic causes and not by arbitrary adjustment.

"Profiteering, both in wages and prices, is very dangerous to a final satisfactory outcome and many vicious attacks on the general welfare of civilization are being made in these ways by the selfish and unreasonable.

"Wages and prices should rule higher. A better distribution of wealth and a better reward for all human effort can thus be achieved and I believe will be achieved, but, as I said above, there are many unreasonable acts and demands and more reasonable conditions must prevail before the world, especially the United States, can hope to reach a permanent, safe, comfortable and economic position again.

"The primary force that is causing national unrest and compelling wages and prices to soar to dangerous levels is high taxes, unfairly distributed. The silly, impractical policy of the political demagogue, 'Make the rich men pay the taxes,' is most mischievous legislation and ranks among the great historic political abuses and disregard of political economics that have preceded and caused all disasters to past civilization. The higher and more unreasonable the tax, the higher prices and wages will become.

"No people can long be superior to their government. Practically all of the national ills suffered in the United States are caused by governmental inefficiency. There is nothing primarily wrong with our form of government, that is, nothing that cannot be corrected. The great menace is inefficiency of the men in the high places. That is why we wasted so much treasure and did general business so much more harm than was necessary during our war period and why our taxes were so unscientifically conceived and applied; that's why our War Bond issue is in such a mess; that's why higher taxes are still being demanded when the war is over. No improvement in general economic conditions can be expected while uneconomic, unfair and outrageous taxes are enforced.

"The economic disturbance of Europe is serious. England is the only country in Europe that is safe from bankruptcy and England and the rest of Europe are dependent on the United States of America. We only did our duty by entering the war and no man can regret having paid large sums of money in the form of taxes and otherwise at that time, but we now have a right to expect better things. The war is won and the most autocratic government that the world has ever known has been overthrown. What we fought for will not have been accomplished, however, unless a more human and economic peace treaty is constructed between the contending nations. That autocratic government which we spent so much blood and treasure to overthrow will again be in power, the fruits of the great victory will be lost and a new war, more terrible than that through which we have just passed, will come again and confusion will replace progress and civilization all over the world. Selfishness and inefficiency have always been the destroyers of liberty.

"The prosperity of the United States in the past was based on a boundless plenty. Conditions are changing. Carelessness and inefficiency in governmental affairs are no longer practical. We have grown used to such things and have tolerated them simply because we could afford to tolerate them. We have now reached a parting of the ways.

"The future of this country, and I may also add the future of the world, depend on governmental reform in the United States of America.

"There is not plenty of capital but there is too much money. Only the rich men save, because those who save get rich. When the rich are made poor, the poor will starve and there will be no one left to save—no enterprise and no co-operation."

NEW ZEALAND IS NEW ZEALAND

Thomas Ritchie Points Out That His Country Is Often Confused With Australia

When Thomas Ritchie, of Chas. Begg & Co., the prominent Dunedin, New Zealand, piano and music house, passed through New York on his way home from England and Scotland he remarked: "I wish you would stress the point that New Zealand and Australia are separate and distinct countries. I find many people—the great majority in fact—have the impression that the two countries lie alongside each other and that New Zealand is a sort of annex to Australia. The fact is that we are as separate as Canada and Australia, and as for location we are two thousand miles away from Australia and it takes five days' fast sailing to make the trip from one dominion to the other. We like the Australians and all that, but we want to be called New Zealanders, not Australians."

A BROOKLYN INCORPORATION

George S. Uniss, Brooklyn, N. Y., has incorporated for $10,000 to do a business in talking machines. The incorporators are N. K. Kalaf, M. S. Trabuley and L. S. Uniss, 291 State street.

THOMPSON BUYS SHEPHERD STOCK

Shepherd Interests Will in Future Be Concentrated at Klamath Falls, Ore.

Bend, Ore., July 19.—E. M. Thompson, formerly doing business here under the name of the Thompson Music Co., has just purchased the entire stock of pianos, player-pianos and talking machines of the late L. K. Shepherd and expects to secure larger quarters and expand the business by taking on additional lines. In the future the interests of the Earl Shepherd Co. will be concentrated at Klamath Falls, where a large warehouse has been leased by that company.

VISITS NEW YORK TRADE

Al. Edelstein, owner of the Stern Temple of Music, Albany, N. Y., exclusive Victor dealers, was a visitor recently to the offices of the New York Talking Machine Co., Victor wholesalers. Mr. Edelstein spoke encouragingly of the business situation up State and is making preparations for a banner Fall trade.

H. Ernst, of the New York Talking Machine Co., returned to his desk a few days ago, after spending a few weeks' vacation consisting of a sojourn at his new home in Dutchess county.

Intermountain Victrola Service

Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make ***your*** store the musical center of your community.

THE JOHN ELLIOTT CLARK CO.

Victor Wholesalers

SALT LAKE CITY, UTAH

THE CABINET & ACCESSORIES CO., Inc.

Otto Goldsmith, Pres.

DISTRIBUTORS OF

Bubble Books

"that Sing"

Each Sale Means a Customer for $13.50

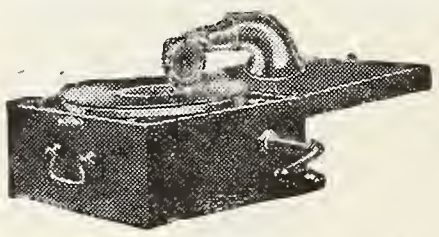
When a person has once bought a Bubble Book, in most cases he comes back and *buys the entire set.* Bubble Books are so fascinating that children won't give the grownups any rest till they get them *all.* That is why one sale naturally leads to another. A fairy story, colored pictures, verses and three real phonograph records come in each Book. Retail price $1.50 each. Liberal discount and prompt delivery.

No. 1—*The Bubble Book*
No. 2—*Mother Goose Bubble Book*
No. 3—*Singing Games Bubble Book*
No. 4—*The Animal Bubble Book*
No. 5—*The Pie Party Bubble Book*
No. 6—*The Pet Bubble Book*
No. 7—*The Funny Froggy Bubble Book*
No. 8—*Happy-Go-Lucky Bubble Book*
No. 9—*Merry Midgets Bubble Book*

CIROLA

The Best Portable Phonograph on the Market

List Price, $47.50 Regular Trade Discount



GET ALL YOUR ACCESSORIES FROM ONE SOURCE.
WRITE FOR CATALOGUE.

145 East 34th Street NEW YORK CITY
Tel. Murray Hill 6470

PERU RATIFIES THE COPYRIGHT

Washington Officially Notified of Action of South American Country

WASHINGTON, D. C., July 31.—Secretary Houston announced to-day that word had been received from the Peruvian Minister of Finance giving notice of the ratification by Peru of the copyright convention signed in Buenos Aires in 1910 which extends copyright privileges to the signatory nations.

The Peruvian Foreign Minister also informed Secretary Houston, who is head of the Inter-American High Commission, that under authorization of the Peruvian Congress he had instructed officials of his country charged with tariff revision to prepare import and export statistics on the basis of the international classification of merchandise adopted at the statistical conference at Brussels in 1913 and also so far as practicable to reorganize the tariff schedules on that basis. Peru thus is the first country to rearrange its customs tariff.

ANNUAL COLUMBIA OUTING

Employes of Local Wholesale Columbia Branch Hold Outing and Games—Interesting Program Provides Keen Enjoyment for Those Present

The third annual outing and games of the New York branch of the Columbia Graphophone Co. was held Saturday, July 24, at Far Rockaway, and the program provided plenty of fun and amusement for all of the employes. The party left New York at 9 o'clock in the morning and from early morning until late at night the employes of the branch, together with their guests, were kept busy.

The bathing facilities were ideal and various aquatic sports were introduced by the committee of arrangements. After the different events were completed, dinner was served at the Hotel Chateau-Thierry, subsequent to which dancing occupied the attention of the members of the party.

Some Snapshots Taken at the Columbia Outing

Lambert Friedl, manager of the Columbia branch, took a keen interest in the activities of the day, as did the other executives and members of the sales staff. The party consisted of over 100 employes of the branch, with members of their families and guests, and the committee in charge of the program well deserved the congratulations which it received at the close of the day.

The winners of the various events were as follows:

Fifty yard dash for girls, first, Miss E. Moran, second, Miss E. Bach; 200 yard race for men, first, R. Basserman; under water swimming for distance, first, A. Silberlicht; 75 yard dash for girls, first, Miss E. Moran, second, Miss C. Eckes; 400 yard relay, winners, P. Roeder and F. Ceramella; 100 yard dash, first, F. Bode; 100 yard swim, first, A. McL. Bennett, second, W. Moore; 200 yard relay, winners, P. Roeder and F. Ceramella; tug of war, winner, the shipping department; 100 yard dash for heads of departments, first, J. Armstrong, second, J. Lush. Handsome prizes were provided for all of the winners of the various events, which were all keenly contested.

Music formed an important part of the day's program and among those who contributed were the following vocalists: A. Silberlicht and E. Iselin, of the record department, and Miss D. Hickson and R. Luria, of the bookkeeping department. Miss H. Beer, of the bookkeeping department, favored the guests with a ballet dance which was enthusiastically received, and "Rigo, the Gypsy Violinist," gave several violin solos which were thoroughly appreciated.

The committee in charge of the outing and games consisted of the following: C. F. Meyer, chairman; Miss M. Sacks, J. Armstrong, J. Lush, R. R. Wilson and R. Basserman.

HANDLES THE CHENEY PHONOGRAPH

The Greenup Piano Co., Louisville, Ky., is now the sole agent in that city for the Cheney talking machine.

FOR every $5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the $5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for $75, fits right in with any line. Read the specifications and look at the illustration.

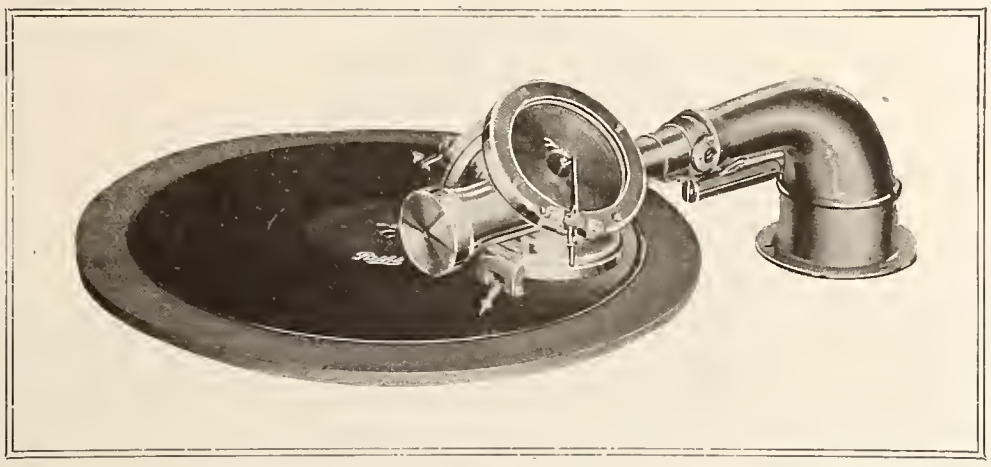
The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomest home.

It stands 38½" high closed; is 19" deep and 18" wide. Shipping weight, about 80 lbs.

Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you

Crosley Phonograph Co.

1 Vandalia Ave. Cincinnati, Ohio



Introducing a New Era in Tone Reproduction

The new Cathedral Phonograph produces a quality and volume of tone that instantly delights every listener.

The Cathedral Reproducer does not attempt to "get by" with makeshift attachments but plays every type of record with the degree of perfection intended by the maker of the record —it automatically adjusts itself to the exact requirements of each make of record.

Cathedral dealers can *honestly* advertise that this is the first phonograph that plays all records correctly—the Cathedral Phonograph will back up every claim they make.

Selling Features That Make Quick Profits for Dealers

The public is rapidly becoming educated in the methods of reproducing the various types of records.

The Cathedral Phonograph gives the public what it wants—a mechanical equipment which is automatic in its adjustment, perfect in its application to all types of records and unequaled in tone reproductions.

A simple turn of the hand presents the proper point at the correct weight and angle with perfect synchronism for every make of record — no weights to adjust and no needles to change.

The Cathedral Amplifier is built of heavily ribbed spruce, scientifically shaped to eliminate sympathetic vibrations and reflect the amplified tone waves with perfect distinctness.

These features are instantly apparent to phonograph prospects. It's easy to sell what the customer wants.

Cathedral Phonograph Co.

General Offices—Omaha, Neb.

Factories: Marion, O. Chicago, Ill. Grand Rapids, Mich.

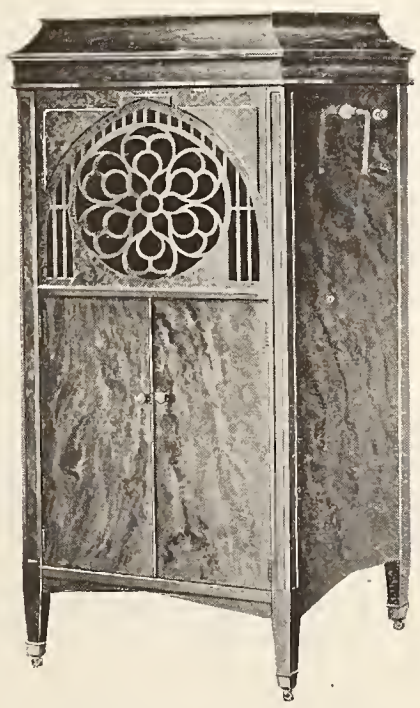
Cathedral Phonograph

York Model

The construction of the present York Cathedral was begun about the year 1162, and the great church was solemnly dedicated as a completed building on July 4, 1472.

It stands as a chaste and dignified specimen of early Perpendicular style and is unique in its glorious east window, the largest painted window in the world. In the grill design and decoration of the York Model Cathedral Phonograph we have followed the architectural features of York Minster.

A beautiful piece of furniture —in Mahogany, Oak, or figured Walnut.



The Fibre Needle Is the Ultimate Needle

Find the home where a talking machine has been giving enjoyment over a period of years and you will find a home using B & H Needles.

Experience with records scratched beyond further usefulness, the discard of costly operatic selections, has taught talking machine owners the country over the wisdom of B & H Fibre Reproduction.

A keener sense of musical values developed through years of enjoyment of the talking machine in the home has made evident to thousands the remarkably sweet, unadulterated tones possible with the B & H Needle, and lifted it to its present position of widespread popularity.

Can a better testimonial to its excellence be found: that it remains the ultimate choice of the dyed-in-the-wool talking machine fan?

B & H Fibre Mfg. Co.

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

Edison Caravan Convention in Chicago

Two-Day Gathering in Capital of the West Duplicates Program Given Previously in New York City, With a Banner Attendance of Dealers From the Middle Western Territory

Chicago, Ill., August 5.—Fresh from its successful opening in New York City, the Edison Caravan Convention, twelve hundred strong, gathered on Monday, July 12, at the Blackstone Theatre, where the special plays written by William Maxwell were presented. The order of events was similar to that in the New York Convention. Following an overture by the Palmer House Orchestra, which opened the Monday session, J. C. Shearman, assistant sales manager of Thomas A. Edison, Inc., made a brief address of welcome, taking the place of Thomas J. Leonard, who was unable to appear. The session was formally opened by the Chicago chairman, James P. Lacey, of Peoria, Ill., whose address was a detailed summary of conditions in the trade and expressed an opinion of the future which was very optimistic. William Maxwell, vice-president of the Edison Co., next spoke on "Judge Them by Their Deeds," which was a review of the Edison business for the past year.

Panoramic View of Those in Attendance at the Chicago Session of the Edison Dealers' Caravan Convention

First Play Presented

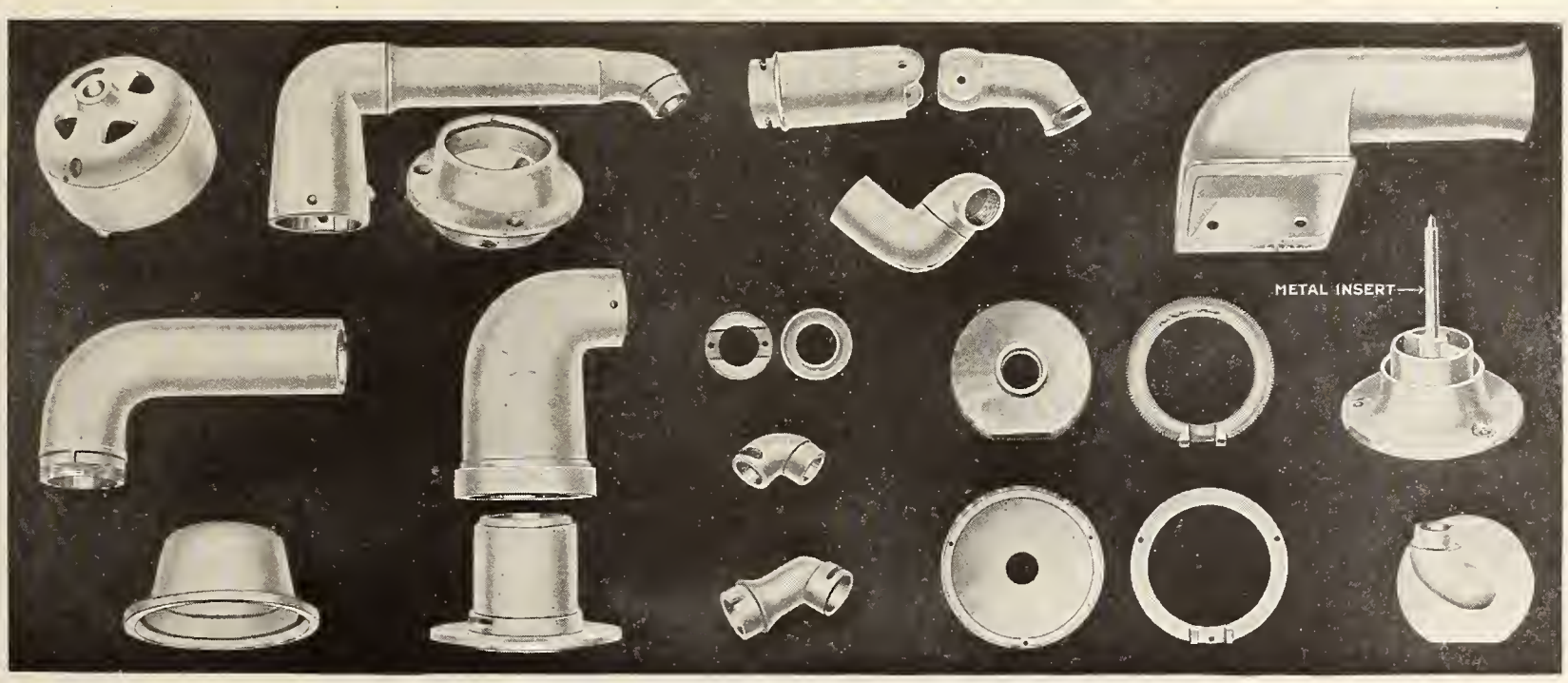
After Mr. Maxwell's address, the first of Mr. Maxwell's sketches was presented, entitled "It." This cleverly written skit showed how the Edison corporation, through its co-operative policy, sees to it that every Edison phonograph is cared for after it has been sold and installed in a home.

At the close of the one-act play, which was warmly acclaimed, an open forum was conducted by William Scott, manager of Tegtmeier Bros., Edison phonograph dealers at 6408 South Halsted street, Chicago. The forum drew expressions from a number of the dealers in the audience as to their sales experiences and those methods of selling which they have found most effective. Clarence Ream, manager of the Harmony Music Co., Fairmont, Minn., then delivered an illuminating talk on "Canvassing" and told how he has developed this branch of Edison phonograph salesmanship for his company.

Dr. W. V. Bingham Speaks

Then Dr. W. V. Bingham, director of the division of applied psychology of the Carnegie In-

(*Continued on page* 123)



Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.

THE IDEAL METAL for Soundbox and Tonearm Castings

CA Die Casting Alloy that is Double the Tensile Strength of Cast Iron—
200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER
Die Casting Division · Monroe and Throop Streets · CHICAGO

Edison Message No. 77

Years from now when the general price level is again normal, the prices of Edison Phonographs will then be in harmony with it. At the present time, however, due to inflation, the price level is way above the prices of Edison Phonographs, which have increased only 15%, including War Tax, since 1914.

"Edison Stood The Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 121)

stitute of Technology, Pittsburgh, delivered an address on the psychological factors that enter into the sale of an Edison phonograph, and in the keeping of a satisfied customer after the sale.

Dr. Bingham's address was followed by the presentation of another of Mr. Maxwell's plays, "I Saw Your Ad."

An open forum on "The Realism Test" was then conducted by H. R. Skelton of the Edison Laboratories and the numerous features of Edison construction and Edison record manufacture were given high lights by bright and snappy contributions of Edison dealers to the forum.

Another of Mr. Maxwell's educative playlets, "After the Nut Is Off," followed the open forum.

Compensation of Salesmen Discussed

Following this another open forum which had for its subject "Compensation of Salesmen" was conducted by J. A. Reinemund, Muscatine, Ia. The session was then adjourned.

On Tuesday morning, July 13, following an overture played by the Palmer House Orchestra, an address by Thomas A. Edison, president and founder of Thomas A. Edison, Inc., entitled "Ten Years From Now," was presented by Charles Edison, son of the inventor.

Putting "The Hooking in Advertising" was the theme of a very interesting address by John Lee Mahin, who followed Charles Edison's reading of his father's address. Mr. Mahin, who is head of the Federal Advertising Agency of New York, and advertising director for Thomas A. Edison, Inc., spoke of the work that is being done in all parts of the country to exploit the Edison phonograph, and of the numerous methods employed to help boost sales for the dealer. He said that the work of the Edison forces, including dealer and corporation alike, is not propaganda of an individual business enterprise, but a work of general public good, on a plane of high endeavor, in the worthiest possible cause—music.

Edison Tone Test Well Received

Following Mr. Mahin, a tone test of the Edison phonograph was made by Thomas Chalmers, baritone of the Metropolitan Opera House, and one of the many star American singers whose singing is reproduced exclusively on Edison records.

An address on American music was then read by Henry Kimball Hadley, famous American composer, who told some vitally interesting facts regarding the composer's attitude towards American music.

Mr. Hadley was followed by the presentation of another sketch by Mr. Maxwell, entitled "I'll Say She Does."

After the playlet there was an open forum for the discussion of Edison window displays, led by A. F. Odell, of Quincy, Ill., and by D. B.

(*Continued on page* 125)

Panoramic View of Those in Attendance at the Chicago Session of the Edison Dealers' Caravan Convention

The new "exclusive" Emerson Star

EMERSON Records sound fine on *any* make of phonograph. But you should hear them played on any one of the eight new Emerson Models! Talk about real music! Every note clear and full and round, *round,* ROUND!

When you hear the Emerson Phonograph, you hear music played as it should be played—with absolutely new freedom from mechanical imperfections. See how clearly every instrument stands out—how vividly each musical detail is reproduced.

And it's all on account of the Emerson Music Master Horn, which is made of solid, *rounded,* kiln-dried, vibrant spruce, and built into every Emerson Phonograph, from the most elaborate Period Model to the modest Table Model.

It is a law of Nature that sound waves travel in spirals. So we made the Emerson Music Master Horn *round*—perfectly *round.* To have clear, full, *round* tone, you *must* have a *round* horn made of *solid* spruce—not *veneered.*

The Emerson Music Master Horn fulfils these requirements. It gives the Emerson Phonograph a full, *round* tone astonishingly free from mechanical imperfections.

Watch for our full page advertisements in the Saturday Evening Post.

Emerson Record Sales Company, Inc.
EXCLUSIVE METROPOLITAN DISTRIBUTORS
6 West 48th Street, New York City

Emerson
Records and
Phonographs

the SERENÄDO TRADE MARK

the SERENÄDO TRADE MARK

THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenädo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation —many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÄDO MFG. CO., CEDAR RAPIDS, IOWA

All **the World's Artists play and sing their best**

for the Audience of *The Serenädo*

Columbia Grafonola

Frank Crumit sings that popular hit "Marion (You'll Soon Be Marryin' Me)." This little love song is as pretty as its coupling, Charles Harrison's real Irish ballad "Pretty Kitty Kelly." This is a record good for big sales. A-2948.

Columbia Graphophone Co.
NEW YORK

EDISON CONVENTION IN CHICAGO

(*Continued from page* 123)

Babcock, of the Edison corporation.

J. W. Scott then demonstrated the features of the Edison Diamond Amberola, following which a concert by the Edison phonograph was conducted under the direction of William Ritt, of St. Peter, Minn. The concert disclosed many valuable suggestions for Edison dealers in making sales, and was warmly applauded. A farce comedy by Mr. Maxwell, "Detected," was then presented, after which an open discussion of the Edison turn-table was led by Lowell Neff, of Logansport, Ind., ending the day sessions.

Blackstone Theatre and Hotel Where Convention Was Held

Tuesday Evening Banquet

Over sixteen hundred diners, including twelve hundred Edison dealers, many of whom were accompanied by their families, attended the banquet given them by the Edison Jobbers' Association, Tuesday evening, July 13, at Medinah Temple. The banquet was elaborate, and a high-grade vaudeville performance by star players from leading Chicago theatres was given as a dinner show. The feature of the evening was a stirring speech by William Maxwell, who thanked the Edison dealers for their enthusiastic co-operation in making the convention the most successful in the history of the corporation, and who called by name the different Edison jobbers, who, he said, were deserving of all the credit for the convention.

Mr. Maxwell called in turn before the gathering W. Eckhart and C. E. Goodwin, of the Phonograph Co., Chicago; Edison wholesale distributor L. Bloom, of Cleveland; W. Smith, of Milwaukee; Messrs. Robert Proudfit, Hemenway, Mark Silverstone, M. M. Blackman, Wagner, Shultz Brothers, Harger & Blish, A. Silzer, Walter Kipp, R. Alling, A. Buehn.

Mr. Maxwell's speech, coupled with the appearance of the jobbers, created much applause. The program gave credit for the banquet to the following firms: The Phonograph Co., of Chicago, Kansas City, Milwaukee and Detroit; Kipp Phonograph Co., of Indianapolis; Harger & Blish, Des Moines, Ia.; The Phonograph Co., Cincinnati; R. S. Williams & Sons, Winnipeg, Canada; Diamond Music Co., New Orleans, La.; Shultz Bros., Omaha, Neb.; Buehn Phonograph Co., Pittsburgh, Pa.; Harger & Blish, of Sioux City, Ia.; The Phonograph Co., Cleveland; Laurence H. Lucker, Minneapolis, Minn; Silverstone Music Co., St. Louis, Mo.; James I. Lyons, Chicago; the Texas-Oklahoma Phonograph Co., Dallas; C. B. Haynes & Co., Richmond, Va.

HIS WILL RECORDED IN WAX

Des Moines Lawyer Seals Record Cylinder and Files It, Thus Making It Fraud Proof

Des Moines, Ia., August 3.—What he says he believes to be a "fraud proof" will has been made and filed in the office of the clerk of Polk County, Iowa, by Theodore Mantz, a Des Moines lawyer. Mr. Mantz dictated his will into a talking machine and had it recorded in wax.

At the end of the dictation C. H. Miller, a lawyer, and H. W. Brandt, a court reporter, testified into the machine they were witnesses to the "making" of the will and spelled their names out in full as the witnesses. The record then was put on a machine and reproduced the voices. Being pronounced correct by Mr. Mantz, he took it to the clerk's office and had the box containing it sealed in wax and filed.

Mr. Mantz has instructed Mrs. Mantz to take the case to the highest court in the country if the validity of the will should be questioned. The will on a record is believed by its maker to be the first of its kind in the country.

S. GUSOWSKI'S IMPORTANT POST

S. Gusowski has recently joined the staff of the Cabinet & Accessorics Co., New York City, in the capacity of vice-president of the company, and will act as assistant to Otto Goldsmith, president. Mr. Gusowski has been in the retail talking machine business for eight or nine years and his personal knowledge of the needs of the talking machine dealer particularly qualifies him for the position he now holds. The Cabinet & Accessories Co. has lately secured the representation for the Badger cabinets, which are made of wicker and finished in ivory or oak. This cabinet converts Victrola IV's and VI's into upright wicker cabinets.

The public's attitude toward you is a reflection of your attitude toward it.

No. 205-A

Attention Jobbers

RECORD CARRYING CASES

No. 205-A—Made of .040 Vulcanized Hard Fibre, Telescopic Lid, Cowhide Strap all around. Studs on the bottom, giving ample protection for the records. Reinforced handle, and will carry 25-35 standard records.

No. 206-A is made especially for Edison Records, and the material is of .060 fibre. Futhermore, it is a wider case allowing room for 25 records.

Jobbers!—Write in for our Special Proposition—there's money in it for you! Address

J. D. HUNT MFG. CO.

Moss Avenue and Davidson Street .·. Indianapolis, Ind.

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

No. 135—Price $135

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10 inch records, $3.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, $4.00; with 12-inch turntable, $4.25.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{3}{16}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustratiug 33 different styles of talking machines and over 500 different phonographic parts.

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	11c
Hundred Lots	9c
Thousand Lots	8c
5-Thousand Lots	7c

SAPPHIRE POINTS

	Each
Dozen Lots	12c
Hundred Lots	10c
Thousand Lots	9c
5-Thousand Lots	8c

GENUINE DIAMONDS

	Each
Dozen Lots	$1.00
Hundred Lots	.90
Thousand Lots	.75

Model 175—Price $175

Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

46 East Twelfth Street, New York, N. Y.

HAPPENINGS IN THE DOMINION OF CANADA

E. C. SCYTHES JOINS THE AEOLIAN FORCES IN CANADA

Prominent in Music Trade Field and Head of Notable Trade Associations—R. S. Williams Co.'s Enjoyable Outing—Enlargement of Retail Trade Evident From Opening of New Stores

TORONTO, CAN., August 6.—E. C. Scythes, who somewhat over five years ago joined the Nordheimer Piano Co. in the capacity of vice-president and general manager, relinquishes that office to give his entire time to the promotion of Aeolian interests in Canada. He is well known to the trade in this country, his experience dating back to 1898. He has covered Canada from Coast to Coast and lived for several years in Winnipeg, when he was Western superintendent of agencies with the Williams Piano Co., Ltd.

He is president of the Canadian Piano Manufacturers' Association, past president of the Toronto Retail Piano Dealers' Association, and past president of Canadian Bureau for the Advancement of Music, the Board of Directors of which he is a member.

At the recent annual meeting of the Canadian Bureau for the Advancement of Music, Fred W. Trestrail was elected to the presidency. Mr. Trestrail is one of the firm of the Musical Merchandise Sales Co., distributors of Brunswick phonographs in Canada.

The staff and executives of the R. S. Williams & Sons Co., Ltd., recently held their twelfth annual outing, thereby ushering in the official picnic season for the music industry. The retail stores at Toronto and Hamilton and the wholesale warehouse in the former city were all closed for the day, so that everyone from the president down was free to take in the excursion to Queenstown Heights, in which beautiful park the Williams staff take quite a proprietary interest, this being invariably the objective of their annual outings.

A wedding of more than usual interest was solemnized in Fergus, Ont., recently when Miss Adele B. Clarke, until recently of the staff of the R. S. Williams & Sons Co., Ltd., and J. Wilfred Ford were joined in wedlock. J. W. Ford is a brother of J. D. Ford, manager of the Williams retail Edison department.

A provincial charter has been issued to Ideal Cabinets, Ltd., with a capital of $40,000 and head office in Toronto.

The Hydrola Phonograph Co., Ltd., has been incorporated with provincial charter and a capital of $200,000 to do a general phonograph business. The head office is to be Toronto.

Another Brunswick shop has been opened in Toronto at 499 Bloor street, W. It is under the management of A. R. Williams, who previously assisted Mr. Porter at his 1631 Dundas street store.

A recent visitor to Toronto and other Canadian points was M. I. Mayer, president of the Tri-Sales Co., of St. Louis, Mo., which firm markets the "Portophone." G. H. Phelps, the company's general manager and treasurer, was also visiting Winnipeg as well as many other Western points.

MUSIC BY WIRELESS IN MONTREAL

Audience at Chateau Laurier Hotel Entertained by Record Music, Speeches and Song—Special Amplifiers Brought Out Melody Very Clearly

MONTREAL, QUE., August 6.—For the first time in the history of the wireless telephone an audience assembled at the Chateau Laurier Hotel, Ottawa, where the Royal Society of Canada was holding a conference, heard distinctly gramophone records, a message from Dr. Ruttan, president of the society, and two songs by Miss Dorothy Lutton, transmitted from Montreal. Promptly at 9:45 p. m., J. O. G. Cann, chief engineer of the Canadian Marconi Co., in whose experimental rooms the demonstration took place, got in touch with Ottawa and put a record, "Dear Old Pal of Mine," on the phonograph. A horn was placed immediately in front of the instrument to which was attached the transmitting apparatus of the wireless telephone. Another record was played and then Mr. Cann read a message from Dr. Ruttan, president of the Royal Society of Canada, and addressed to the conference taking place in Ottawa.

The message from Dr. Ruttan was followed by two songs sung by Miss Dorothy Lutton. During the sending of the message and the songs those who had gathered to witness the demonstration were permitted to listen on other wireless apparatus which had absolutely no connection with the instrument sending, and it was possible to hear both the phonograph and the songs sung by Miss Lutton much stronger than the actual voice and music. This was explained by A. H. Morse, managing director of the Canadian Marconi Co., as being the result of a new amplifier recently invented by the company by which it was possible to raise the voice to sixty times its normal sound. It was by the use of this new instrument that it was possible to telephone by wireless. At the conclusion of the concert in Montreal word was immediately received from Ottawa by wireless saying: "Hello, Montreal. Thank you."

NEW MONTREAL PATHE DISTRIBUTOR

Pathephone Distributors Will Have Headquarters in Montreal and Will Cover the Quebec Province—Berliner Discusses British Market—London Shows Slowing Up of Trade

MONTREAL, QUE., August 7.—The Pathé Frères Phonograph Sales Co., Ltd., announces the opening of a distributing house for the Province of Quebec. This new firm will be known as Pathephone Distributors, and the headquarters of the company are at 228 Sherbrooke street, E., this city. The firm is composed entirely of French Canadians and will be under the management of Victor Levesque, long and favorably known in the automobile trade of Quebec Province.

H. S. Berliner, the active head of Berliner Gramophone Co., Ltd., has returned to Montreal from a two months' visit to England. "London is not as much changed as one would expect after four years of war," remarked Mr. Berliner to The World correspondent, "although everything is very expensive and New York prices prevail on almost anything one wishes to buy."

Asked about gramophone business in England's metropolis, Mr. Berliner replied that it is not as good as it had been. About the time the returned soldiers had finished spending their gratuities, standard gramophone records were increased by the Gramophone Co. to four shillings and the public decreased purchases of them. The dealers, it appears, are also stocked up and have not capital available for the purchase of the cheaper records. They are also afraid that the standard prices of cheaper records will be advanced and these become unsalable as well. In this way the English dealer differs from the Canadian dealer, who, in anticipation of advanced prices, always stocks up.

S. Flanz is the representative of the Portophone in the Province of Quebec and not Louis J Bourgette as mentioned in the July World.

The Cosmopolitan Graphophone & Piano Co., Ltd., St. Lawrence boulevard, owing to the rapid expansion of the business, has found it necessary to annex the store adjoining which will be modernized in an up-to-date manner with six demonstration booths, lounge and ladies' rest room, etc. With this additional space at their disposal the officials have doubled their stock of Columbia Grafonolas and records which they handle exclusively. The record racks will be removed to the ground floor.

One of the cleverest attempts at something novel in window displays was the recent display of "His Master's Voice" pups which a dealer had in his window to whoop along the cause of a local baseball team. This dealer had outlined an honest to goodness baseball diamond, grandstand and score-board. In all the players' positions small editions of "His Master's Voice" pups were to be found. The "ump" was another pup and the grandstand was crowded with them. At night the grandstand was electrically lighted.

The opening in Montreal of "His Master's Voice," Ltd., branch for the Province of Quebec took place recently. This branch intends to live up to the 100 per cent record maintained by the other "His Master's Voice" branches at Toronto, Halifax, Winnipeg and Calgary.

The Starr Co. of Canada, Ltd., London, Ont., has opened a branch in Montreal and also P. T. Legare, Ltd., of Quebec, will act as distributor in that city.

BUYING TENDENCIES IN CANADA

Canadian talking machine buyers these days are paying particular attention to the matter of tone in selecting their machines and records, writes our Canadian correspondent. People are learning that it is better to pay a price which will enable the dealer to sell them a talking machine that is a real musical instrument.

An interesting and significant phase of the talking machine industry in the Dominion is the relatively small demand for the very cheap models. The progressive development of the business has been in the better grades. The public has evidenced a critical and discerning attitude toward the talking machine it proposes to place in its homes. Prospective purchasers know about what they want in tone reproduction and realize that they must pay the price to secure an article of musical and architectural merit.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

The Columbia Novelty Record this month is by Olga Bibor's Gypsy Orchestra. It plays two waltzes with merry rhythms, "Gypsy Love" and "Don Juan." The waltz is coming into its own again. E-4658.

Columbia Graphophone Co.
NEW YORK

Columbia Records TRADE MARK Grafonola

PITTSBURGH DEALERS PREPARE FOR ACTIVE FALL TRADE

Industrial Pittsburgh Is Enjoying Prosperity and High Wages and There Is a Large Purchasing Power Among the Masses Which Should Find Its Way Into Talking Machine Stores

PITTSBURGH, PA., August 3.—Talking machine dealers in the Steel City are making plans for what they anticipate will be a very brisk Fall season in the talking machine and record business. The usual Summer lull in trade this year was not so pronounced as in former years and practically all of the talking machine dealers have reported that their volume of sales for July was considerably above the amount of business handled in the same month a year ago. This is largely due, as far as the Pittsburgh district proper is concerned, to the intense activity that prevails in the iron and steel mills, notwithstanding the railroad freight congestion which has had a tendency to slacken the production of the steel plants. Wages are still at the high peak and there is not the slightest indication of any revision downward in wage scales. Wage earners are reaping a grand harvest in large pay envelopes and as far as the future is concerned this certainty is assured as the large iron and steel producing establishments are booked with orders that will require from eighteen to twenty-four months to complete. Industrial Pittsburgh is on a boom and the cry is still for skilled workers, who can earn the highest wages paid in the country. It is needless to state that with the million dollar a day payroll of the Pittsburgh district the talking machine dealers are in line for their share of the disbursements of the workers who are quick to appreciate the advantages of good music as conveyed by the talking machine. This condition is one that makes for marked optimism on the part of the talking machine trade here as they see a brisk and prosperous season ahead.

John Fischer, manager of the wholesale Victrola department of the C. C. Mellor Co., who has just returned from a month's outing on the South branch of the Potomac river near Oakland, Md., stated that indications pointed to a very satisfactory Victrola season this Fall.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributors, said that all indications point to a highly satisfactory trade in the Edison line this Fall. He said that reports from the Edison factory indicated that there would be an ample supply of Edison phonographs and Edison records for the trade.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., returned from a business trip to New York and Brooklyn, where he visited the general offices of the Pathé Frères Phonograph Co. Mr. Brennan said to The World representative: "At the present time we are preparing for what I feel will be a record-breaking Fall trade in Pathé products. Our road force is to be enlarged and we intend to go after business in our territory in a systematic manner and believe we will get most satisfactory results. Our foreign record department is also being enlarged to meet the demands that are being made upon it. On the whole, I am quite optimistic concerning the prospects for Pathé business in the near future."

The Pittsburgh district offices of the Brunswick-Balke-Collender Co., Brunswick phonograph and Brunswick record distributors, have increased their sales force by the addition of David A. Hartley, J. Scanlan and A. D. Thomas. The announcement of the appointments was made by J. A. Endres, the sales manager, who also stated that he was looking for a marked increase in Brunswick sales. During the past few weeks A. J. Kendrick and W. P. White, of the Chicago offices of the Brunswick organization, were in Pittsburgh and called on the trade. Both Messrs. Kendrick and White were highly pleased with the outlook for Brunswick business in the Steel City and vicinity. A new Brunswick dealer has been added to the large and fast-growing list, the latest addition being the E. G. Hays & Co., who have installed several large demonstration booths in their first floor where Brunswick phonographs and Brunswick records are on sale.

Mrs. C. H. Walrath, the well-known manager of the Victrola department of Kaufmann's (The Big Store), has returned from her vacation outing in Ohio. Mrs. Walrath has a most efficient and energetic organization under her supervision and this is reflected in the excellent service rendered to Victor patrons.

H. W. Cross, manager of the Paramount phonograph department of the Shipley-Massingham Co., distributors, has installed an up-to-date department in which a full line of the Paramount phonographs and records are on exhibition. Mr. Cross said: "We plan to do great things this coming season with the Paramount line and intend to increase the dealers in our extensive territory. We have added three traveling salesmen to our staff and believe that we will do a Paramount business that will be second to no other section of the country."

H. Milton Miller, of the Pittsburgh offices of the Philadelphia Show Case Co., distributors of the Sonora phonograph, stated that the possibilities of the Sonora field in the Pittsburgh district were unlimited and that his advance orders for Fall delivery were most flattering. Mr. Miller has a live and efficient sales force covering the territory under his jurisdiction who are very successful in their sales of the Sonora line.

"The Player Tone line is one of the most attractive that can be offered to any dealer in the country," said I. Goldsmith, president of the Player Tone Talking Machine Co. Continuing, he said, "Orders are coming in most encouragingly and there is no valid reason why our business should not show a most marked increase over the amount of business we handled last Fall. Already orders for Fall delivery indicate that we will have plenty of work to do in order to make deliveries on scheduled time."

John F. Henk, manager of the Columbia Music Co., Columbia dealers, left with his family last week in his Cole 8 for an outing to Atlantic City. He made the trip in twenty-one hours with an overnight stop at Hagerstown, Md. C. B. Hewitt, sales manager of the company, stated that sales for July were fully 100 per cent better than for the same period a year ago.

The talking machine department of the Kaufmann & Baer Co., which is under the efficient management of Jules Tarlow, will shortly be moved to the eighth floor of the K and B building, where larger and more complete quarters are being prepared. The department handles the Victrola, the Aeolian-Vocalion, the Grafonola and the Mastertone in very artistic and admirably equipped quarters.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

CLIFFORD A. WOLF
51 East 42nd Street, New York
MANUFACTURER OF
Jeweled Phonograph Needles
GUARANTEED NOT TO SCRATCH

Perfect Balance at Every Point

Impressive sales-talk may *sometimes* be used in the sale of a machine that is 90% cabinet.

And good points may be shown in a machine that is built in a heavy, massive style.

Some machines are built around a motor without regard to amplifying horn and so on—

In the DELPHEON each of its features is as important as any other. No part is over-emphasized for the value of the DELPHEON lies in its co-ordination and to the perfect balance and proportion of its inter-related features.

The DELPHEON is a perfect unit

THE Delpheon CO.

BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N. Y.

CLEVELAND AN ACTIVE "TALKER" TRADE CENTER

Dealers to Attend Trade Convention at Youngstown—New Idea in Victrola Selling—Picnic of Talking Machine Men—New Store Opens—Pythias' Encampment Helps Trade—Columbia at School Festival—News Budget of the Month

Cleveland, O., August 7.—Several Cleveland talking machine dealers are getting ready to attend the annual convention of the Piano Merchants' Association of Ohio, scheduled for Youngstown during the second week in September. Charles K. Bennett, Herman Wolfe, Henry Dreher, Harlan H. Hart, manager of the May Co.'s musical instrument department; T. A. Davies, manager of the Victrola department of the William Taylor & Son Co., and president of the Talking Machine Dealers' Association of Northern Ohio; George M. Ott, head of the G. M. Ott Piano Mfg. Co., and president of the Cleveland Music Trade Association; E. B. Lyons, sales manager of the Eclipse Musical Co.; L. E. Meier, Phil H. Dorn, W. G. Bowie, H. H. Hall, W. E. Shay, of Elyria, treasurer of the State association of piano merchants; and D. E. Baumbaugh, first vice-president of the talking machine men's association, will attend the convention.

When the William Taylor & Son Co. features its big Fall carnival this year the Victrola department will share in this unusual sales affair. The golden jubilee of the firm last Spring was the most notable event of the kind ever seen in Cleveland. Alex A. Calder, chairman of the board of control of the firm, and two department heads are now in Europe gathering new ideas for decorating the store during the Fall carnival planned. Manager T. A. Davies, of the Victrola department, will utilize several unique advertising attractions.

A new idea in selling Victrolas has been put into effect in Cleveland by L. Meier & Son. This firm has fitted out a truck equipped with a Victor VI. It is set on a pedestal in the rear of the truck. The plan is to drive to the entrance of a big industrial plant during the noon hour and a few blasts from the Gabriel horn soon bring a crowd. The doors of the large truck are then opened and a number of records played on the Victor. At other industrial plants, girls, clad in overalls, danced and everyone had a merry time.

Placards on the truck tell briefly the price of the small talking machine and its advantages. Factory workers are importuned to go to the Meier store and hear a free concert during which their favorite records will be played on this genuine, but modest-priced, machine. The Meier firm has found a lot of new sales prospects which could not be reached in another way and will continue this novel method of exploiting Victrolas during the Summer.

The Euclid Music Co., which operates stores in Lakewood and the University Circle shopping section of this city, has tried a similar experiment with excellent results. Grant Smith, manager of the firm, says that the Victrola VI, loaded in a Dodge automobile, and "tuned up" around the barns of the Cleveland Street Railway Co. in the evening when employes were waiting for their turns at runs, has made a big hit. During one evening several records were played and about a dozen prospects were obtained. Out of them a salesman later secured six orders for talking machines.

The annual picnic of the Talking Machine Dealers' Association was held at the Maplewood Shore Club on August 4 and the chicken dinner served to the happy throng will long be remembered. The committee who rounded up the chicks was composed of Dan E. Baumbaugh, C. C. Lipstreu, George H. Deacon and Ed B. Lyons. The trip to the club was made by automobile and the start was at the headquarters of the Cleveland Talking Machine Co.

The latest group of saleswomen to figure in the "Frame of Honor" conducted in "The Total Eclipse," house organ of the Eclipse Musical Co., are Miss Ethel Walthour and Miss Geraldine Deitz. Miss Walthour is employed by Drake & Moninger, of Alliance, O., and Miss Deitz is with the Euclid Music Co., of Cleveland. Both are hummers in selling machines and records. Miss Walthour has got ahead by catering to the whims and musical tastes of her customers in the store.

The Arcade Music Shop is the name of a new store in the East 46th street and Euclid $500,000 market house opened a few days ago. Columbia Grafonolas, upright pianos, player-pianos, and grand pianos, and records and rolls

(Continued on page 132)

QUALITY SAPPHIRE NEEDLES

FOR PATHE

GRAND PRIZE

AMERICAN MANUFACTURED

FOR EDISON

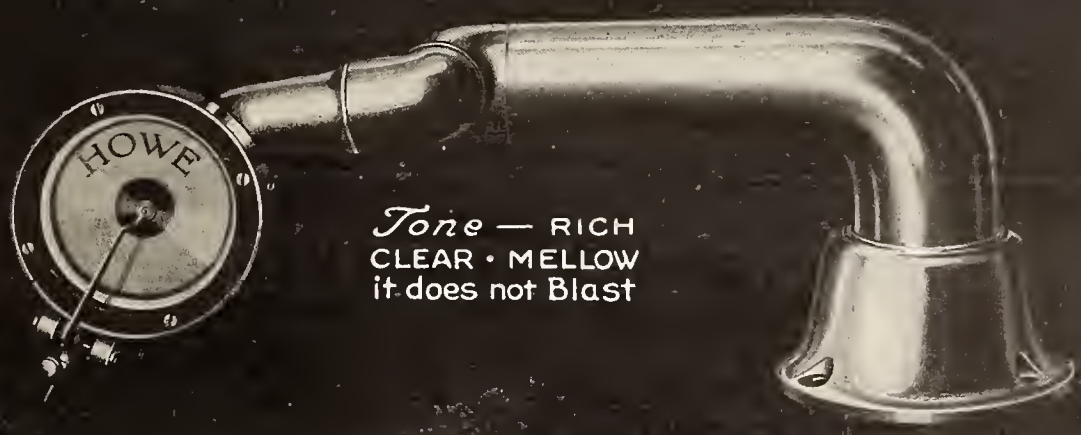
GOLD MEDAL

HIGHEST GRADE FINEST WORKMANSHIP

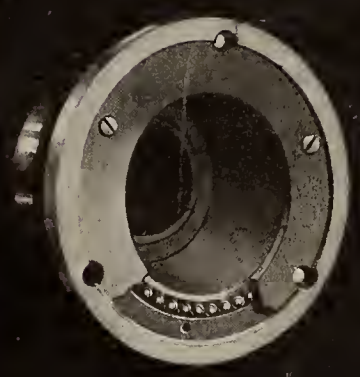
BOOK YOUR ORDERS NOW FOR THE FALL SEASON

JOHN A. BOTTA SUFFERN, NEW YORK

The HOWE



Tone — RICH
CLEAR • MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C. W. Howe & Company
21 East Van Buren St. Chicago. Ill.

CLEVELAND A BUSY TRADE CENTER

(*Continued from page* 131)

are sold. This store is controlled by the Home Piano Co.

The latest issue of "The Total Eclipse," house organ of the Eclipse Musical Co., edited by David Miller, is a combined issue of two months. The cover page bears a half tone picture of A. W. Atkinson, director of the Victor Talking Machine Co.'s factories. Several other half tones also appear in the publication. One shows the "singing birds" in the store of L. Meier & Sons, Cleveland; another features a scene in which Elsie Baer, of the M. O'Neil Co., Akron, figures. The picture shows an auto receiving a consignment of records which she took to Akron in her "flivver." She helped pack and load the records in order to make a record run to Akron from the Eclipse Musical Co.'s distributing office, Cleveland.

West Side friends of John L. Putz are pleased with his success in the oil business in Texas. For several years he was one of the city's leading musicians, but two years ago he went to the "land of promise" and returned a short time ago a real oil magnate. "I no longer have to wield the baton in an orchestra or fiddle any more unless I desire to do so," he says.

Harry Wilson, of Kansas City, was mixing among dealers in Cleveland, this week.

E. B. Lyons, sales manager of the Eclipse Musical Co., has returned from his annual vacation.

The Brunswick-Balke-Collender Co.'s Huron road store features several interesting displays. Manager W. F. Young reports that the July business has been the best since the firm entered the talking machine field.

The encampment of the Uniform Rank Knights of Pythias during the last week of July afforded musical instrument dealers of this city an opportunity to sell many popular records for talking machines. Prominent knights, accompanied by their wives, were here from every section of the country. Attractive window and store room displays of phonographs and records were featured for the knights, most of the musical merchandise stores being decorated in honor of the visitors.

Marion, O., the home of United States Senator Warren G. Harding, Republican candidate for president, has gone half musically mad. Senator Harding in his younger days was somewhat of a musician and his attitude in the Senate has been one praised by George W. Pound and other leaders in stimulating good music throughout the country. Music merchants of Marion have had many orders for popular records since the Senator was nominated. As the Senator has indicated that most of his campaigning will be of the "front porch" order, Marion's talking machine and record dealers anticipate an extraordinary demand for machines and records when campaign songs get into full swing later in the Fall.

The demand for the portable type of talking machine is on the increase, Cleveland dealers say. Outing parties, people going on camping trips and otherwise enjoying outdoor life, are buying small machines and records in order to have music.

Use was made here of the talking machine amplifier by the Cleveland Columbia Graphophone Co. in connection with the school festival day at Gordon Park recently. The festival was under the direction of Louise C. Wright, recreation supervisor of the public schools, who had the able assistance of Miss Nina Legge, educational director of the Cleveland Columbia offices. More than 1,000 children took part in the festival and the music for the entire gathering was played and made audible to all by means of the amplifier. Thirteen machines were furnished for the festival by J. L. Du Breuil, general manager of the local Columbia branch.

Among recent visitors at the Columbia executive offices were S. E. Lind, manager of the Detroit branch; Frank Grunyo, manager of the Grafonola department of the New England Furniture & Carpet Co., Minneapolis, Minn., and Mr. and Mrs. F. O. Edwards, of the Service Shop, Columbia dealers in Chicago, Ill.

O. F. Benz, of the general sales department, returned recently from a visit to the Columbia branches in Atlanta and New Orleans and the Columbia jobbers in Tampa, Fla., the Tampa Hardware Co.

Faith

is founded on proved value and service, being a priceless asset in all business affiliation. The Grand Rapids Brass Company policy owes its success to a practical understanding of this "Good Will."

For Immediate Delivery

Needle Cups and Double Spring Motors capable of playing three 12-inch records.

Reasonable Deliveries On

Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Also

Distinctively Designed Hardware

for

Furniture and Refrigerators

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan **New York: 7 E. 42nd St.**

EQUIPMENT NOW INSTALLED

Victor Wholesale Department of Philip Werlein, Ltd., Installs New Equipment—Gratifying Progress of Southern Victor Dealer

New Orleans, La., August 6.—The Victor wholesale department of Philip Werlein, Ltd., of this city expects to have its new equipment installed within a few weeks, and when completed this department will be one of the most attractive Victor establishments in the South.

J. D. Moore, manager of the Werlein Victor wholesale department, has received interesting reports regarding the progress and activities of the Victor department recently established by the Meridian Chair & Furniture Co., Meridian, Miss. This new dealer is now receiving its Unico equipment, and the installation has just been completed.

Mr. Matzner, a member of the firm, advised Mr. Moore that eight high priced Victrolas were sold the day the initial shipment arrived. Mr. Matzner spent a week at the headquarters of the Werlein Victor wholesale department, and at the expiration of that time decided he would need the services of a high class Victor manager. F. J. Allen, formerly traveling representative for Philip Werlein, Ltd., and more recently associated with the Victor retail trade at Crowley, La., will probably be appointed manager of the Victor department of this company.

CONCENTRATION

VICTOR DEALERS:

Modern methods will not tolerate the "Jack of all trades" either in labor or business.

"One thing well done" is the present day slogan.

Concentrate on Victor Exclusively. You will be the winner.

Think it over.

THE TOLEDO TALKING MACHINE CO.

EXCLUSIVELY WHOLESALE **TOLEDO, OHIO**

Gennett
RECORDS
"The difference is in the tone"

Music

throbbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.

THE NEW AUGUST LIST

9038—La Veeda (Alden) (Fox Trot) Saxophone solo with Orchestra Accompaniment.
Duane Sawyer and His Novelty Orchestra
The Crocodile (Motzan-Akst) (Fox Trot)
Bennie Krueger's Melody Syncopators—$1.00

9039—Railroad Blues (Roberts) (One Step)
Raderman's Novelty Orchestra
Bow-Wow (Wadsworth) (One Step)
Saxi Holtsworth Harmony Hounds—$1.00

9042—Oriental Stars (Monoco) (One Step)
Rose Garden's Orchestra—A. Uhrmetz, conducting
Left All Alone Blues from "The Night Boat" (Kerns) (Fox Trot) Cordes' Orchestra—$1.00

9036—Who'll Take the Place of Mary (Cunningham-Gaspice-Mayo) Orpheus Trio, Orchestra Accompaniment.
One Loving Caress (Wenrich)
Tenor and Baritone duet with Orchestra Accompaniment.
Hart and Shaw—$1.00

9044—All the Boys Love Mary (Van-Schenck-Sterling)
Tenor Solo with Orchestra Accompaniment. Billy De Rex
One Little Girl (Klickman-Frost)
Tenor Solo with Orchestra Acc. Arthur Hall—$1.00

Gennett Records better all Phonographs, but are best when played on a Starr Phonograph. Your Starr dealer will gladly give you a hearing.

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK · CHICAGO · LOS ANGELES · BIRMINGHAM · DETROIT · CINCINNATI
CLEVELAND · INDIANAPOLIS · LONDON, CANADA

VICTOR EDUCATIONAL CONFERENCE ON PACIFIC COAST

Five-day Conference Held in San Francisco Under the Auspices of Sherman, Clay & Co. for Benefit of Western Dealers—Mrs. Frances E. Clark and Staff Welcomed With Enthusiasm

San Francisco, Cal., August 4.—On Monday, July 19, the Victor Talking Machine Co., through its distinguished Educational Director, Mrs. Frances E. Clark, inaugurated a five-day conference for the benefit of Pacific Coast dealers. The daily meetings were held in Sorosis Hall under the auspices of Sherman Clay & Co., the Victor distributors.

Mrs. Clark, who is not only a woman of wide musical knowledge but also an educator of national note and chairwoman of many musical organizations and educational clubs, personally told of her pioneer efforts to bring music into the daily curriculum of our public schools. She reviewed at length the gradual development of music appreciation, not only in our educational system but also in our American homes, due to this pioneering that had its foundation in our school rooms. By her splendid talks in explanation of this work of carrying the fight for greater appreciation of music into the homes and schools by educational means, she aroused considerable enthusiasm and gave her audience a real idea of the enormous scope of this particular phase of American musical development and the wonderful success that is crowning these efforts.

Her program covered every angle of music appreciation in relation to general education. Particular emphasis was placed on music appreciation for little children, teaching them to listen, and developing the rhythmic sense by practical application of music by strongly accentuated rhythm, prepared for this purpose.

In order to illustrate the adaptability of using selections in co-relation with the study of countries and national characteristics, elaborate use was made of records that reproduced the music of the folk dances and songs of all countries. Mrs. Clark brought out the interesting fact that no single factor has had greater effectiveness in developing the musical sense of America's school children than the use of the Victrola in the schools, this being especially true in the rural districts.

Mrs. Clark was capably assisted by a staff of co-workers especially sent out by the Victor Talking Machine Co. to participate in the conference. The faculty consisted of Miss Margaret Streetor, Miss Emily Rice, Miss Hallie Owen, and S. Dana Townsend, Victor educational representatives. These very capable people are recognized as musical experts, as is evidenced by the fact that Miss Streetor has been lecturing for the Government at national conferences, being invited by the Bureau of Education under authority of the Department of the Interior, Washington, D. C.

In order to connect this intensely instructive educational conference with the commercial side of Victor industry, W. G. Garlan, assistant manager of the traveling department, read a series of five papers which he compiled and compared, covering the many varied phases of Victor merchandise. The visiting dealers were most enthusiastic in their reception of accurate information regarding the Victor Co.'s products and policies, its present production activities and its plans for future increases. Considerable interest was also manifested in the analysis of Victor products, their selling points and dealers' helps and concerted sales suggestions. These papers contain such information that a motion was made from the floor and duly seconded requesting the Victor Co. to publish them in pamphlet form.

Through the influence of Mrs. Clark, some notables were induced to speak to the assembled dealers. Dr. John Landsbury, University of Oregon, talked at length about the wonderful educational value of the Victrola and he urgently recommended that dealers awaken to the commercial work of this branch of the business. Another speaker of importance was Alfred Chamberlain, editor Sierra Educational News, who dwelt at length on the use of the Victrola in school work.

One of the outstanding features of the conference was the splendid talk of Glen Woods, director of music, of Oakland, Cal. He called attention to the lack of American musicians in American symphony orchestras and he contended it was necessary that our public schools furnish American youths with the fundamental musical knowledge which in later years would assist them in being the equal of their European brothers. Then, he felt, we would have some real American symphony leaders and symphony musicians; not that he objected to those already here, but that Americans could take their proper places with these distinguished musicians.

To vividly illustrate to the assembled gathering that educational work can be made commercially profitable, Mrs. Clark had in attendance Miss Caroline Hobson, of the Indianapolis Talking Machine Co. Miss Hobson has a broad commercial knowledge of the business, having had considerable experience in retail educational departments and also as the field representative of a Victor distributor. Her talk carried weight because of this practical experience.

Arthur Garbett, former member of the editorial department of the Victor Co., a musician of note and a man with a remarkable musical knowledge, gave several mighty interesting talks on record analysis.

Representatives of all the branch stores of Sherman, Clay & Co., Pacific Coast distributors of Victor goods, were present and most of them addressed the meetings on some topic pertinent to the conditions out this way. By way of diversion there was special music, notably by Dr. John Landsbury, of the University of Oregon, who illustrated his lectures by piano music. On Wednesday evening the delegates were tendered a dance in the Colonial ballroom of the Hotel St. Francis by Sherman, Clay & Co.

"Easier to Sell
than any other
phonograph in the world"

That's the way salesmen talk about

The AEOLIAN-VOCALION

The new and greater phonograph

VOCALION RECORDS Two distinct styles of records. A lateral cut and a hill and dale. You can therefore sell *every* phonograph owner in your community.

Ask for our Dealers' Proposition
We are Western Distributors, prepared to give you the goods you want WHEN YOU WANT THEM.

FIRST OF ALL RELIABILITY
CONSOLIDATED MUSIC COMPANY
ROYAL W. DAYNES, Manager

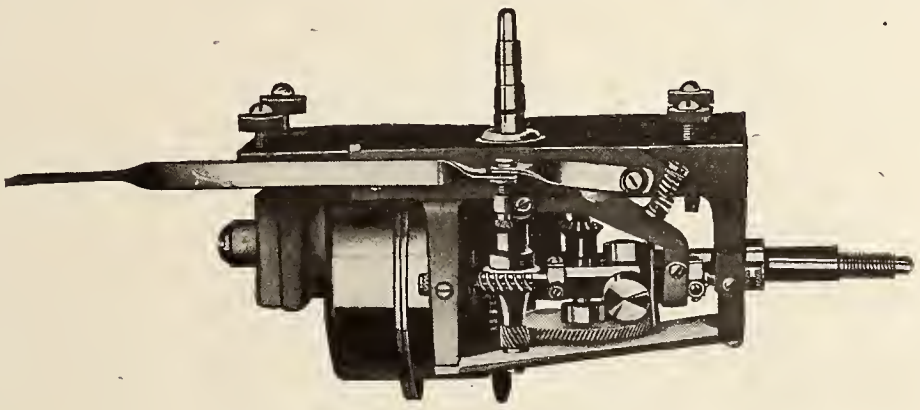
13 to 19 East 1st, South - - - - - Salt Lake, Utah

It plays ALL Records BETTER

Ample capacity and facilities insure you against delays and disappointments.

About 275,000 square feet of floor space devoted to manufacture of STANDARD Motors and other phonograph products.

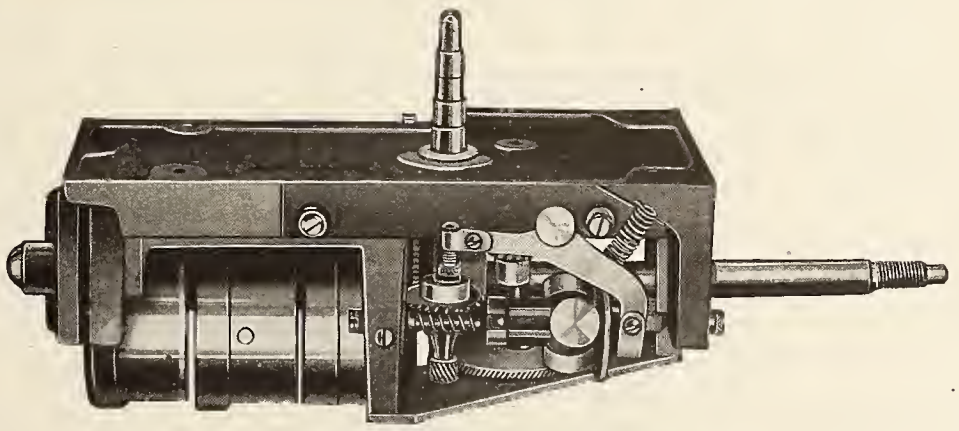
Reliable Phonograph Motors



No. 2A Standard Motor

The Reputation of a Phonograph can be no better than the performance of its motor.

STANDARD Phonograph products are built up to a Standard of Quality that protects the Phonograph Manufacturer.



No. 41 Standard Motor

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-469 East Ohio Street

CHICAGO

STANDARD

THE MID-WEST

Western Division of The World, Chicago, August 9, 1920.

Vacations are in order, as the correspondents for trade papers say. In order to what they usually don't tell us, but what they mean is clear enough. These are the days when the tired business man, who has been playing golf only two days a week at the country club, finds that the strain of holding down a desk has become too, too terrible, and incontinently beats it off for a place where he can recuperate from the horrors of work by walking fifteen miles in the sun every day for two weeks, over hill and dale, knocking, as the old-fashioned professor said after seeing his first golf game, little balls into little holes with instruments singularly unfitted for the purpose. Which statement will, we trust, sufficiently make clear the attitude maintained by the Western Division of The Talking Machine World towards the vacation season and those who take advantage of it. Of course, that is not to say that we object, in the abstract, to holidays. Far from it; but when it is the other fellow who is out enjoying himself while one stays at the desk in the noisy Loop, grinding out alleged literature and helping to get out the paper to the tune of hourly telegraphic bawlings-out from headquarters, then, say we, vacations are an unnecessary nuisance and ought to be abolished. If, indeed, the paragraphs of the Mid-West Point of View are seen to be lacking in their usual (shall we say) acuteness, if, that is to say, they are not quite so pointed as they ought to be, just overlook—for half the Western Division is frolicking in the woods and most of the remaining geniuses are recovering from the effects of their rural frolickings just past. Otherwise, of course, everything is lovely.

Not Knocking Vacationists: But—

When the General Manager of the Music Industries Chamber of Commerce was visiting in these parts the other day, he told us that wherever he goes the music men are asking, more or less anxiously, what is going to happen? And he added that the answers were as numerous as the answerers. Tot homines tot sententiae, and it really does not make very much difference what anybody thinks, for the net result is about the same anyway. But one thing is perfectly certain. It is perfectly certain, that is to say, that the Fall and Winter for which we are now preparing will be very much like the Fall and Winter which we last went through. In a word, there will be all sorts of demand for goods, and nothing like enough of goods to satisfy the crowds. That is not mere optimism. Candidly, we detest optimism of the usual silly sort. A pessimist, as some one wittily said, is a man who has had to live with an optimist. No wonder; for most optimists are awful pests. But this is a case of ordinary common sense. The situation is simple enough. Prosperity, generally speaking, is well maintained. This indeed must be so because the need for manufactured goods all the world over is as strong as ever; nor is production yet within sight of need. Financial disturbances are therefore artificial and cannot possibly compel the permanent postponement of needed reconstruction. Labor shortage has not been overcome. Wherever there may be any unemployment, this is due to the temporary disturbances which must come with the absorption of war-workers and the transformation of industry from a war to a peace basis. These things are not done in a day. Meanwhile, without any doubt, we mainly depend upon the conditions of transportation. If the railways do not let us down entirely we shall have a boom Winter such as we have hardly ever seen yet. Luckily for all concerned, it begins to look as if, before it is altogether too late, the railways will have pulled their equipment and, what is more important, their personnel into some sort of shape before the cold weather. Then the situation will be most interesting, for the crop-moving car equipment will not be released in time, one imagines, to be of much service in carrying general merchandise to market. Wherefore we envisage (lovely word) another shortage on the floors of talking machine merchants. Wherefore again a noisy and exciting Winter, with much additional revenues to the telegraph companies. We should like to oblige some of our anxious friends by being pessimistic and dispensing gloom; but it cannot be done. If we had to live with some of the fool optimists that might be another matter. As it is, we believe that we are rightly optimistic; and with very good reason indeed for so being. Candidly, don't you think so, too!

In Which We Analyze

A good deal of interest has been manifested among those who are doing the thinking of the music industries concerning the probabilities of the money market during the next few months. Just as much interest has recently been awakened by the rather remarkable fact that in a number of lines the prices of raw material have taken a downward turn. Piano manufacturers and talking machine men, too, have recently had occasion to rejoice in the sudden lowering of prices on various lines of lumber. Otto Schulz, president of the M. Schulz Co. and of the Magnola Talking Machine Co., was commenting a few days ago on the situation generally and was able to say that both in respect of material supply and of internal productivity in the factory the general condition of things was very much better than it had been for some time previously. Other and similar observations have come to our ears within the last few days, all tending to the belief that things are actually settling down. Of course, there is a lot of settling down to be done. As the little boy said about the giraffe which he saw reclining in his enclosure at the Zoo, "he won't get up because he has such an awful lot of up to get." So it is with the country's industries. They won't settle down for a while at any rate, because they have an awful lot of down to settle. Still, even though we shall quite certainly have a Fall and Winter of shortage in all manufacturing lines, the signs all point toward a gradual relaxing of the bonds and a gradual but steady return to business and industrial sanity. We out here in the Mid-West are perhaps unduly sensitive to the fluctuations of the needle in our steam-gauge; and we are temperamentally inclined to blow off steam more or less all the time. But in truth the music industries have little to fear. A gradual return to the less frenetic methods of former days were much to be desired; but there is not the slightest use of supposing that the world will turn back. Revolutions do not move backward, and there is every reason for expecting that we shall have new conditions to face all along the line. Yet we ought to know that the talking machine industries in general rest upon a sound basis, upon a basis which only our own stupidity, if anything, can ever dislodge or render insecure. That basis, as everybody knows, is the real deep-struck desire of the people for music. That desire can neither be abridged nor distorted. Only our own stupidity could ever destroy or even shake it.

"A Lot of Down to Settle"

The Edison Caravan Convention was a howling success. Not that caravans howl. Caravans are composed, we learn on excellent authority, of bearded persons who answer to names like Abdullah and Hassan, who ride on cam-u-els (we insist that the spelling is correct) and who foregather in caravanserais. The members of the Western Division who attended the elaborate and exciting sessions of the Edisonians in this city on the 12th and 13th of last month tell us that the Caravan part was all there without a doubt, seeing that every member of the . . . well . . . group had his own camel along with him; his own nice little gold baby camel hanging from his buttonhole. And we in Chicago are quite accustomed to speak of the Blackstone Hotel as a Caravanserai. That sounds so much grander than mere "hotel." Moreover, the big dinner which wound up the proceedings was held at Medinah Temple, an institution dedicated and sacred to gentlemen who wear red fezzes and ivory crescents with scimitars and all that sort of thing on them and devote themselves to mystical duties around a shrine. Wherefore, we are justified in concluding that it was a Caravan all right and that from Chief Hadji Maxwell downward all the Faithful were on the job in precisely the right way. Seriously, in fact,

Our Arabian Nights

POINT OF VIEW

it was a huge success. The staging and arrangements were superb, the whole thing was wonderfully thought out and the impression left on one's mind was of a thoroughness uncommonly complete. Every Edison dealer who attended as the guest of his jobber must have gone away with the feeling that he was attached to an institution which has its own ideas and believes in them, without troubling itself much about the notions of others. The success achieved in New York, and duplicated in this city and San Francisco, was certainly well merited. Congratulations are in order.

We should take it in ill part if every reader of this paper should not study the brief but pregnant observations set forth on another page by H. B. Bibb of the Brunswick-Balke-Collender Co., who is sales manager of this corporation's Illinois Division. He tells us candidly that, in his opinion, the supersession of the seller's by the buyer's market should be a matter for rejoicing. The moment that the possibility of supplying demand in full has become definite the products which are made on the basis of honesty and fair value are automatically separated from their less desirable competitors. A line of cleavage is established and the sheep are divided from the goats. During the last two years the markets have been in such an upset condition that all true sense of balance has, with many persons, been almost entirely lost. Now, this same sense of balance, which indeed is not an exciting but a rather dull and calm sort of quality, is quite essential to the conduct of industry and commerce. When business in general is running on a sort of cost-plus basis, with the public, if not the Government, gladly paying the bills, any one who expects the mass of the business men to display poise or balance has, to put it vulgarly, another think coming. At such times all is rush and hustle. The small men, of whom there are always the greater number, see golden fortune before them. They rush on recklessly, intent only on making hay whilst the sun shines. When, however, clouds obscure the brightness and the weather begins to look stormy such men hunt cover and fill the air with their complaints. The seller's market has a bad way of developing the yellow streak in men; contrariwise the buyer's market has the opposite and highly salutary effect. Well, bring on your buyer's market, say we. If this industry of ours could not exist save in a hot-house it would not be worth much.

Changes Market Conditions

The bodies which officially represent the piano and sheet music, small goods and other divisions of the music industries in Chicago have been urging upon their members of late the extremely urgent need of co-operating with the railroads to the end of correcting the present car shortage. Now, in this sense, co-operation means precisely what the word etymologically signifies. It means "working with" the railroads; and, as a little reflection will show, that means real work on the part of shippers. It is learned by inquiry amongst experts that a very great deal of the present congestion is due to delays in unloading cars which have arrived at their destination. A great deal also is caused by the practice of holding cars until whole carloads can be shipped. Now it is plain to all who view the railway situation in all its phases, instead of merely as that situation affects one person or group of persons, that the immediate need is to facilitate the steady movement of cars. It has recently been reported that the average movement of a freight car is about 27 miles per day at the present moment. Allowing for the notorious fact that the causes outlined above are holding up cars by the hundred all over the country, it may easily be seen that the movement of freight cars needs to be accelerated. If shippers everywhere will unload as rapidly as possible, and will co-operate to the extent of allowing mixed carloads to be made up, there will undoubtedly be an immediate effect upon the general freight situation. Let this be plain: it is no one person's fault if the present condition of the railways is physically and mentally bad. The causes are to be found partly in the war, partly in the slowness of subsidence of the passions engendered by the war, partly in the lack of true public spirit. So long as groups of interests are everywhere fighting for special favors to themselves against all others, so long, to be blunt about it, will everybody be angry and no one satisfied. Co-operation is the need of the day. Whilst the channels of the national activity are blocked no one can really prosper. Cannot we all realize that we must sink our differences and get down to a basis of co-operative all-round helping of each other and of the railways if we are ever to get out of our present tangle? In a word, that is the solution. Our industry, like every other, must stop for a moment to think of the nation, rather than just of itself, and must realize that unless we all work together we shall have worse rather than better conditions. There is no sense in talking about getting back to the old ways. We shall not get back to them. Instead of repining, let us get forward to the new ways.

Taking the Broad Look

Our active and spirited friend, William Wade, of the Wade Talking Machine Co., sometimes known as Bill of that ilk, has become director of Publicity (awe-inspiring name for what we once called press-agent) of the music industries end of the new "Boost Chicago's Business" bureau of information which our large and active mayor has organized lately. We are not at all sure that the very best way to boost Chicago is to devote all one's time to throwing away hammers and getting horns. We are not at all sure that Chicago does not need a bit of judicious knocking once in a while. We have just a bit too much crime, just a bit too much rottenness in high places. Our treasury is empty, we are staggering under a load of debt. Our police seem demoralized. Our streets, our bridges, our public buildings, cry aloud for the repairman and the cleaner. But then, after all, one can overdo the knocking as well as the boosting. What does matter, and matter tremendously, is that those who live outside Chicago hear only the knocking. When they have watched our city making an exhibition of itself through its own newspapers they begin to forget all the good things about us which are equally true and much more important. Of course, we shall never get out of our troubles by the simple expedient of throwing away our hammers. What we want to do is to hold the hammer firmly, smash a few grafters over the head with it, and then throw it away, to take a broom and sweep up the remains. Perhaps, after all that, we shall get somewhere, and shall be able to direct the attention of the world once more to our real virtues. As a manufacturing and industrial city Chicago has no equal. To tell that to the world, we take it, is the task Mr. Wade and his associates have set themselves. They will not attempt to convince a doubting world that Chicago has no crime, and that her politicians are of a brand superior to all others. But they will make it their business to tell all comers what is absolutely true, namely, that Chicago has advantages which not another city can equal, for the location and prosperity of industries. Mr. Wade will think most, of course, about the music industries. Now it may be worth remembering that about one-half the total output of pianos in this country proceeds from the Chicago district. It is not too much to expect, is it, that some day the same will be true of the talking machine industry?

Introducing Our Booster!

There are certain important points which have to be emphasized, about this city of ours, that the real Chicago is the greatest railroad center in the country,—that it has under way a city plan which is slowly but surely turning it into one of the world's most magnificently beautiful cities. The real Chicago has a home-loving population of quiet people who are neither spenders nor speeders. The real Chicago has room for more industries and can offer them advantages of transportation and access to raw material superior to anything, we believe, which can be offered elsewhere. It is this sort of thing which Mr. Wade and his associates are going to tell the inquiring talking machine or piano man from out of town. May they go far with their laudable endeavors.

We Blow a Modest Toot

We think the VICTROLA justifies the most beautiful advertising of the day. Our aim is always to get the best obtainable.

LYON & HEALY

VICTROLA DISTRIBUTORS

CHICAGO

The Lyon & Healy Victrola newspaper advertising service sets a new standard for quality. These attractive illustrations are available for the use of the one best Victrola Dealer in each city.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

customer who buys one carton, it will send 25 free samples (each sample being 2 needles in an envelope with descriptive leaflet)—200 extra leaflets, with space for dealer's name—and one poster-display-card.

"With three carton orders (or on repeat orders) the company will furnish 100 samples—1,000 extra leaflets—and (unless previously furnished) one poster. If customer can display more posters to advantage, we will gladly supply them."

Mr. Mapes says further that: "Experience shows that the distribution of free samples is the most effective of all known methods of introducing a new product and, while it will be a big expense to us, we want you to send us the address of every Tonofone customer, giving number of cartons bought and we will send them the advertising matter without trouble or expense to you."

The letter closes by stating that every customer who is a possible needle buyer should have the new advertising helps order blanks. The latter will bring orders and the "helps" will bring many "repeats."

Fibre Needle Output Grows

H. J. Fiddelke, capable talking machine man who recently joined the B & H Fibre Mfg. Co. with entire charge during F. D. Hall's absence on the Coast, states that as a result of the addition of clipping and pointing machines and the stabilization of the factory force the production of fibre needles has been materially increased during June and July. At the present rate the time is not far distant when they will be able to handle their large demand without any of the delays which were unavoidable in the days during the war.

Sales Value of Window Displays

The Curtis-Leger Fixture Co., whose Chicago headquarters are at Jackson Boulevard and Franklin street, are of the opinion that this Fall talking machine dealers will find selling conditions different from what they have been in the past few years. The wild spending period is on the wane and the dealers will again have to fight competition to get their quota of sales.

Novel, attractive window displays are going to be one of the main weapons used in this fight for business. The shop that has the pulling window displays is going to get the business. A glance at the windows of the leading record shops of the big cities easily bears out this assertion. They are all staging displays lavish in color, unique in setting, rich in background, alive with punch and selling power.

The latest display effects are evident. Rich, lustrous and beautiful colored silk plush for drapes and background; window floors covered with mission cloth, monogramed and initialed; side drapes of practical good-looking mohair, and display fixtures of the newest styles and designs. The policy of using windows as store rooms for odds and ends is definitely gone. The live dealers are realizing the immense value in the pulling power of their display windows. They know that their windows are the closest point of contact between the passerby and themselves, that they get customers in proportion to the attractiveness of their displays.

Novel displays can be had at little expense. Equipment once bought can be used again and again in different combinations for varying effects and ideas for displays can be had from fixture manufacturers.

Repeating Device Sells Well

From the Repeater-Stop Co. comes word of the ever-increasing success of its device which automatically repeats the playing of talking machine records. "We have been compelled," says Sales Manager Hartenstein, "to purchase two carloads of steel, which is sufficient for the manufacture of 300,000 repeater-stops. In order to take care of the enormous demand we have been forced to install considerably more equipment, machine tools and punch presses, as well as to expand our factory in other ways and adding another floor thereto. We hope to attain an output of 1,000 instruments a day. Our present output is 300 a day."

Lester Gordon, traveling representative of the Repeater-Stop Co., recently returned to the home office after an extended trip, which took him to practically every large city west of the Mississippi River. He returned with a beaming smile and many contracts, having placed the repeater-stop with some of the largest music concerns of the western Mississippi basin, among which are the following: Knight-Campbell Music Co., Denver, Colo.; Vaudephone Corporation, Seattle, Wash.; Walter S. Gray, San Francisco, Cal.; Consolidated Music Co., Salt Lake City; Western Jobbing & Trading Co., Los Angeles; Interstate Supply Co., Spokane, Wash.; Midwest Mfg. Co., Billings, Mont.; Ball Music Co., Red Lodge, Mont.; Jerome H. Remick Co., Portland, Ore.

Joins the Roemer Co. Forces

Frank G. Cook, formerly with the Chicago branch of the Columbia Co., has joined the forces of the Roemer Motor Co., where he will be active in promoting the sales of Roemer motors.

Darrow Hallenstien, formerly with the Fort Wayne Outfitters Co., a large talking machine jobbing concern of Indiana, has also become connected with the Roemer Motor Co. in a sales capacity. Mr. Hallenstien makes Chicago his headquarters.

Victor Voicelets

Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois. Mr. Duncan succeeds D. K. Tremblett, who formerly looked after this territory. Mr. Tremblett is now on his vacation, and upon his return will take up his new duties in the Chicago office of the company.

T. W. Williams, who looks after the wants of Victor dealers for the Chicago Talking Ma-

(Continued on page 143)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

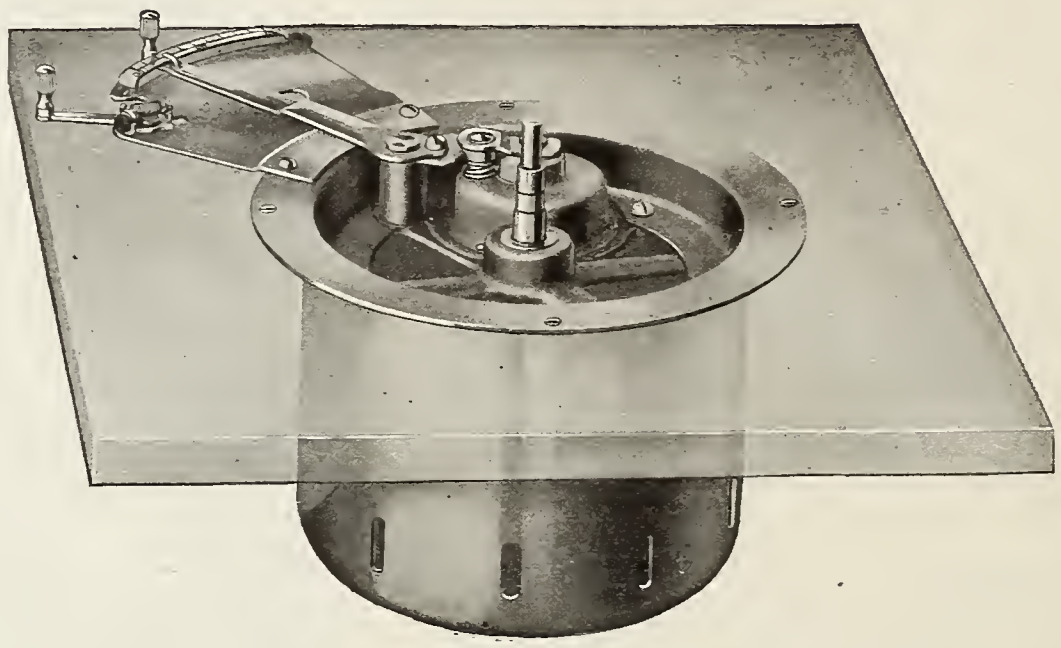
OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

UNIVERSAL
MASTER MODEL No. 20



Mr. Manufacturer:

The time has arrived when you must inject some new "pep" into your business.

You have used the same old sales arguments over and over again until they are threadbare and your selling talks have lost vigor. You have been traveling round in circles and are not making the progress you should. Your business needs something new to arouse enthusiasm.

In a phonograph the vital thing is the motor. An improved motor means a better phonograph and the better phonograph gets the business.

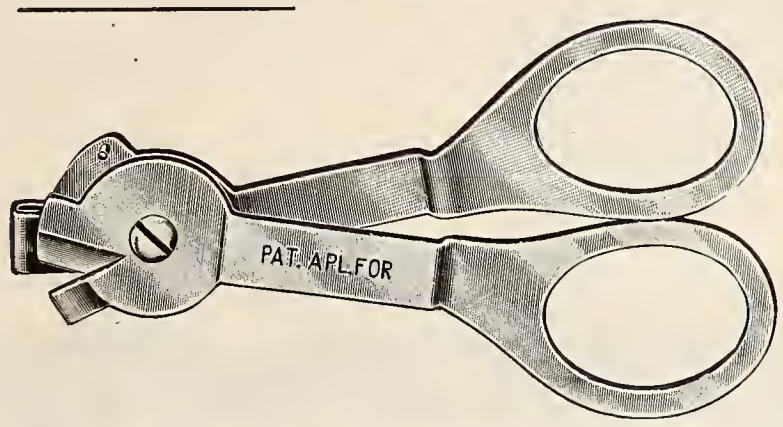
The Universal Master Motor No. 20 is a positive forward step in phonograph motor design and construction, and you have but to see one to be convinced of its merit and its force as a selling argument in your business.

Write or wire for sample and get our literature and prices.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

A Better Cutter For Less Money



The ALTO
Retail Price $1.00

THE Alto Fibre Needle Cutter is distinctly a quality product. The unique design, together with our highly specialized manufacturing methods, makes it possible to sell the Alto Cutter at this remarkably low price. Its construction from carefully tempered tool steel makes it the most durable cutter on the market. By handling the Alto you will maintain your reputation of selling the best at the lowest price. Order a dozen today. **Territory open for distributors.**

Your Customers Will Appreciate The Value

ALTO MANUFACTURING COMPANY

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

chine Co., in Chicago, is spending his vacation with his mother in Little Rock, Ark.

Six Best Sellers of the Month

The six best Victor sellers are: "Introduction and Tarantelle," "Last Night," "When Night Descends," "Prelude in G Minor," "Old Folks at Home," "The Love Nest" and "Blue Diamonds."

The six best Emerson sellers are: "The Love Nest" and "Close to My Heart," "Whose Baby Are You?" and "Hiawatha's Melody of Love," "My Sahara Rose" and "Old Man Jazz," "Rainbow of My Dreams" and "Jazz Band Blues," "Marion" and "Whistle a Song," "That Old Irish Mother of Mine" and "Shamrock Leaves."

The six best Brunswick sellers are: "Bound in Morocco" and "On Miami Shore," "Who Wants a Baby" and "Rose of the Orient," "Whose Baby Are You?" and "Someone," "Sahara Rose" and "Jean," "La Veeda" and "So Long Oolong," "Dance-o-Mania" and "Waiting for the Sun to Come Out."

The six best Pathé sellers are: "Rose of Washington Square" and "Tiddle-Dee-Winks," "Who'll Take the Place of Mary?" and "After You Get What You Want You Don't Want It," "A Young Man's Fancy" and "In Sweet September," "Believe Me If All Those Endearing Young Charms" and "The Meeting of the Waters," "Narcissus" and "Orientale," "Argentines" and "It's Hard to Settle Down."

The six best Operaphone sellers are: "Rose of the Orient" and "Dance-o-Mania," "Jade Lady" and "Do You Know?" "Hawaiian Twilight" and "Some of the Time I'm Lonely," "Karzan" and "Whose Baby Are You?" "Zoma" and "Alabama Moon," "Jean" and "There Must Be a Way to Love You."

The six best sellers in Edison records are: "Karavan" and "When My Baby Smiles," "At a Georgia Camp Meeting" and "Liberty Bell March," "Patches" and "Yellow Dog Blues," "Just Like the Rose" and "Sweet and Low," "Peggy" and "Someday Down in Carolina," "By an' By" and "Go Down, Moses."

The six best sellers in Okeh records are: "Manyana" and "Whose Baby Are You?," "Dance-o-Mania" and "Wond'ring," "In Sweet September" and "My Sahara Rose," "Tell Me Pretty Maiden" and "Polly," "Le Wanna" and "Jean," "The Love Nest" and "Enticing."

The Columbia six best sellers are: "Ten Little Bottles" and "Unlucky Blues," "Oh, By Jingo" and "Rose of Chili," "All the Boys Love Mary" and "Way Down Barcelona Way," "I'll See You in C-U-B-A" and "The Moon Shines on the Moonshine," "My Isle of Golden Dreams" and "Naughty Waltz," "When My Baby Smiles at Me" and "Rose of Washington Square."

In Charge of Okeh Records

Following the resignation of H. L. Coombs, of the Okeh record department of the General Phonograph Co. of Illinois, who takes up the position of general manager of the Tonograph Corp., A. J. Foute, his assistant at the general offices, takes charge of records and correspondence.

Album Men Here

Maxwell Willinger, president of the New York Album & Card Co., who makes New York his headquarters, is spending a month in Chicago as the guest of M. J. Potomack, vice-president and sales manager of that concern, at the latter's home on the North Side. Mr. Willinger was accompanied by his family, and plans to combine business and pleasure during his four weeks' stay in this city.

Catching Up

Otto Schulz, president of the Magnola Talking Machine Co., states that during the last two months, the production of Magnola talking machines has so increased as to enable the company to do much in the way of catching up with back orders. Mr. Schulz states further that the lot of the manufacturer is somewhat more pleasurable than formerly owing to the fact that materials are less troublesome to obtain. This is pleasing information.

Oro-Tone News

The Oro-Tone Co., Inc., announces that it will move shortly from its present factory at 1810 Irving Park Boulevard to a new location at the corner of Sheffield and George streets. The new quarters will be larger than the old and provide 8,000 square feet of floor space for the manufacture of Oro-Tone reproducers. The work of installing machinery and equipment is now in progress.

The Smallest Victrola

For a month past Lyon & Healy have had in their Wabash avenue window a miniature Victrola, but a few inches high, electrically operated, and a perfect copy of the larger machines. A tiny Victor dog is at the side of the machine

(*Continued on page* 144)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

and the two attracted a great deal of attention from passersby during the display. The instrument was made by L. D. Monroe of the Victor department of Lyon & Healy.

An Attractive Window

The window of the Talking Machine Shop has been decorated with an animated display featuring the Victor record Bo-la-bo. A ship is made to dance about on fabric waves, which themselves are moving in a most lifelike manner.

Buys Plant

Frank W. Williams, manufacturer of talking machines, located at 2515 West Taylor street, this city, recently purchased the plant of the Fowler & Union Horse Nail Co. at 1508-22 West Twenty-second street.

Returns from Maiden Trip

Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois.

Vitanola Retail Prices Reduced

Announcement has been made by the Vitanola Talking Machine Co., in a letter sent out to distributors and dealers under date of July 21, that after that date the retail prices would be reduced without changing the margin of profit allowed to distributors and dealers. The prices now in force are as follows: Vitanola Six, $105; Vitanola Eight, $115; Vitanola Ten, $160; Vitanola Twelve, $200; Vitanola Fourteen, $250; Vitanola Sixteen, $260, and Vitanola Seventeen, $350.

W. H. Wade a Director of Boosters' Club

For the past two years of Wm. H. Thompson's reign as Mayor of Chicago much activity has been devoted to "boosting" this city. The battle cry of the boosters has been "Throw away your hammer and get a horn," and when the Boosters' Club of Chicago made a tour of the Central West and Western States recently they blew their horns in every locality they passed through. The purpose of this Boosters' Club is to let the world know that Chicago is an honest-to-goodness business city and pleasure resort combined, and that it offers more possibilities per square inch than any other city in the world.

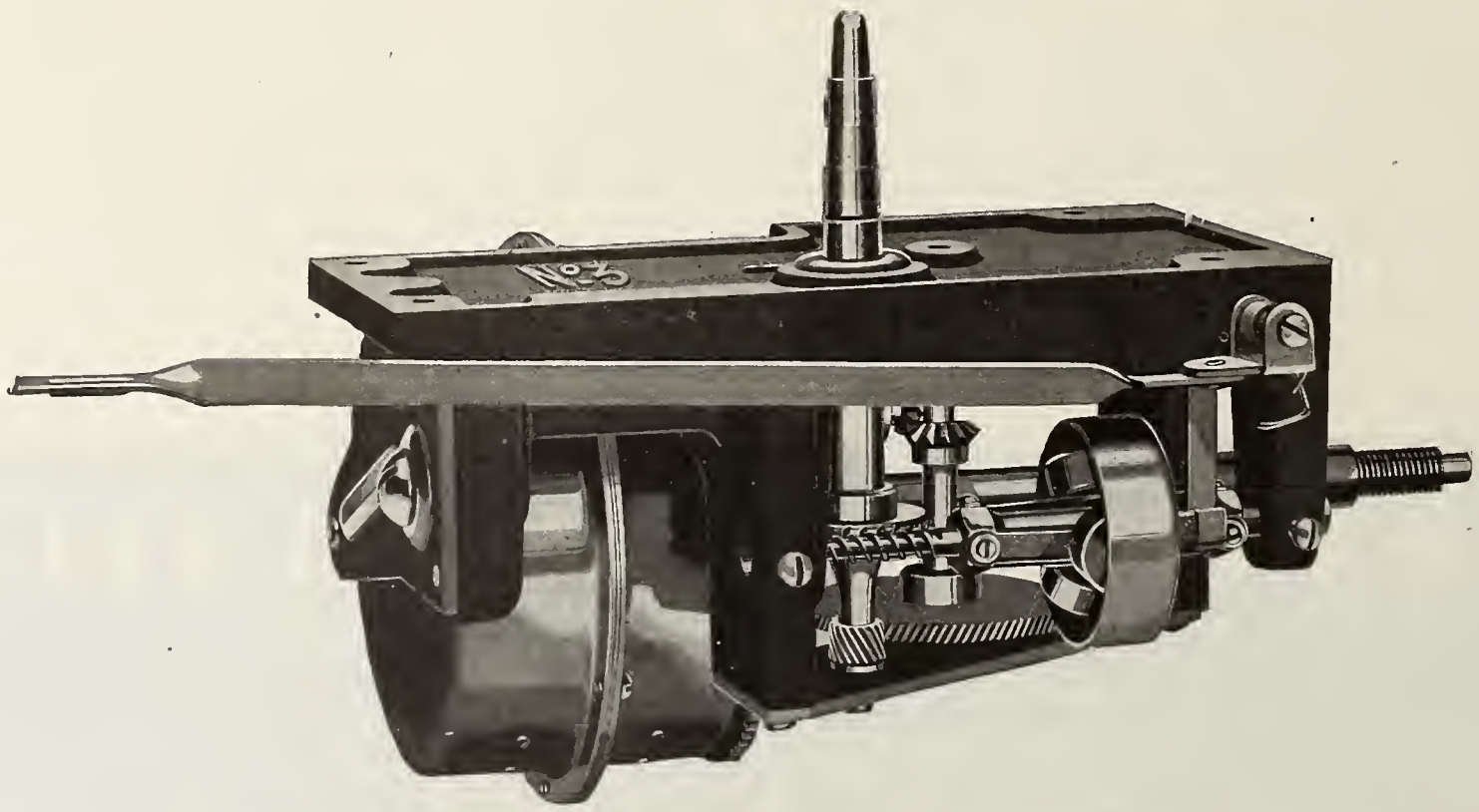
When the Boosters got back to Chicago it was decided to open an information booth on the first floor of the City Hall, where visitors to Chicago could obtain information and literature on every local industry. This booth is being advertised by means of attractive billboards placed on the roads to Chicago and the wording reads as follows: "Stop a day and see the wonders of Chicago. For information apply 'Boost Chicago Booth, main floor, City Hall, Chicago'."

One of the members of the board of directors of the Boosters' Club is W. H. Wade, of the Wade Talking Machine Co., who has been made director of the Boosters' Club Music Division.

(*Continued on page* 147)

J. E. ROBINSON ESTABLISHED 1879 M. J. DECKER
TEL. HARRISON 420
ROBINSON THE PLATER
Platers to the trade — Gold our Specialty
500 W. VAN BUREN STREET
CHICAGO

SUPERIOR MOTORS COMPANY
MANUFACTURERS OF HIGH GRADE PHONOGRAPH MOTORS



We are now thoroughly organized and equipped for manufacturing Phonograph Motors in large quantities and can make immediate deliveries.

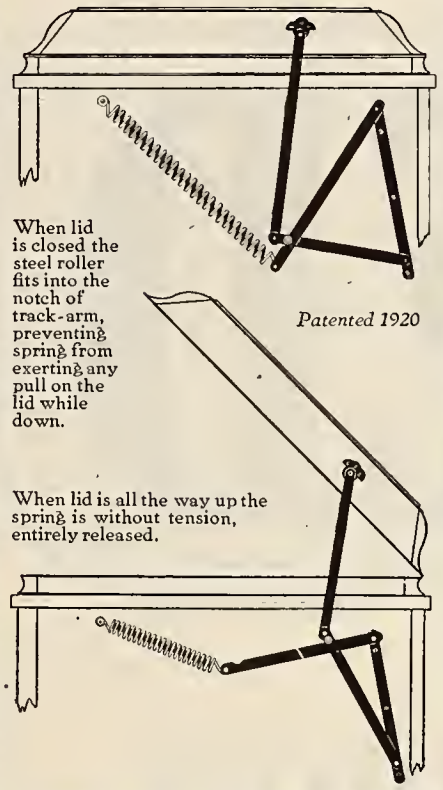
WRITE FOR PRICES

SUPERIOR MOTORS CO.

361 West Superior Street CHICAGO, ILL.

The Superior Lid Support

A Spring Balance That Does Not Warp the Lid



When lid is closed the steel roller fits into the notch of track-arm, preventing spring from exerting any pull on the lid while down.

Patented 1920

When lid is all the way up the spring is without tension, entirely released.

A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation.

Sample—Nickel 75c, Gold $1.50

Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.

Quantity Prices Quoted on Application

Barnhart Brothers & Spindler Monroe & Throop Sts. CHICAGO

PATHE DEALERS and JOBBERS

The SCOTFORD Model I REPRODUCER

Will be a great aid in developing the sale of Pathe Records. Made to fit the Victor gooseneck exactly—it is as quickly attached as the Victor Reproducer is quickly removable. An Attachment also made for applying it to the Columbia Tonearm. Order a sample and realize the profit for you in the richness of its tone—surpassing all in purity, sweetness and power.

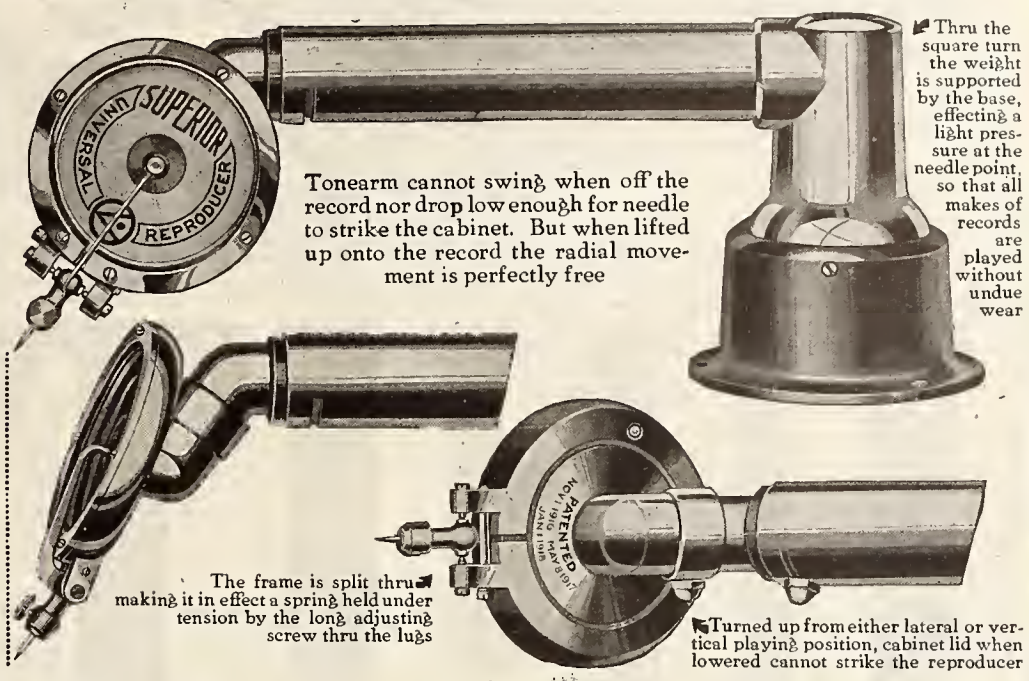
NET PRICES OF SAMPLES PREPAID

Nickel Plated Scotford Model I Reproducer	$5.50
Gold Plated Scotford Model I Reproducer	6.50
Nickel Plated Scotford Attachment for Columbia	.35
Gold Plated Scotford Attachment for Columbia	.50

Submitted on Approval, subject to return, in which event the full price paid will be promptly refunded.

Liberal Reduction on Quantity Orders
Profitable Arrangement for Jobbers

Barnhart Brothers & Spindler
Superior Specialties for Phonographs
Monroe and Throop Streets, CHICAGO



Tonearm cannot swing when off the record nor drop low enough for needle to strike the cabinet. But when lifted up onto the record the radial movement is perfectly free

Thru the square turn the weight is supported by the base, effecting a light pressure at the needle point, so that all makes of records are played without undue wear

The frame is split thru making it in effect a spring held under tension by the long adjusting screw thru the lugs

Turned up from either lateral or vertical playing position, cabinet lid when lowered cannot strike the reproducer

Why the Owner of the Ordinary Phonograph Soon Tires of It

THERE are lately a few phonograph reproducers which avoid the usual phonographic sharp metallic tone by going to the other extreme and producing a flat, unmusical sound. But the vast majority are disagreeably sharp in playing the high notes. This sharpness becomes an irritant to the ear, so that owners of such phonographs soon tire of playing them, lose interest, and stop buying records.

Nobody ever tires of genuine music. The human soul craves the comforting solace and ennobling inspiration that only music can give. It must be our aim to satisfy this great need—not the passing jag of jazz. The phonograph must become an instrument of genuine music if it is to endure.

There is one reproducer that measures up to the job of reproducing *musically* all the varying qualities of instrumental and vocal tones. It is never sharp, nor in avoiding this does it ever descend to the other extreme of flatness, but is always on the pitch, exactly reproducing the original rendition in all its purity, sweetness and power. This long sought goal is attained in the Superior Reproducer through its split frame, making the entire soundbox in effect a spring held under tension by a long adjusting screw through the two pivot lugs at bottom.

DISTINCTIVE FEATURES OF THE SUPERIOR REPRODUCER

The frame of the reproducer is split through, making the frame in effect a spring, held under tension by an adjusting screw through the pivot lugs at bottom. The back plate is entirely separate, insulated from the frame by a rubber gasket, and does not interfere with tensioning the frame.

It is the spring frame of this reproducer that accomplishes the important achievement of absolutely overcoming without any loss of volume or musical quality the usual phonographic sharp metallic tone on high notes. It is plain that tones picked up from the record by the needle and diaphragm mounted in a spring body will be more musical than will result when the body is of solid and hard metal, or of toneless and absorbent material.

Note particularly that the entire soundbox is in effect a spring. The split which accomplishes this result is the most important of the several Scotford patents. Soundboxes which attempt to overcome the sharpness of tone by employing springs, rubber, fibre or other cushioning for the needle bar pivotal mounting, or use a composition diaphragm of sound-absorbing nature, result only in making the diaphragm less sensitive and prevent it from reproducing the finer shadings and overtones in the record.

The springlike frame also absorbs the extraneous vibrations so that the surface noise is practically eliminated. A manufacturer of a well-known machine who is an enthusiastic user of the Superior reproducer advertises as his slogan "the tone without the scratch."

Strong basic patents have been granted Mr. Scotford on the universal feature of his reproducer and our company holds the exclusive franchise to manufacture for general sale under these patents. Mr. Scotford in his contract with us agrees to co-operate in developing improvements, and covenants to give us before others the opportunity to review all new ideas or inventions he may originate in this line, with priority rights to manufacture and sell any such that are approved.

The universal feature is unique in that the needle aligns with the pivotal axis on which the reproducer turns from one position to the other. This holds the needle on exactly the same center at the same correct angle in both lateral and vertical (hill-and-dale) positions. The plane of the diaphragm being inclined with respect to the pivotal axis, instead of the ordinary straight needle bar of normal leverage, it is practicable to use the more desirable bar of angular shape effecting longer leverage, making the diaphragm more responsive to the needle action.

The needle bar is pivoted on sharp pointed steel screws, and is easily kept in perfect adjustment, free from side play, by the long adjusting screw through the lugs above the pivots. Any contraction of the metal parts that takes place cannot pinch the needle bar in its pivotal mounting, and thus interfere with its free vibration, owing to the spring construction of the frame. Any expansion that takes place, or wear of the pivot points, causing looseness and side play, can be instantly corrected by tightening the long adjusting screw.

DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM

The connection between the tonearm and reproducer is perfectly insulated with a hard rubber bushing. No rattle of one metal part against another can take place at this point of greatest wear. Even though looseness might possibly develop from long use or abuse, because of the rubber between the two metal parts, no rattle can ever result.

Two methods of raising the reproducer for changing the needle are provided. The reproducer and tonearm may be lifted straight up and held with the left hand while changing the needle with the right hand. Or the reproducer may be given a side turn to the right, when only one hand is used for making the change of needle. When the reproducer is off the record it cannot drop low enough for the needle to strike the motor board, and thus chance shattering the pivot points and at the same time mar the cabinet. When the reproducer is left turned up from either lateral or vertical playing position, cabinet lid cannot strike it when lowered.

In the SCOTFORD Tonearm the sound waves travel in the straightest, most direct line possible. There is no obstruction anywhere inside—an absolutely clear passage for the sound waves. The square turn offers less resistance to the sound waves than is met with in an arm of the curved type. Most tonearms follow the traditional curve of wind instruments, but in a phonograph tonearm there is no air pressure to force the sound around the curve. That the square turn is superior to the curve is proven in the playing. The SCOTFORD square design loses none of the sound in the passage, but delivers the tones outward in full power and clarity.

The long tube is very light, and this, together with the exceptionally light construction of the reproducer, gives a much lighter pressure of the needle on the record than appearance might indicate. With a needle of medium length the pressure is less than 6 ounces. This weight brings out the full volume of tone without injury to records of any make. A curved tonearm with the swivel joint located at the base would throw too much pressure at the needle point. In the square turn of the SCOTFORD design much of the weight is supported by the base.

The main tonearm casting supported by the base is very heavy; this weight prevents a rattle developing at any time in the base bearings. The radial movement at the base is extremely simple and perfectly free in action. A cast ring slides around on four smoothly machined bearing points. This construction permits a clear interior, and is far superior to the obstructed condition in other tonearms which swing on an interior pivot.

The inside diameter of the tonearm at the base is 2 inches, which is correct to accommodate the volume of sound obtainable from the newest records. The inside rim of the base is extended one-eighth inch below the flange, fitting into the neck of the cabinet amplifying chamber. This obviates using a rubber or felt gasket between the tonearm base and cabinet mounting, usually necessary in other designs to prevent a leak of the sound at this point.

	Nickel	Gold
Sample SCOTFORD Tonearm and Superior Reproducer with Mica Diaphragm	$9.25	$11.25
Extra Reproducer with SCOTFORD Black Diaphragm	5.00	6.00

Prepaid anywhere, on receipt of price. Submitted on approval, subject to return within a reasonable time; in which event the full price will be refunded

Quantity Prices on Application

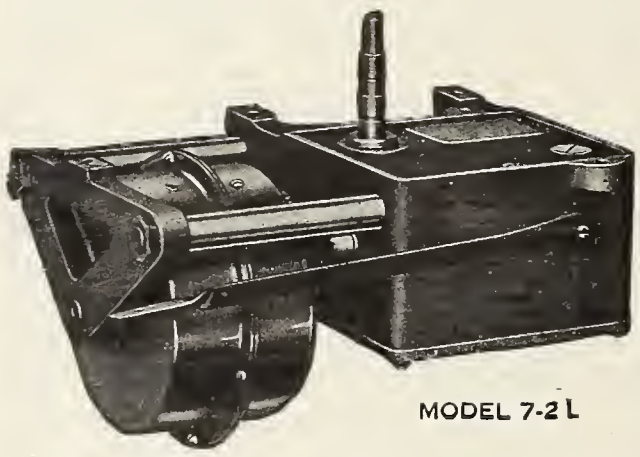
BARNHART BROTHERS & SPINDLER

Makers of SUPERIOR Specialties for Phonographs

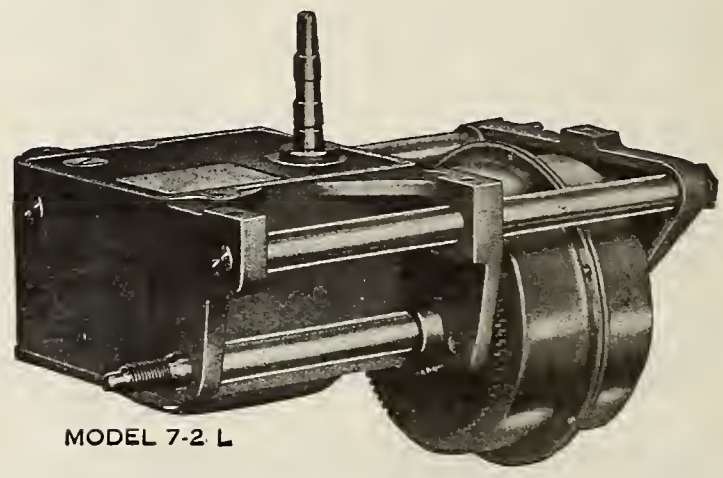
Monroe and Throop Streets CHICAGO, ILLINOIS

UNITED

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN

The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it.

It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years.

Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze the United Motor.

LUBRICATION

One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it.

A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings and gears. This we achieve by means of the enclosed casting and a capillary oiling system, original, simple and effective.

The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT

Excepting only springs and castings, felts, etc., we make every part of the motor in our own works, where we can and do vigilantly control accuracy and quality. Our tool equipment is modern and the best money can buy.

Amply financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION

We make just one thing—The United Motor. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 Motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

Supplied in 2, 3 and 4 Spring Models.
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

YES, THIS IS

The Oro-Tone

QUALITY FIRST

THE PERFECT EDISON ATTACHMENT

WE CAN PROVE IT—IF YOU WILL SAY—

"Send sample on approval" or ask your jobber

Retail Price, Nickel Plated, $8.50 Highest Grade Gold Plating $12.50

The New ORO-TONE Safety Point Steel Needle Now Ready
Sample Thousand 60 Cents

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

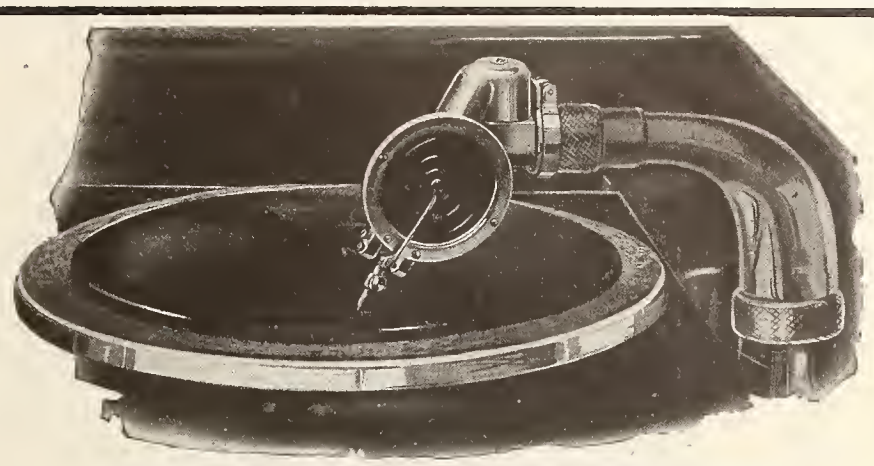


ILLUSTRATION SHOWS THE ORO-TONE ATTACHED

The Oro-Tone Co.

QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

The music division, by the way, will be an auxiliary body like all others, and these auxiliaries together will constitute the main body, to be known as the Chicago Boosters' Publicity Club.

This is a splendid opportunity for the music men of Chicago to have their literature passed out to all visitors. We understand that this literature will be passed out free and the only thing necessary for the music men to do will be to get in touch with Mr. Wade and he will in turn tell them what is wanted of them.

McKINLEY BUSINESS BOOMING

Chicago Publishing House Reports Splendid Prospects for Fall Business—Teaching and Concert Music Advanced in Price

CHICAGO, ILL., August 2.—D. W. Foster, sales manager of the McKinley Music Co., reports that business is picking up nicely and that the outlook is particularly good for a large Fall business. Both teaching and concert music have been selling splendidly all season, and while there was more or less of a slump in the sales of popular songs for a couple of months this now seems to be over and business in all classes of music is at present above normal.

An interesting statement to the 6,000 McKinley agents in the United States is that the McKinley teaching and concert music will retail at 15 cents per copy after September 15, instead of the 10 cent price which has prevailed for many years. The dealer's price of this has been advanced one cent per copy, and he is now afforded a splendid profit of 200 per cent. Fifty new numbers are now ready to be added to the line on September 1, and the line is being constantly improved in every way by better paper, better music, more artistic title pages, etc.

Several McKinley books, including "Pleasant Hours," "Root's First Steps," etc., will be advanced in price September 15, and orders will be accepted until that date on both McKinley music and books at the old rates.

The McKinley Co. has a very popular success in the waltz lullaby, "Pickaninny Blues." This song has been recorded by every talking machine and roll company and will be released by Edison in August, Q R S in September, and Columbia in October, and at present it is being used by hundreds of acts and thousands of orchestras all over the country. So far this year the McKinley Co. has put out three very good hits, "Sweet Hawaiian Moonlight," "Weeping Willow Lane" and "Pickaninny Blues."

Of their new numbers, "One Little Girl," "Smoke Rings" and "Overalls" are meeting with big favor among the 30-cent sellers, while "Wishing Moon," "Floating Down to Cotton Town" and "Shining Moon" are selling big in the low-priced lines.

Enthusiasm is the genius of sincerity and truth accomplishes no victories without it..

SELLING COLUMBIA RECORDS TO RETAILERS

By J. KAPP, Chicago

[J. Kapp celebrated his nineteenth birthday June 15. He has been connected with the Chicago office of the Columbia Co. since he was fourteen, when he started as an errand boy in the shipping department. This was during the school vacation, and for the next four years he worked during vacation time only, until he had worked in every department of the company's business. When he graduated from high school two years ago he accepted an office position with the Columbia Co. Six months later he was given charge of the city dealers and then complete charge of the record selling for the branch.

He says that his greatest help has been in coming in contact with big men—to have somebody to look up to—never below. It has made him take the proposition very seriously and so make him older in his ways than he really is. Kapp says that he talks records when he eats, walks, sleeps—all the time—that the work is wonderfully fascinating. It is a great game.

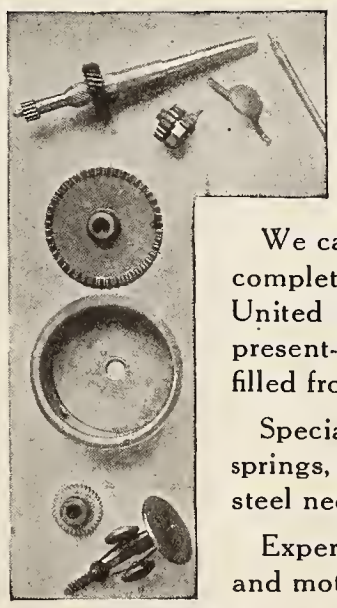
The following practical talk given by Mr. Kapp is the result of several months of evening and Saturday afternoon work in dealers' stores in every part of Chicago.—EDITOR.]

Many dealers probably are wondering why anyone should write on "How to Sell Columbia Records." Give us the records we want, they say. We'll sell them. And here is a serious proposition: Do your customers buy your records or do you sell them? There's a big difference—as big as day and night—and when measured in the increased sales at the end of the month or year as compared to the previous year they make the wonderful record business which everybody has enjoyed very small, indeed.

People come into your store and buy "Dardanella," "My Isle of Golden Dreams," "Venetian Moon," "When My Baby Smiles at Me," etc., but you sell them "Look What My Boy Got in France," "I Ain't Gonna Give You None of My Jellyroll," "Golden Gate," etc. The former you merely hand out—the latter you sell by sales talk, recommendation and various other ways.

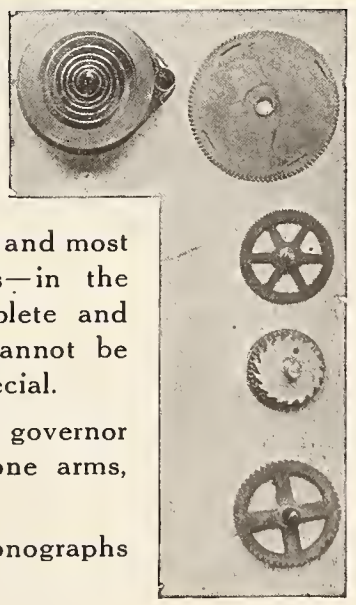
The majority of people that come into a dealer's store either ask for a certain record or else do not know what they want. Now if someone asks for "Dardanella," hands you a dollar and walks out with only ONE record under his arm you are losing money. That record was sold the minute the customer asked for it. How many of us say when a customer asks for "Dardanella:" "Yes, WE have 'Dardanella'; have YOU 'Look What My Boy Got in France?'" If they have it they will say so, and if they haven't it they will want to hear it, and nine times out of ten will buy. I have in mind a large dealer who sold 3,600 records with 1,200 "Dardanellas." Just think! Four records to a customer—cleaning out an entire stock in the short period of two months. That is merchandising!

(*Continued on page* 149)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arstino Co.

227-229 W. Washington St., Chicago, Ill.

THE AEOLIAN-VOCALION

The Phonograph Supreme

IN homes of distinction, discriminating people have placed the Vocalion. Its glorious richness of tone falls on appreciative ears; its dignified cabinet design adds to the beauty of the room.

Discriminating buyers readily realize the fine points of the AEOLIAN-VOCALION, such as The Graduola — the wonderful tone-controlling feature which humanizes this phonograph.

For such buyers it is well to prepare.

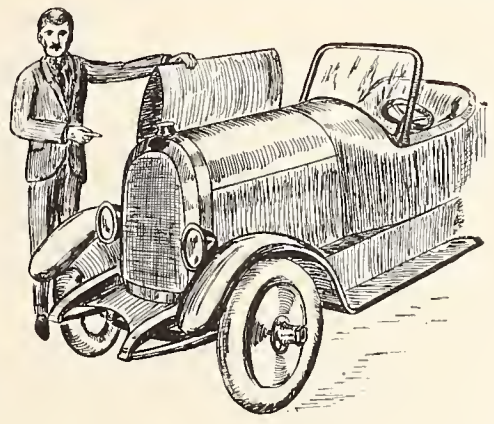
Midwestern Distributors

THE AEOLIAN COMPANY of CHICAGO

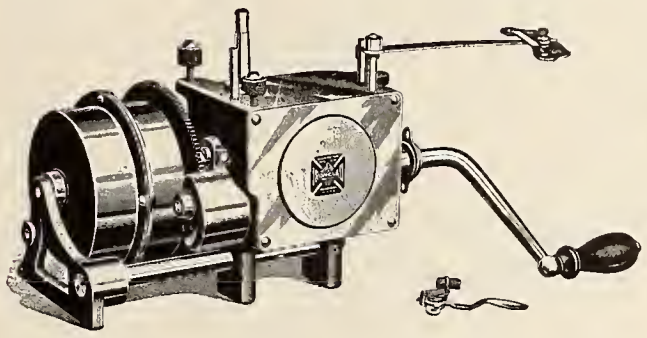
529 SOUTH WABASH AVENUE, CHICAGO, ILLINOIS

"Show Me the Motor"

you ask before you buy a motor car. You cannot afford to be less critical of the motor in your phonograph, because



Wise Phonograph Buyers Are Asking Is It Powerful—Enduring—Silent?



IRONCLAD MOTORS ARE BUILT IN SIX SIZES WITH GUARANTEED PLAYING CAPACITIES BASED ON TEN INCH RECORDS AS GIVEN BELOW:

B-2—2 1-in. springs; plays 4 records
C-2—2 1¼-in. springs; plays 5 records
B-3—3 1-in. springs; plays 6 records
C-3—3 1¼-in. springs; plays 8 records
C-4—4 1¼-in. springs; plays 12 records
C-6—6 1¼-in. springs; plays 16 records

When You Equip With

The Original Enclosed Motor

IRONCLAD

Silent as a Shadow

The Answer Is Convincingly, Yes.

And you can prove these points and others in which the IRONCLAD excels unquestionably.

We shall be glad to mail literature describing IRONCLAD motors; or a sample motor to test in your own instrument, and convince you.

CHERINGTON MFG. CO.

IRONCLAD MOTORS—TONE ARMS

WAUKEGAN, ILLINOIS - - - U. S. A.

Oftentimes a customer asks for a sacred record, such as "Onward Christian Soldiers," and it is humorous to see how the dealer will recommend "Oh What a Pal Was Mary" or some popular record for the customer's second choice. Suggestions should be along the line of the customer's choice.

Psychology is a great factor in selling records. I was selling records on a Saturday evening for one of our large dealers in Chicago and a returned soldier walked in. I saw the chance and grasped it. The soldier had "Look What My Boy Got in France," "When Yankee Doodle Learns to Parlez Vous Francais," "On a Little Farm in Normandy," "You'll Have to Put Him to Sleep With the Marseillaise" and six war songs under his arm before he walked out. I couldn't appreciate those songs, but there never was a more satisfied customer than that returned soldier. The dealer could be doing the same thing every day and sell many of the

J. Kapp

records lying on his shelves that have lost their appeal to the general public if he followed out this method.

Concentration, I believe, can sell anything. When Chicago wanted its Michigan Avenue Bridge for May 14 it was finished. You have a lot of records on your shelves that can be sold this way, because every record in the catalog can be sold. You may ask, "Well, how can I sell 'Faugh a Ballah?'" That is a good quartet record, why should the first thought be "Good Night, Angeline." The customer wants a good quartet record, the selection is immaterial and "Faugh a Ballah" is as good a quartet record as any.

You may ask about "Keep Your Head Down, Fritzie Boy," and here I am going to relate what happened at another dealer's store where I was selling records. A man asked for "Fritzie Boy"; he did not know the exact name. He meant the one I have mentioned. I got it and he asked me if it was a December record (this was six months ago). I told him yes, but I did not tell him what YEAR!

At the same store a week later I had a man turn down "You'd Be Surprised" for "Look What My Boy Got in France" and tickled to death that he had made the change.

Why not have a band week? Take all the band records you have in stock. Advertise, talk, recommend band records for that week. At the end of the week you'll find that you won't have many band records left. Then have a "Jolson Week," a "Bayes Week," a "Ted Lewis Week," a "Ponsella Week," a "Romaine Week." Fifty-two concentrations a year. You're known as a live wire—and how you benefit by it. Your entire stock turned many times.

Some day take five records from stock and make up your mind that you are going to sell them. You will before the day is over. The first time I tried this I took eight records from a dealer's shelf and sold seven in one hour. These included "Look What My Boy Got in France" and seven other war songs which the dealer called "dead stock." The number of so-called "dead" records are few on that dealer's shelf at present.

At many times in the past dealers have come in worried because we didn't seem to have this and that record which can be advertised and used as a drawing card. To one I suggested that he advertise six records we could supply, giving the customer a sales talk for each individual record. This dealer sold out of the records and was enthusiastic over the proposition—because when he had sold out and created a demand he could obtain more from us. Here is a slogan that might be adopted:

"If we worried about what we would sell if we had it—instead of selling what we had when

(*Continued on page* 150)

Magnifies Sound 50 Times

ACME SOUND AMPLIFIER

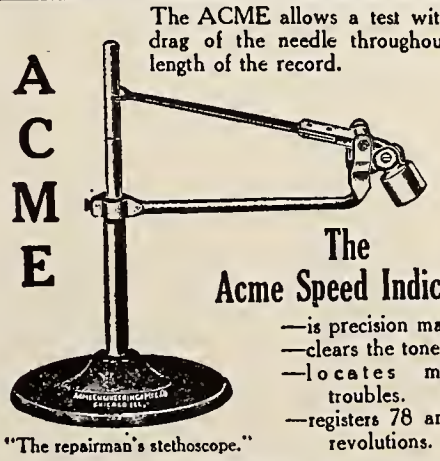
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A C M E



"The repairman's stethoscope."

The Acme Speed Indicator

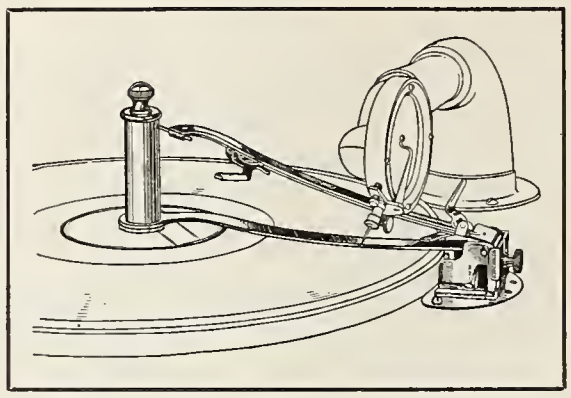
—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

Made by

Acme Engineering & Mfg. Co.

1622 Fulton Street CHICAGO

If They Buy Dance Records



They'll Want a Repeater-Stop

The dance season will soon be here—and every buyer of a dance record is a prospect for Repeater-Stops! A demonstration is a sale.

The Repeater-Stop may be set to automatically repeat a selection once—twice—three times or *indefinitely*. And it has a positive STOP that lifts and holds the needle *off* of the record when it comes to a stop—automatically—making it impossible to scratch or accidentally break expensive records.

The Repeater-Stop not only makes dancing a real pleasure but it is easy to sell to dance enthusiasts, schools, language students, and in every home. Point these features out to your customer and you'll sell one to nine people out of ten.

Guaranteed for one year—protected by basic patents—and fits practically all makes of phonographs.

We've an interesting proposition to make to dealers, jobbers and manufacturers.

REPEATER-STOP COMPANY, 115 S. Dearborn Street, CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

we had it—we would not do any business." Try it out—it means money!

Taking advantage of special occasions at the right time is another big factor—hitting the iron while it is hot. When everyone was talking about—worrying over—and cussing the coal situation we sent a Grafogram to our dealers which read as follows: "Special Grafogram—A2688. We are willing to bet ten to one 'Your Boy Is on the Coal Pile Now.'" You should have seen the orders roll in for this record!

On January 16 we sent the following: A2710—"Bring Back Those Wonderful Days." Dealers wired in for this record, which had not at first seemed to move. We sold out and at present we are having all we can do to supply the demand.

Another big bet we are overlooking is high-grade record business. Everything has gone up but Columbia Symphony records by the highest-grade artists, which are to-day the same price they were five years ago. If someone asks for the "Sunshine of Your Smile" or "The Star Spangled Banner" suggest the $1.50 record. It is regrettable that any dealer should apologize to his customers for only having the $1.50 record and then wonder why his customer walked out. Suggest the highest-price record. The customer feels flattered to think that you think he is above the average by recommending this higher-grade record. We all like to feel flattered when we go to buy anything. Another thing, Symphony record business is all velvet. It does not interfere with the sales of the popular records, so it is business worth while going after. Know these records, know the composer, be able to tell how and when the particular selection was written. You will increase the interest of your customer and when you do that your record is nine times out of ten sold.

I played Ponselle's aria from "La Gioconda" twelve times straight when I took home my samples, but believe me I can sell it now.

I am very enthusiastic about every record that comes out—just as though it was the first record that I ever heard. Enthusiasm can sell anything—that is why I am enthusiastic, but I have the points to back up that enthusiasm. Every record has its good points. They outshadow the bad ones, just as the good people of the world outshadow the bad. I saw something humorous in "Look What My Boy Got in France," became enthusiastic over it and since October 1 we have sold all from our dealer's shelves and many thousands from our own shelves.

We're in business to make money, so let's become enthusiastic over what we are selling, let's convey the good germ of enthusiasm to our customers and then watch the cash register pile up its good total.

UP-TO-DATE DISPLAY EQUIPMENT

Your goods must be well displayed. The customer must have them constantly brought before his eyes.

Goods well displayed are half sold. Our folder on Display Equipment for Music Stores and Records Shops shows fixtures that are valuable to you to display goods on in an attractive manner.

Fill out coupon and mail to-day.

MAIL THIS COUPON

Send us Folder on Display Equipment for Music Stores and Record Shops.

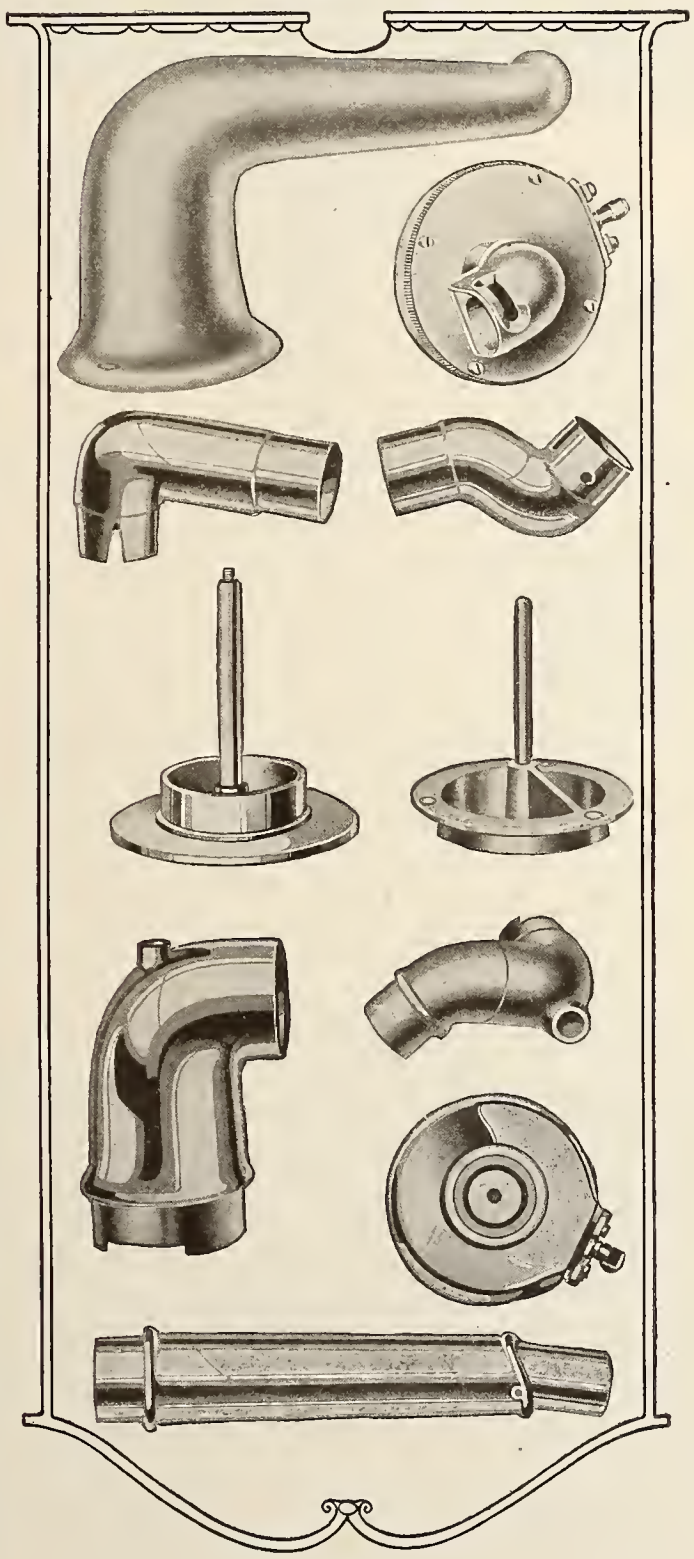
Name.....
Address.....
Town & State.....
Kind of Store.....

Curtis-Leger Fixture Co.

240 W. Jackson Blvd. Est. 1869 Chicago, Ill.

SAAL

Die Castings



High Grade Die Castings

Help to Make High Grade Phonographs

¶ They not only contribute to the Finer Tonal Results—add Class and Finish to the instrument, but they materially reduce your "Cost" of production.

¶ Accuracy in castings without the labor of machining means *Time Saved* — It means *Increased Production*—It means the elimination of *Error* in Finishing—It means *More Profit.*

¶ The equipment of the Saal Plant includes only the very latest up-to-date Automatic Die Casting Machines which have been *specially designed* and *made in our own factory.*

¶ ACCURACY and clean cut finished castings, which fit to .001 of an inch and are free from blow holes, burrs or other imperfections, are our specialty.

¶ The "Saal Company" can now take good care of their Phonograph Customers' wants, not only for High Grade MOTORS, but also for *Die Castings* of *Phonograph Accessories.* Contracts for Tone Arms—Sound Boxes and other cast parts will receive prompt attention.

¶ Send us your problems. We will solve them for you. Our Castings are RIGHT—our Prices FAVORABLE—Quality GUARANTEED and On-Time Deliveries ASSURED.

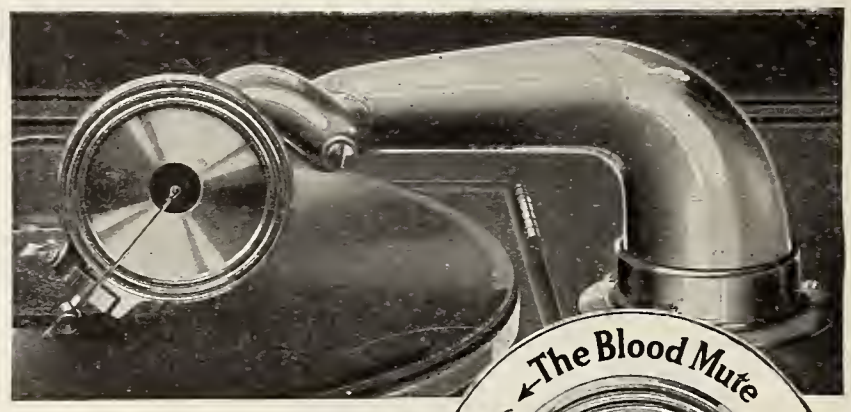
H.G. Saal Company

1800 Montrose Ave. Chicago, Ill.

HERE'S YOUR CHANCE

TO build up a big business in phonographs by featuring the BLOOD TONE ARM AND REPRODUCER with Mute Attachment—every demonstration means a sale.

Blood
TONE ARM & REPRODUCER



An exclusive sales feature that produces marvelous results

The "BLOOD," which is noted for its natural and lifelike reproducing qualities, is still further improved by the addition of this new and proved invention, so that we now offer you

Improved Tonal Quality *plus* Perfect Tone Control

What's the good word?

JEWEL PHONOPARTS COMPANY 668-670 W. WASHINGTON BLVD. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

H. L. COOMBS WITH TONOGRAPH

Well-Known Record Salesman Becomes General Manager of Tonograph Corp.

CHICAGO, ILL., August 7.—H. L. Coombs, well known to the trade for his activities in the wholesaling of records, announces his resignation from the position of sales manager for the General Phonograph Corp. of Illinois, where he was in charge of the sale of Okeh records, to become general manager of the Tonograph Corp., manufacturer of talking machines. Mr. Coombs has had considerable experience during the past few years in the merchandising of talking machine records, in which occupation he has had great opportunity for becoming acquainted with talking-machine men throughout the country. He was first with the Emerson Co., in charge of its New England sales, later joining the forces of the New York Recording Laboratories, where he sold Paramount records. Lastly he has handled the sales in Mid-West territory of Okeh records.

The Tonograph Corp. has its headquarters in Chicago, but manufactures its instruments in Rockford, Ill. Mr. Coombs states that for the present the concern will cultivate the jobbing business particularly. He left early in the month for an extended tour through the Middle West, which takes him to St. Paul, Minneapolis, Omaha, Kansas City, Denver, Little Rock and Memphis.

INCREASE CAPITAL TO $300,000

Universal Stamping & Mfg. Co. Announces Increased Capitalization—Business Active

CHICAGO, ILL., August 5.—The Universal Stamping & Mfg. Co., 1917-1925 S. Western avenue this city, manufacturers of motors and other accessories, announces an increased capitalization from $100,000 to $300,000, the proceeds of the additional stock to be devoted to the purchase of raw materials in large quantities to insure continuous production and to provide additional working capital necessary to handle the business.

The company has enjoyed unusual prosperity since its organization six years ago, and by the pursuit of conservative policies has built up a creditable business which was started in 1914 by the organization of a partnership consisting of Axel A. Monson and John Kucki on a small capital. On May 4, 1915, Messrs. Monson and Kucki, with Joseph Wolff, incorporated the Universal Stamping & Mfg. Co., under the laws of the State of Illinois, with a capital stock of $10,000. The company was organized for the purpose of manufacturing dies, metal stampings, hardware, tools and other specialties, and enjoyed a rapid growth. Within a course of five years the capital stock of the company increased from $10 000 to $300,000. The earnings from time to time remained in the business as additional working capital, and distributed to stockholders in the nature of stock dividends.

During the war the company diverted its entire energy to war work and received large contracts for gun mounts from the U. S. Government.

Immediately upon the signing of the armistice the company again engaged in its regular commercial activities, and, realizing the possibilities of the talking machine field, directed its energies to the perfection of phonograph motors.

The officers and directors of the company are: Axel A. Monson, president; John Kucki, vice-president; Joseph Wolff, secretary; Sanford E. Harris, R. Gordon Mills.

The company's efforts are now being concentrated on the New Master Model No. 20, an enclosed phonograph motor which incorporates some new principles of construction.

All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE

"HANDY" REVOLVING CASE CLAMP

WE ALSO MAKE IT STATIONARY

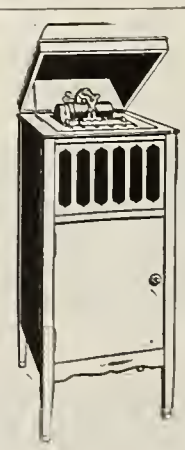
Nothing better made for Clamping and Squaring Talking Machine Cabinets

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS

17 WEST LAKE STREET

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

RETURNING NOW TO A BUYERS' MARKET

By H. B. BIBB, Sales Manager, Illinois Division Brunswick-Balke-Collender Co.

A buyers' market represents, after all, a normal condition. The fact that the trade has returned to it constitutes one of the greatest blessings of recent months: A buyers' market tends to distinguish between the manufacturer and dealer whose policies are right and the manufacturer and dealer whose policies are wrong. The dealer who offers dollar for dollar

H. B. Bibb

value will be able to stand the test of such a market.

There is more or less talk about slowing down in the talking machine business, but after a careful investigation in the Chicago territory I find that present conditions as well as future prospects are very satisfactory. The dealers themselves are greatly encouraged by the general improvement the retail business has shown in the past thirty days.

Evidence has come up which undeniably points to a Fall business similar in many respects to that of a year ago. The realization has been brought home to dealers that the rewards are as great as ever before for the merchant with the right product and the right methods, and these men are coming to know that if they will only extend their efforts they will secure more business than ever before. The principle which has evolved the human race, the survival of the fittest is now making its proper application to the talking machine industry. There is this much to be said for the progressive dealer. He will probably be able to secure a larger number of machines in the future with which to defeat inferior competition.

No less than ten exclusive Brunswick shops are in preparation here in Chicago and a number of representative merchants in this territory whose applications have been on file for a month are gradually being taken care of. The man who makes it his business to study the talking machine game thoroughly and who is willing to employ sales methods and ideas which have been proved to be unquestionably valuable has nothing to fear, provided he is able to offer a meritorious product.

STARTS CO-OPERATIVE PLAN

Employes to Share in Management of Federal Electric Co., Says President Gilchrist

Chicago, Ill., Aug. 2.—Announcement that plans were in contemplation under which employes of the Federal Electric Co. would have a voice in the management of the company was made by John F. Gilchrist, president, in an address delivered the closing week of June at a housewarming at

Mr. Gilchrist Surrounded by Employes' Children

the concern's new plant, Eighty-seventh and State streets, this city.

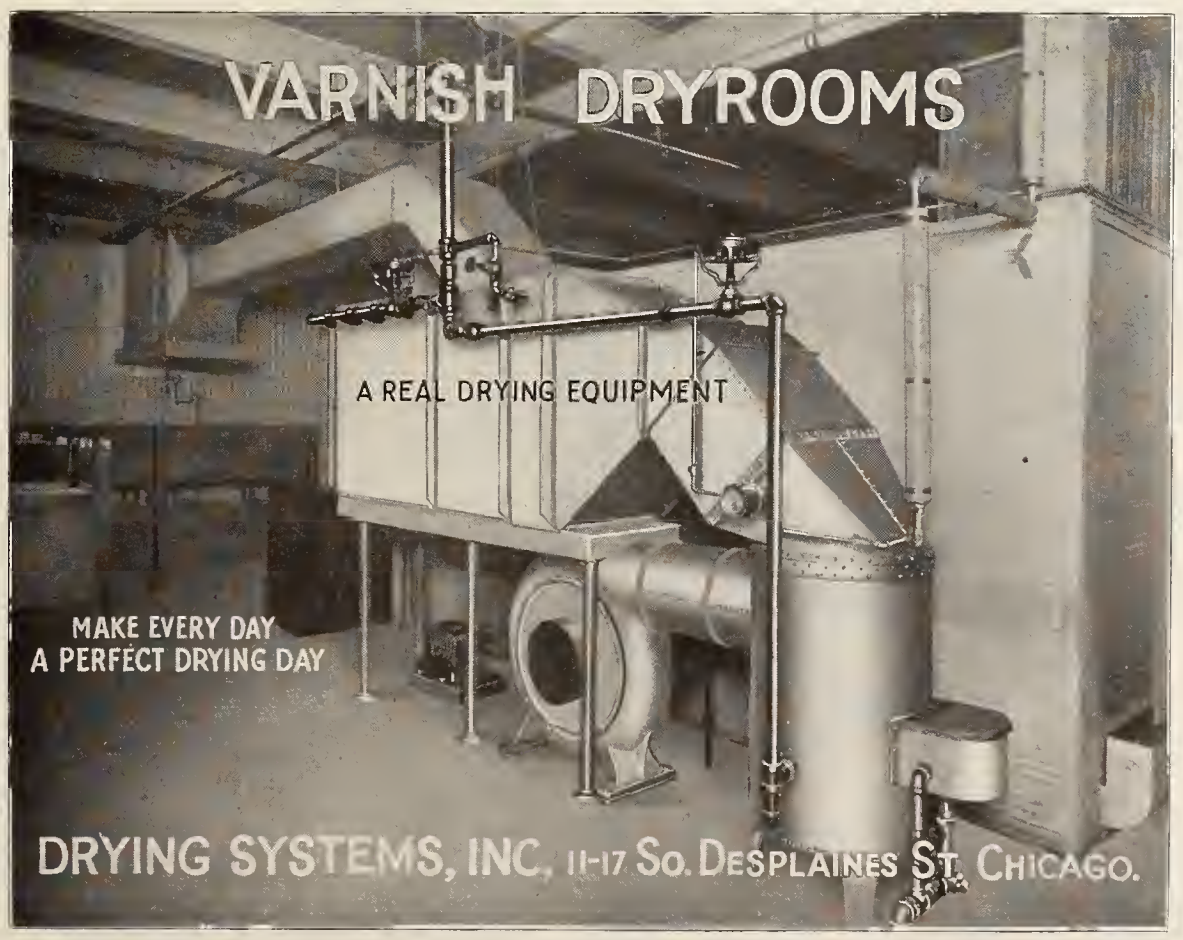
"We want our employes to feel that their efforts are being appreciated," declared Mr. Gilchrist. "We cannot give a definite outline at present of what the plan will be, but it will be in conformity with some of the new ideas of employes' representation."

Mr. Gilchrist told the employes that they could purchase stock in the company at almost any terms convenient to themselves and said he was very pleased to observe that approximately 40 per cent of the employes were already stockholders.

More than a thousand persons were guests at the housewarming, which was celebrated by dancing, baseball games, field events, vaudeville, aeroplane ascensions and a luncheon.

RECENT BRUNSWICK APPOINTMENTS

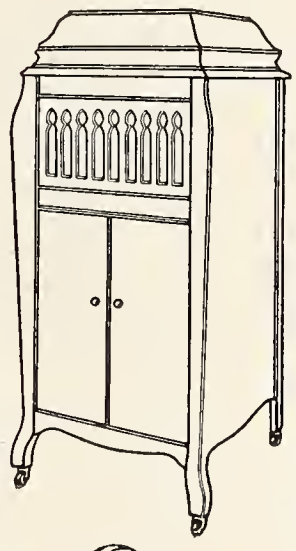
Following its recent sales convention the Brunswick-Balke-Collender Co. announced that W. P. White, formerly sales manager of the Paramount Talking Machine, will be a general traveling representative for Brunswick. It was also stated that A. G. Barr will assume charge of the phonograph department of the Brunswick-Balke-Collender Co. at Indianapolis.



LAKESIDE PHONOGRAPH PRODUCTS

WE CARRY A FULL LINE OF MOTORS, TONE ARMS, ACCESSORIES AND HARDWARE.

Send for Our New Catalog



CAN YOU BEAT IT?

LAKESIDE ELECTROPHONE

An Electric Driven Phonograph

DEALERS WRITE FOR DISCOUNTS

RETAIL $135

Furnished in All Standard Finishes, 45" High, 18⅞" Wide, 21" Deep
Many Inquiries and Orders Already Received on "Electrophones"

Our New Automatic Stop Now Ready for Distribution

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

Lakeside Supply Co.

Telephone Harrison 3840
416 S. Dearborn Street Chicago, Ill.

Equip Your Phonographs With
Perfect Automatic Brakes

Samples $1.00 Each
Cash with order
State make of tone arm used

Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

HOLD EMPIRE SALES CONFERENCE

Sales Representatives of Empire Talking Machine Co. Gather in Chicago for Four-day Conference—Interesting Topics Discussed

Chicago, Ill., August 7.—A four-day program of business and pleasure occupied the assembled sales representatives of the Empire Talking Machine Co. in this city on Wednesday, Thursday, Friday and Saturday, August 4 to 7. There were meetings at the Empire headquarters on Wabash avenue each day, at which discussions concerning sales and service of Empire instruments were taken up. Starting Wednesday morning there was a reception and assembly in the meeting room on the fifth floor of the building at 423 South Wabash avenue. At 12.30 adjournment for lunch was called. In the afternoon the meeting was reconvened at 1.30, when general discussion was in order for the rest of the afternoon. It was planned to make an automobile tour of the Chicago boulevard system, but the visiting salesmen became so interested in the discussion being held that it was unanimously voted to postpone the auto trip until Saturday afternoon. Wednesday evening the sales representatives were dined at the Terrace Gardens. Thursday morning the visitors were addressed by Mr. Read, of the Johnson-Read Advertising Agency. Thursday evening a banquet was given at the Chicago Athletic Club, greatly enjoyed by all. Friday morning and afternoon were featured by general discussion and by addresses by W. J. McNamara, of the Empire Phonoparts Co. Friday night there was a theatre party. Saturday morning general discussion was again in order, after which there was an address by W. Johnson, also of the Johnson-Read Advertising Agency. Adjournment was called at 1.30.

Left to Right: W. P. Loucks, cabinet factory superintendent; Louis Merki, California representative; Carl P. Johnson, of Johnson, Read & Co.; Victor P. Sabin, export manager; W. G. Grice, credit manager; R. N. Oates, Indiana, Kentucky and Tennessee representative; W. J. McNamara, president Empire Phonoparts Co.; A. R. Mitchell, Eastern sales manager; John H. Steinmetz, president; Victor Fegley, New York; Geo. C. Ulrich, Philadelphia representative; L. E. Tucker, Michigan representative; A. L. E. Strassburger, manager record stock department; Max Kleckner, Central Northwestern States representative; George P. Hobart, Johnson, Read & Co.; W. G. Mankey, Ohio representative; E. B. Kropp, assistant treasurer; A. L. Addison, sales manager. Standing: Chas. T. Phelan, Southwestern representative.

Those in attendance at the convention were as follows: V. P. Sabin, export manager, 44 Pine street, New York; A. R. Mitchell, Williamsport, Pa.; W. G. Mankey, Columbus, O.; Louis Merki, San Francisco, Cal.; George C. Ulrich, Philadelphia, Pa.; Max Kleckner, Minneapolis, Minn.; L. E. Tucker, Ovid Mich.; R. N. Oates, New Albany, Ind., and C. T. Phelan, Dallas, Tex.

If you lack confidence in yourself, how can you expect your customer to have confidence in the line you are selling?

REPAIRS

Motors, Reproducers, Etc., Repaired by Experts—Quick Delivery Service—Correct Prices.

Write for Our Circular "C"

ROSENBERG PHONOGRAPH CO.
1252 S. Jefferson St. CHICAGO
CANAL 4325

PROGRESS OF MANDEL CO. AFFAIRS

Reorganization Plans Under Way—Creditors Accept Composition Offer—To Liquidate Claims

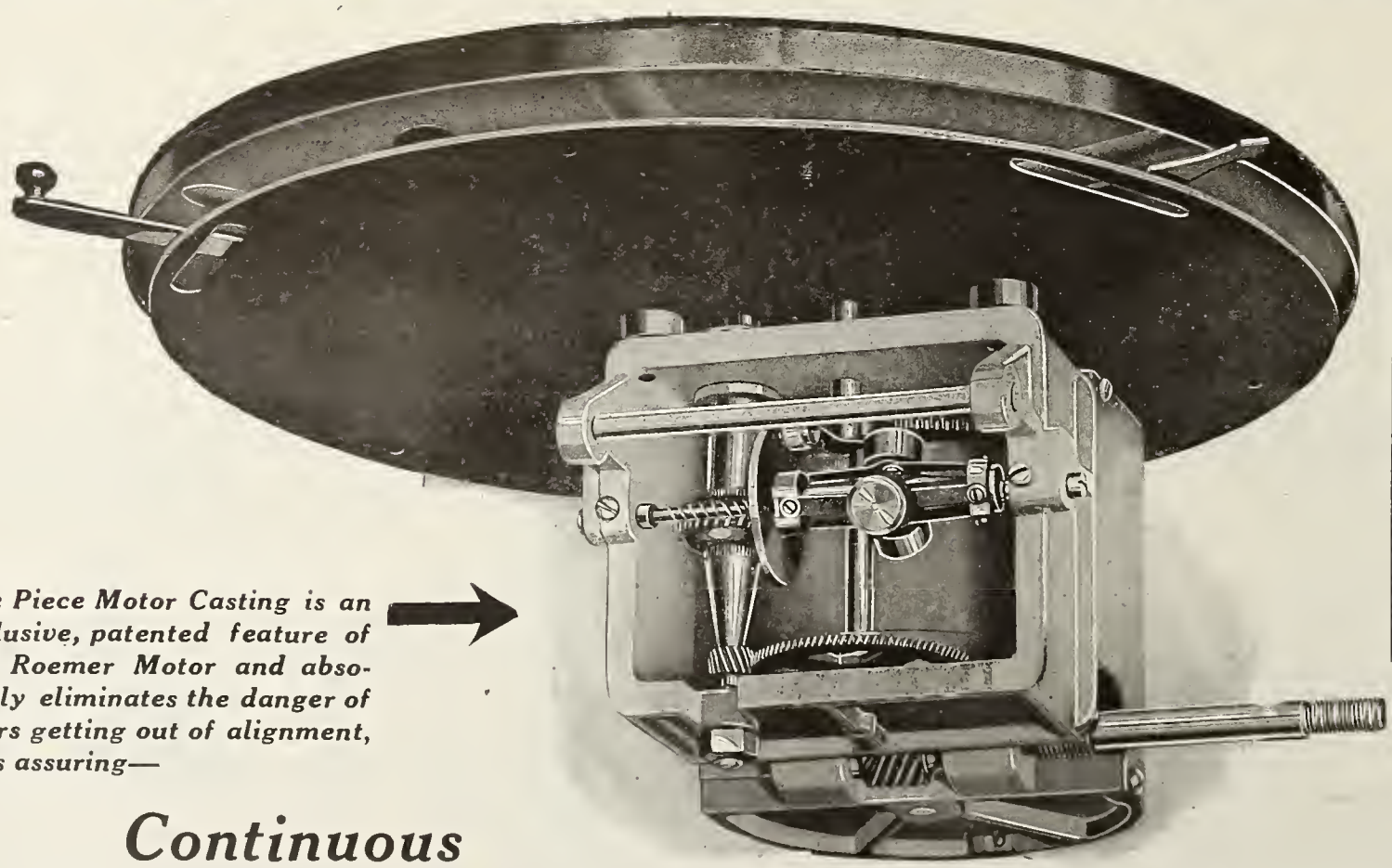
Chicago, Ill., August 9.—It has just been announced that the reorganization plans of the Mandel Mfg. Co., which are now under way, are progressing satisfactorily, although they will not be completed for a couple of weeks. The officers of the company expect to have the business working about normal within a very few weeks.

The composition proposed to the creditors of 50 per cent in cash and an equal amount in stock has been accepted by the requisite majority of the creditors and has been approved by the court. The necessary cash to liquidate the claims is now being paid into the U. S. District Court and the clerk of the court is expected to begin paying out this cash to the creditors whose proofs of claim have been received by August 16.

Frank McKee, a local banker, is acting as trustee for the benefit of the creditors.

Manager Frey, of Frey's sporting goods house of Baker, Ore., exclusive Brunswick dealer, reports the sale of five high-priced model Brunswicks to a logging camp settlement. The higher-priced models are in demand throughout his district.

ROEMER MEANS Perfect Performance



The Reamer saves $.30 installation cost per machine due to its $11\frac{1}{2}$ in. steel motor holding board which immensely facilitates installations

One Piece Motor Casting is an exclusive, patented feature of the Roemer Motor and absolutely eliminates the danger of gears getting out of alignment, thus assuring—

Continuous Satisfaction

This is only one of the many exclusive features that is winning the favor of manufacturers who have seen and inspected the Roemer Motor. Let us inform you concerning the others

ROEMER MFG. CO., 1916 W. Lake St., CHICAGO, ILL.

BIG RECORD DEMAND BOOSTS MILWAUKEE SUMMER TRADE

Portable Types of Machines Also Sell Well—Preparing for an Active Fall Campaign—Working for the Advancement of Music—Bradford Co. Improvements—Other News

MILWAUKEE, WIS., August 10.—Usually during the mid-Summer season talking machine dealers keep occupied mainly with record selling, instrument sales being confined to the major extent to the portable styles or small cabinet types suitable for the Summer home, the front porch or the cottage at the lakes. The remainder of their time the dealers customarily employed in getting the house in order for the reception of Fall merchandise and holiday stocks. But this Summer it has been somewhat different. While sales of records have been the heaviest ever known and limited only by the ability of dealers to obtain adequate supplies of all numbers, a relatively excellent volume of trade in the larger and higher-priced cabinet styles of talking machines has favored the local dealers. The call for the portable styles likewise has been far beyond the usual demand, despite the fact that until now there has been little or no hot weather to drive city folks to the hundreds of lakes in the vicinity of Milwaukee.

The supply of instruments is somewhat freer than it has been since a year ago, although it is not yet what it should be. The accumulations of stocks, however, has been rendered difficult because the demand has been so active that whenever the supply increases sales offset the gain. The complaint heard in so many other lines of business concerning retrenchment in consumer buying is not appreciable in any of the musical instrument lines, when this Summer's business is compared with that of the average mid-season period.

It is with a great deal of optimism that the local trade is preparing for Fall and holiday trade. The orders which dealers have placed with wholesalers are in almost every case founded on the idea of taking everything they can get between now and Christmas. No hesitancy in buying has been noticed.

Indicative of the manner in which local dealers are looking for a bright and promising future, immediate and distant, is the unusual number of new stores being established and the reconstruction and enlargement of existing stores to handle increased volume. Heavy investments are being made in such improvements which testify to the confidence that the trade holds in the future.

Organized efforts for the advancement of the music business also are being continued on a broad scale by the local and State dealers' associations. The Milwaukee Association of Music Industries plans to repeat this year the successful music festival conducted for the first time at the Wisconsin State Fair in 1919. This year's exposition is two weeks earlier, or on August 30 to September 4, giving the trade an early start on the promotion of Fall business.

State Fair Week also will witness the gathering of State dealers for the second annual trade conference under auspices of the Wisconsin Association of Music Industries, which will be held Wednesday, September 1, in Milwaukee. President Richard H. Zinke is making an energetic campaign for memberships, which will wind up with the annual convention. Every dealer in talking machines and other musical instruments and merchandise in the State is being canvassed. A monthly bulletin is issued to the entire list. The August bulletin calls attention to the fact that dealers are expected to come to the convention on September 1, regardless of whether or not they are members. President Zinke feels sure that non-members will easily be converted to association co-operators by this meeting.

The National Association of Music Merchants and its parent body, the Music Industries Chamber of Commerce, are taking much interest in the Milwaukee convention and when General Manager Alfred L. Smith was here a few weeks ago and was shown plans he promised to use his best efforts to induce R. B. Aldcroftt, president of the Chamber, to come West at that time to address the Wisconsin dealers.

It is likely that a number of dealers will make exhibits at the annual exposition at the Auditorium conducted under auspices of The Journal, a leading Milwaukee newspaper, from October 7 to 14. Last year, when the show was held late in November, it was known as the Food, Household and Music Exposition. This year the Milwaukee Association of Music Industries will not undertake the promotion of a music show in this connection, consequently the exposition will have the name of Food and Household Exposition. However, some space will be reserved for music dealers, but these will not be segregated as last year. It is the ambition of the local and State dealers' associations to conduct a big music exposition of their own within a year or two.

An example of the spirit of the times is found in the J. B. Bradford Piano Co., Victor and Sonora dealer, which is rebuilding its main store on Broadway at a cost of $25,000 or more, and afterward will rebuild the South Side store. An elaborate front window has been installed at the main store, replacing the former divided display windows. A feature of the improvements is the installation of a new service counter and filing cases and nine new booths for Victor records on the main floor. The second floor will be used exclusively for the talking machine department, with special rooms for period types. The entire three-story building will be finished in antique ivory, and refurnished throughout.

The William A. Conklin Piano Co., a widely known Columbia dealer on the South Side of Milwaukee, moved August 1 from 731 Greenfield avenue to a new and more commodious store at 471 Eleventh avenue. The Grafonola parlors, record counter and demonstration facilities are notable among the fine equipment.

The R. H. Zinke Music Co., which opened for business in April and is one of the leading Victor dealers of the East Side, held a sort of housewarming during the first two days in August. Since taking over the store, R. H. Zinke has rebuilt the entire interior and refurnished the store throughout. New Victor booths have been added, and some new ideas in Victor record filing cases and service counter have been carried out.

The Wm. A. Kaun Music Co. announced its conversion from a sheet-music house into a general music store late in July, following the reconstruction of the interior of its store. It has taken over the space formerly occupied by the Smith Piano Co. The Kaun Co. has the Columbia franchise and is making a distinct feature of the talking machine department.

A. G. Kunde, pioneer Columbia dealer and jobber of this city, is taking a three months' tour of Europe as a member of a party of more than 100 formed by the Wisconsin Bankers' Association to visit the battlefields of the late war and survey business conditions on the Continent as well as on the British Isles. The party sailed from New York on July 19. Mrs. Kunde is taking charge of the store at 516 Grand avenue during Mr. Kunde's absence.

F. D. D. Holmes, secretary and manager of the Smith Piano Co., a leading West Side Columbia dealer, recently underwent a serious operation but has fully recovered and is again at his desk.

MELODIA

The Phonograph Played and Endorsed by

Gino Marinuzzi

Composer and Musical Director of the

Chicago Opera Company

Its natural rendition, attained after years of laborious experiments, has won for the Melodia a place of prominence in the hearts and homes of music lovers.

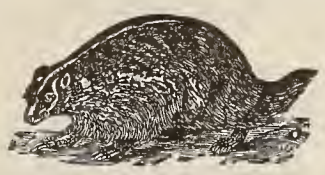
All agree that the voices of Caruso, Galli-Curci and other famed artists are reproduced in a most life-like manner by The Melodia.

It is artistically designed and scientifically constructed. Its equipment is the best obtainable.

Dealers interested in something new and better write for further information.

The Melodia Phonograph Co.

400-406 N. Sangamon St., Chicago, Ill.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

NEW ORLEANS EDISON MEN TO MEET

Edison dealers located in the New Orleans jobbing territory have just announced, through L. T. Donnelly, sales manager of the Diamond Music Co., that they will hold their annual convention in that city the latter part of this month. The exact dates have not yet been made known. It is understood that the Edison laboratories will be represented at the convention.

Columbia Records Grafonola

The new Columbia "Tack Around" Road Signs are the advertising stunt that spreads your customer territory. Plaster your vicinity with these signs prominently featuring your shop. The expense is nominal.

Columbia Graphophone Co.
NEW YORK

NEW PATHE DISTRIBUTORS ACTIVE

Commonwealth Phonograph Co., Springfield, Mass., Have Elaborate Quarters for Displaying and Handling That Product in Big Way

Springfield, Mass., August 3.—The Commonwealth Phonograph Co. of this city, lately appointed distributors of Pathé phonographs and records, are already achieving satisfactory results with this well-known line. With an eye to the future for Pathé products, facilities that would allow for considerable expansion were provided for at the outset. The location of the headquarters, 21-23 Lyman street, close to the freight stations of the various railroads entering Springfield, saves much time in the receiving and re-shipping of the merchandise. Spacious storage facilities are provided and it is planned to carry a complete stock of goods at all times. The officials of the company are strong believers in specialization and the policy of this new distributing house from the very beginning has been wholesale exclusively, with service as the watchword.

Commonwealth Building at 21-23 Lyman St.

Pathé Salon and Demonstrating Rooms

The list of dealers being served by the Commonwealth Phonograph Co. is growing throughout New England and an energetic campaign to feature Commonwealth service is under way. It is planned to augment the present sales staff by two additional men at a very early date. E. L. Hadd, sales manager of the company, has had many years' experience in the talking machine field, having been with McCreery's of Pittsburgh for a number of years and also in the talking machine department of G. Schirmer, of New York City. Mr. Hadd has already put into effect a number of progressive ideas that are resulting in the building up of the Commonwealth business. Kenneth R. Penning, son of F. A. Penning, co-partner with Miss M. A. Bill, has lately joined the Commonwealth organization and is giving his especial attention to the efficient filing of record stocks and other efficiency details.

Executive Offices of Commonwealth Phono. Co.

In addition to the Pathé line, the Commonwealth Phonograph Co. is handling with very satisfactory results accessories such as record brushes, envelopes, the Hustylus, needles and 1-in-1 talking machine polish. Miss M. A. Bill visited the headquarters of the Pathé Frères Phonograph Co. in Brooklyn during the first week of the month and upon returning inaugurated a progressive campaign featuring the new Pathé Actuelle. She is very enthusiastic regarding the merits of this instrument.

EDISON DEALERS AT LABORATORIES

Several Men From the West Pay Visit to Orange—W. A. Verrinder's New Venture

Among the recent visitors at the Edison laboratories were Walter A. Verrinder, who is about to become an Edison dealer in Pasadena, Cal., and E. R. Claypool and M. L. Miller, of the Claypool-Miller Music Co., Edisou dealers in Lafayette, Ind.

Mr. Verrinder has joined in partnership with Kenneth Wyckoff, who until recently was an Edison dealer in Colorado Springs, and who is well known throughout the trade, and has been taking a course of instruction at the Edison laboratories. The new establishment will be formally opened some time this month.

Messrs. Claypool and Miller, who were accompanied by their families, making the entire trip from Lafayette by automobile, toured the Orange laboratories and also visited the recording laboratories in New York.

PICNIC OF DOEHLER EMPLOYES

The annual picnic of the Doehler Die-casting Employes Association of Brooklyn was held at Ulmer Park on August 7. A large attendance was recorded and dancing and athletic events made the affair one which will be long remembered by the numerous employes of this large concern.

COLUMBIA AGENCY AT RIPON

A new music store has been established at Ripon, Wis., under the name of Co-operative Piano Co., which has taken the Columbia Grafonola franchise.

C. H. Arbenz, formerly with the Knight-Campbell Music Co., of Denver, is now connected with the business of the Arbenz & Parker Co., of that city, being a partner in the firm.

"ENTICING"
"SILVER THREADS"

HITS! HITS! HITS!

"DROWSY WATERS"
"I LIKE TO DO IT"

OKeh Records

HANDLE OUR UP-TO-THE-MINUTE LINES AND REAP THE HARVEST!

The MASTER-TONE PHONOGRAPHS

OPPORTUNITY is knocking at *YOUR* door NOW!

Let us prove it to you

OKeh Records

"THE LOVE NEST"
"MISSY"

Iroquois Sales Corporation
10-14 North Division Street, Buffalo, N. Y.

"DADDY"
"MARION"

Sell GRETSCH Musical Instruments and make your store THE MUSICAL HEADQUARTERS of your community

We know that our interests are identical with the interests of the men who retail GRETSCH Musical Merchandise. In fact, the interests of the two are so identical that it finally resolves itself into an active spirit of mutual co-operation—a cordial relationship of dealing with friends.

GRETSCH Musical Instrument Retailers enjoy genuine sales co-operation—a co-operation consisting not only of extensive advertising, but of individual assistance to meet local conditions. This assistance is nothing less than a complete retail merchandising campaign from which no detail has been omitted.

The GRETSCH Sales Promotion Department will print your own catalog of STANDARD Musical Merchandise FREE for distribution in your own community.

There are many out-of-the-ordinary advantages in selling the GRETSCH line of Musical Instruments.

In selling musical merchandise—it's the quick "Turn-Overs"—that count. GRETSCH local sales co-operation assures rapid turn-over.

We cordially invite your correspondence on the business prospects of a Musical Merchandise Department. Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and HOW—WE co-operate to help you build up a large local trade.

The Fred. Gretsch Manufacturing Co.

Musical Instrument Makers Since 1883

50-80 Broadway, Borough of Brooklyn ***New York City***

The Cardinal PHONOGRAPH

Cardinal Pierre Model

$95.00

Height, 42¼ inches Width, 18¼ inches
Depth, 19¾ inches
Oak and Mahogany
Tone Modifier Automatic Stop
Cardinal Tone Expansion Tongues

Cardinal Sherwood Model

$175.00

Height, 46¼ inches Width, 21 inches
Depth, 22¼ inches
Oak, Mahogany and Walnut
Tone Modifier Automatic Stop
Cardinal Tone Expansion Tongues

The Phonograph with the

"TONGUE"

THINK
of what the tongue means to a human being!!!
THEN—play a

"CARDINAL"

and hear what

"Tone Expansion Tongues" mean to a phonograph

DEALERS—
If you are not yet selling the Cardinal

WHY NOT?

Write at once for our liberal dealers' proposition

Cardinal Phonograph Co.
Newark, Ohio

Factories at
Zanesville, Ohio

FILL IN—TEAR OFF—MAIL TO-DAY

CARDINAL PHONOGRAPH CO.,
NEWARK, OHIO.

Date.....

Kindly send me, without obligation, full details of your DEALERS' proposition and descriptive matter of the CARDINAL PHONOGRAPH.

Name .....
Address .....
City .....
State .....

T. M. W. 8-15-20

LAMPOGRAPH ON THE MARKET

St. Louis Concern Introduces New Product—Has Many Distinctive Merits

St. Louis, Mo., August 6.—The Lampograph Co. of this city is now ready for the market with the Lampograph, the combination lamp and phonograph, which it has been developing for the last year or so. The officers of the company are: George M. Dobson, president; F. H. Feraud, vice-president, and G. J. O'Hara, secretary and treasurer. Mr. Dobson and Mr. O'Hara are well-known business men of St. Louis and are devoting their whole time to the company. Mr. Feraud is the inventor of the lamp.

The company has its general offices in the Rialto Theatre Building and has a beautifully fitted-up room reproducing the features of a drawing room of a home. The lamp is exhibited and demonstrated to excellent advantage. The lamp takes no more space in the room than the ordinary table lamp, and one important feature is that it distributes music equally to all parts of the room, the music issuing from the bottom of the lamp through the heavy bell bronze horn which forms, in a sense, its pedestal.

Those who have listened to the Lampograph speak highly of the clearness of the tone with which it produces both the vocal and instrumental music. It is extremely artistic in appearance, having a beautiful shade and all the trimmings on the machine and motor are of twenty-four carat gold plate, as is also the horn, which forms the lower part of the lamp. Another style of the lamp in silver, nickel and statuary bronze, having a less elaborate shade, is provided for the homes of those preferring a less expensive type.

The company has lately increased its manufacturing facilities and is prepared for the large demand which the distributing arrangements already made would indicate.

REMODELING NEW QUARTERS

Fulton Talking Machine Co. Making Important Changes in Its New Home

The Fulton Talking Machine Co., which recently moved to new quarters at 255 Third avenue, New York, is having its new home completely remodeled. When the alterations are finished and the new equipment is in place it is declared the company will have one of the most complete distributing houses for talking machine accessories in the country. In discussing the changes, S. Davidson, president of the company, said: "We have long recognized the need for larger quarters to take care of growing business and have now secured a new location where our trade can be handled in large volume and properly."

DU BOIS DEALER BUYS BUILDING

B. D. Schaffner Will Remodel Building for Use as Home of Music Store

Du Bois, Pa., August 9.—B. D. Schaffner, of this city, has just bought the McEwen Block on North Brady street and is making plans to remodel the entire front of the building, which will be occupied by his music store as soon as alterations are completed. According to present plans, the two corner storerooms will be fitted up with display rooms and show windows for musical instruments, including talking machines and player-pianos, as well as other musical goods.

ENTERTAINS PATHE DEALERS

The Morley-Murphy Co., Green Bay, Wis., Pathé distributor in central and northern Wisconsin, recently entertained 100 Pathé dealers at a conference, followed by social features. There was a theatre party at the Orpheum, with special numbers by Marion Evelyn Cox and Lewis James, Pathé record artists, who also sang before the dealers' executive session.

GLEANINGS from the WORLD of MUSIC

SHEET MUSIC SALES ON INCREASE

Publishers Preparing for an Active Fall Which Fact Should Interest Dealers in Records

Although, as many members of the talking machine trade already know, the sales of sheet music during the past few months have been far below normal, even for the Summer season, it is now reported by publishers that the volumes of sales have taken a decided upward trend and that there is evidence of greatly increased activity, particularly in the demand for popular music.

While at the present time there are few, if any, songs on the market that may be classed as distinct hits, the publishers have in preparation many new popular numbers on which big campaigns are being planned to begin in September. As a matter of fact, there is hardly a publishing house but which has several numbers heralded as being in the hit class awaiting the opening of the Fall season to be released.

In endeavoring to locate the cause of the poor sales in sheet music during the past two months many reasons are given, but it seems to be the consensus of opinion that it was just a dull Summer season, which was aggravated by the fact that there were not issued any numbers during the last two months that could be considered of the tremendous seller type. It is believed by those who should know that one or two big hits would have done much to increase sales activity in sheet music.

However that may be, the publishers are not in any way pessimistic over the coming months, but, in fact, are all without question looking forward to one of the biggest Fall seasons in the history of the sheet music business. Most of the houses are preparing extensive sales campaigns and they have selected works which are to be exploited in the early months of the Fall season. With this advertising covering every publicity channel, there can be little doubt but that the Fall season will open with a number of songs of the "unusual success" class.

No doubt talking machine record manufacturers and the player roll companies will, as is their wont, co-operate in the sales drives and will assist materially in the exploiting of the works in question. The conditions affecting the sheet music industry of late have been somewhat of an enigma to the publishers, particularly inasmuch as while the lull in sales also affected the player rolls, it appeared in nowise to cause any drop in the sale of popular records. Novelty records and those of the dance type have had good sales, while the same numbers in sheet music form were not overactive.

Novelty songs appear at the present time to have the bigger sale and song writers who are ever on the lookout to please the public seem to be turning out numbers of this class with great frequency, but that is not to say that there is to be any shortage of works of the ballad class this coming season, because there are any number of songs of such type which are planned for early release. The sales of songs are improving and, taking into consideration the planned publicity appropriations of the various publishing houses, they will show even more activity when the musical season opens.

Men Who Make Popular Songs

No. 15—James Hanley

During the past few seasons more than the usual number of popular song writers have entered the ranks of the writers of musical productions. Among these is James Hanley, who writes exclusively for Shapiro, Bernstein & Co., Inc., and who has written a number of songs for musical shows, including "Robinson Crusoe, Jr.," one of the recent Winter Garden attractions, and "Who Do You Love," Nora Bayes' success in one of George M. Cohan's revues. For the coming season he has written the lyrics for the John Cort production, "Jim, Jam, Jems," which will shortly open in Atlantic City. Among the popular songs to his credit are "Back Home in Indiana," "Three Wonderful Letters From Home," "My Dixie Rosary," "Breeze" and one of the biggest successes of the past season, "Rose of Washington Square."

James Hanley

James Hanley is probably one of the youngest song writers in captivity. He is noted for his broad smile, which is accompanied by a magnetic personality. It is said that in the future he is to give much of his attention to the writing of musical plays, and his previous work in this direction would lead one to believe he will be most successful.

What More Can You Ask

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

Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

LEON F. DOUGLASS AS AN AUTHOR

In Book Dedicated to Eldridge R. Johnson, Former Victor Co. Official Makes Strong Argument for Efficiency in Government

Leon F. Douglass, formerly chairman of the board of directors of the Victor Talking Machine Co., has blossomed forth as the author of a most interesting and impressive little book bearing the title "Ajax Defied the Lightning," wherein Mr. Douglass takes occasion to point out that Ajax was a fool for defying the lightning and endeavoring to run contrary to the laws of nature, when he should have slipped off his armor and sought the nearest shelter.

With the feat of Ajax as his text, Mr. Douglass proceeds to point out with great clearness of vision the manner in which various and sundry recognized laws of nature have been defied in Governmental and business circles and the disastrous results that have generally been realized. The book is to be considered, in a sense, if not primarily, a logical and clear-cut plea for greater efficiency in government and the adoption of logical business methods in the conduct of Government activities. The demoralization of the postal service and of the railroads under Government control and the manner in which the luxury taxes were drawn up and applied are among the instances analyzed by Mr. Douglass.

Mr. Douglass' book, which he has published himself and dedicated to Eldridge R. Johnson, president of the Victor Talking Machine Co., as "a fair-minded and most unselfish man, who has been my inspiration and guide," is well worth the reading and shows the clear understanding of national affairs of which Mr. Douglass is possessed.

Waltz Lullaby Success! On All Records and Rolls
PICKANINNY BLUES
Chicago McKINLEY MUSIC CO. New York

Send for Your Free Copy

"The Other 20%"

and ESTABLISH A PATHÉ SHOP

Pathé dealers are always busy—never idle. The calendar makes no difference. It is Pathé Products that sell all the time.

If you are not always busy it is perhaps because you are not selling Pathé Products—get in line now for more business and greater profits by establishing a Pathé Agency.

Pathé REG. U.S. PAT. OFF.

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK

Order Your Machines

NOW!

Holiday Business Only 3 Months Away

You can not sell the goods that are not in your store ready for delivery.

Freight conditions are getting worse. Railroad officials admit that they are going to be much worse before they are any better.

We can fill all orders now and these orders will bring you the Pathé Phonographs that you can immediately turn into money. Order at once!

Delay may spell disappointment.

Pathé
REG. U.S. PAT. OFF.

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK

SERVICE and SATISFACTION

THESE two simple and familiar words express perfectly the feelings of those keen-minded merchants who have had the wisdom to associate themselves with the wonderful WIDDICOMB organization and product: for thereby they both render the best SERVICE; and experience the utmost of SATISFACTION.

The Widdicomb phonograph is the product of a house which for more than half a century has devoted itself to the finest of craftsmanship in wood-fashioning and whose word is as good as its bond. It is not for nothing that we speak of

The Widdicomb

A FINISHED PRODUCT

Merchants who would like to be assured of ***leadership*** in their communities in respect to the phonograph and music merchandise generally should hasten to place themselves in correspondence with

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

CINCINNATI LOOKS FOR LARGE FALL BUSINESS

Banks Favorably Inclined Toward Talking Machine "Paper"—Prominent Houses Completing Changes—A. H. Bates Tells of Conditions in South—Dealers Should Get in Touch With E. M. Abbott—Aeolian-Vocalion Activity

Cincinnati, O., August 6.—Merchants in the Middle West continue to look forward to a rattling good business this Fall and the holidays, they being a unit in demanding all the goods that the manufacturers and jobbers in this district are willing to supply. One feature that has contributed towards assuring merchants they can lay in supplies of an excess nature is the tendency of loan banks to take up their paper. One system, with a chain of branches in Ohio and Indiana, looks with considerable favor upon talking machine paper and is grabbing all the merchants have to offer, this being due to the initial payment and the apparent small difference to be collected, as against liens on other articles of a supposed non-essential character.

As a rule July was a satisfactory month. Much of the business came from the rural sections and while high grade machines were not the rule they were not the exception by any means. Workmen still hold sway in the new homes of three of the prominent jobbing houses in Cincinnati. The Columbia folks are not exactly camping out at the new house on Eighth street, just west of Broadway, but much is yet to be done before the entire building is available for talking machine purposes. The temporary offices are now on the third floor, which space is being used until the second floor is available.

The Ohio Talking Machine Co., in the old quarters of the Columbia, on West Fourth street, is in fairly good shape, while the same might be said of the Phonograph Co. Manager Oelman, considerably fagged out with the worries of getting into the new quarters, hiked out for Canada in July and is due back this week when he will superintend the finishing touches of the removal.

Two new Columbia outlets were one of the features of the July market. The Cincinnati branch of Waterson, Berlin & Snyder, on Fountain Square, opened towards the close of the month, and the E. M. Abbott Co., Seventh and Elm streets, leased a store on the east side of Walnut street, just south of Sixth street. It will be used as an auxiliary and talking machine supplies will be featured. Pianos will be incidental to the operation of this stand.

The Baldwin Co.'s talking machine department is virtually ready for use but if the line has been selected the fact has been kept a deep, dark secret.

A. H. Bates, vice-president of the Ohio Talking Machine Co., spent the greater part of July visiting the dealers in southern Ohio. He said: "I found conditions most satisfactory from a Victor standpoint. Business has been exceptionally good with them, especially on the smaller type machines. They have shown an inclination to accumulate all the stock they can and are very enthusiastic for the Fall outlook. Many of them have paid us compliments on the service we have given them, and those who had found it necessary to take on nondescript machines during the acute shortage have voluntarily given their assurances that these will be discontinued and all their efforts concentrated in promotion of Victor products. We found that many of the dealers are planning new equipment, and at present are in the throes of making these various changes, installing new demonstrating rooms and opening up the way for expansion. Dan Imfeld, Middletown, O., is equipping his store with demonstrating rooms and the Imfeld Music Store, Hamilton, is making extensive alterations to the present equipment.

The Victor department of the Rudolph Wurlitzer Co. is enthusiastic over the outlook for the remainder of 1920. Manager T. Sigman to-day said: "While there have been better months than the month of July in our wholesale and retail department in the Victrola line, we have had one of the best July months that we have ever had. This does not mean that we had all of the goods that we could have sold, for the demand is still greater than the output. Cabinet style Victrolas were in exceptional demand, and the sale of the portable Victrolas far exceeded our expectations. Record shipments did not arrive from the factory in near as large quantities as we could have sold, and dealers were sending in many orders that could only be partially filled.

"A review of the Victrola business for the first six months of 1920 shows that the sales were far in excess of the same period in 1919, notwithstanding the many obstacles that have come up, such as labor, transportation, and material shortages. The outlook for the latter part of the year seems very bright, and it is to be hoped that the troubles experienced during the first six months will not be repeated."

Talking machine dealers in the Cincinnati district, which includes the towns in the metropolitan territory, are requested to get in touch with E. M. Abbott, recently elected president of the Music Industries of Cincinnati, with a view of affiliating with this organization. "Get in touch with your competitor through association work," is the motto of Mr. Abbott. "You will think more of him. Besides, if some taxation matter comes up, this organization can look after your interests better than if it is the protest of a single person." Mr. Abbott, in order to keep talking machine questions apart from piano selling, favors a separate section, having its own meeting but affiliated with the parent body. George W. Pound, of the Music Industries Chamber of Commerce, is to be the guest of the Cincinnati members on September 16, according to present plans.

D. S. Stephens and E. J. Koper of the wholesale Vocalion department of the local Aeolian store made a visit to New York last month to the wholesale convention of the Vocalion traveling men, at which time many important matters were taken up regarding the future handling of the Vocalion line throughout the territory.

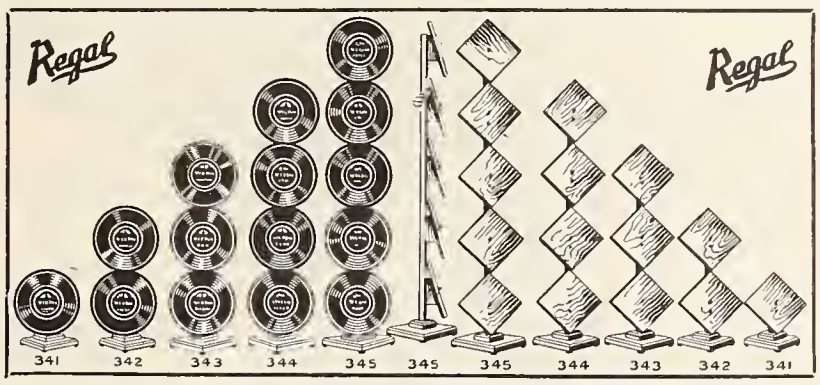
E. R. Uchtman, a talking machine salesman of long experience in the wholesale line, has been added to the Vocalion forces.

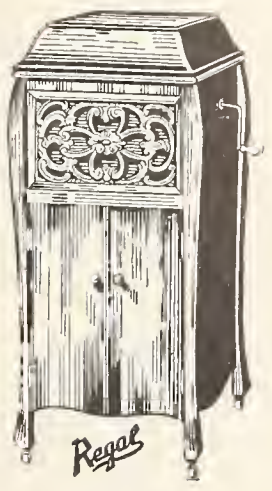
The Crystola Co., this city, is well pleased with its new connection in New York City, Charles E. Wason, 2146 Third avenue, who has asked for his third carload shipment. Manager Thomas, who is closing his fiscal year, is pleased with the showing made by his house during the past twelve months.

OREGON INDIANS BUY OPERA

The Pendleton Drug Co., of Pendleton, Ore., have a big demand for high-priced phonographs, selling all they can obtain. The Indians buy many phonographs and it is surprising the number of grand opera selections they purchase. Manager Young has developed one of the largest phonograph businesses in eastern Oregon, carrying the Victor, Brunswick and Cheney.

Phonographs and Show Window Record Stands





These Show Window Record Stands will increase your Sales on records and help you make attractive window displays. Send for Dealers' Price.

THE OSCAR ONKEN CO., 6651 4th Street, Cincinnati, O.

HENRY BURR

ALBERT CAMPBELL

JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers
Bookings now for season 1920-1921
Sample program and particulars upon request
P. W. SIMON, Manager
1604 Broadway New York City

FRANK CROXTON

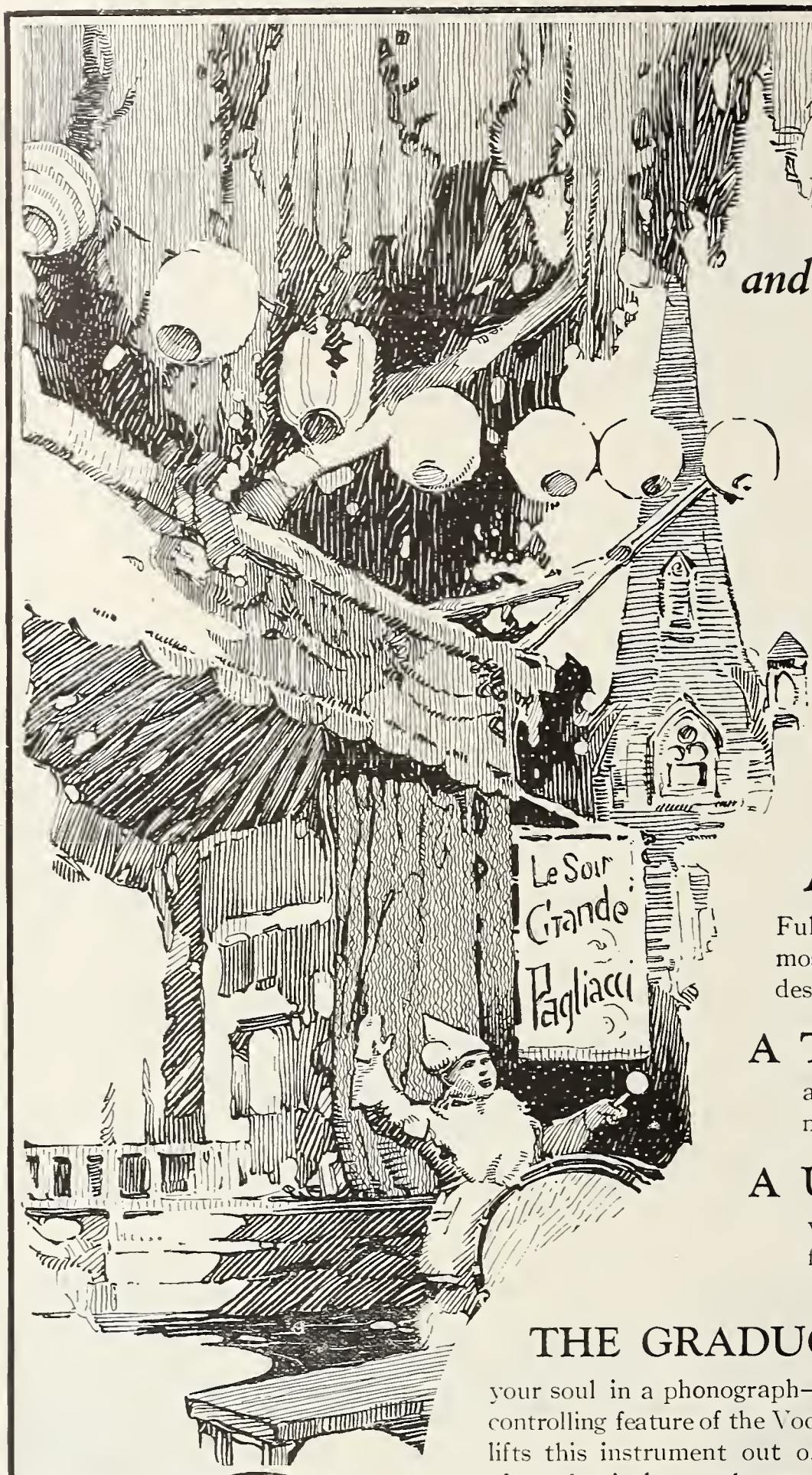
MONROE SILVER

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

BILLY MURRAY

FRED VAN EPS

FRANK BANTA



The Aeolian-Vocalion *and* Vocalion Records

DISCRIMINATING Dealers throughout the country are realizing the opportunity offered by AEOLIAN-VOCALIONS and VOCALION (lateral cut) RECORDS.

Forceful National Advertising coupled with the prestige which the Aeolian Company enjoys as a result of manufacturing merchandise of the highest possible merit for over a quarter of a century, predisposes the public to favor Aeolian products.

THE AEOLIAN-VOCALION

Fulfills the greatest expectations and is its own most eloquent salesman. It is all that can be desired of a phonograph—

A TONE

appealing, unassailable, clear, well-rounded, musically and scientifically true.

A UNIVERSAL TONE ARM

which plays all types of records with equal fidelity to the artist's interpretation.

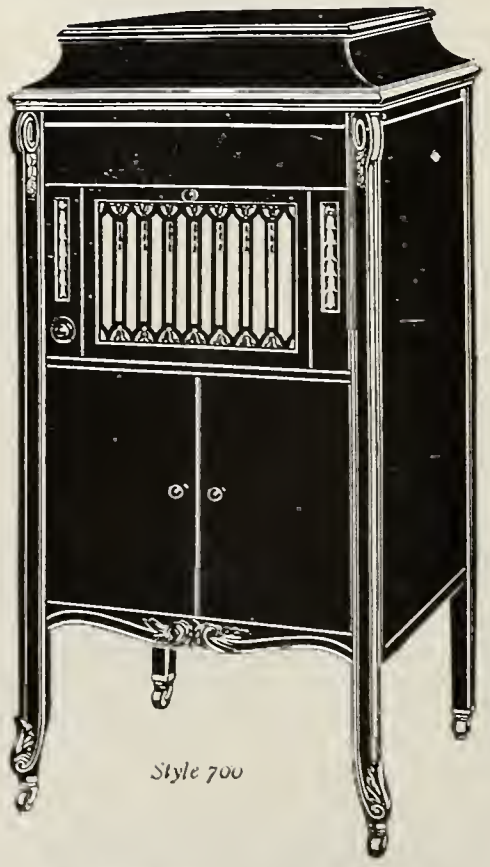
Giulio Crimi

THE GRADUOLA

your soul in a phonograph—the tone-controlling feature of the Vocalion which lifts this instrument out of the class of mechanical reproducers and makes of it as truly a means of personal expression to all as a violin is to the virtuoso.

CABINET DESIGN

The finest creations of master designers; perfect harmony in all models to the smallest detail. PERIOD CABINETS which are authentic copies of the recognized leaders of each period.



Style 700

VOCALION (*lateral cut*) RECORDS

Vocalion Records are painters of mental pictures. The artists who sing for Vocalion Records live their characters just as wholly when they sing for these records, as when they appear on the opera stage. Crimi, singing Pagliacci, is every ounce the character. May Peterson, as she sings Annie Laurie, puts herself in the character of the little Scotch lassie. So with Raisa, Rimini, and the scores of other exclusive Vocalion artists, all create a character for their hearers.

May Peterson

So true is the reproduction of Vocalion Records (lateral cut) that there is engraved on every disc this characterization to be brought forth again, with each successive playing.

The supernal quality of Vocalion Records (lateral cut) is apparent on any standard phonograph.

The ultimate of phonographic possibilities is reached when Vocalion Records are played by the Aeolian-Vocalion.

Style 800

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

DISTRIBUTORS

THE AEOLIAN COMPANY, TORONTO, CANADA

THE AEOLIAN COMPANY

CHICAGO CINCINNATI ST. LOUIS SAN FRANCISCO

THE VOCALION COMPANY	BOSTON, MASSACHUSETTS
CONSOLIDATED MUSIC COMPANY	SALT LAKE CITY, UTAH
B. DREHER'S SONS COMPANY	CLEVELAND, OHIO
EMERALD COMPANY	BIRMINGHAM, ALABAMA
GUEST PIANO COMPANY	BURLINGTON, IOWA
D. H. HOLMES COMPANY, LTD.	NEW ORLEANS, LOUISIANA
O. J. DE MOLL AND COMPANY	WASHINGTON, D. C.
STONE PIANO COMPANY	FARGO, N. D. AND MINNEAPOLIS, MINN.
R. W. TYLER COMPANY	WHEELING, W. VIRGINIA
D. L. WHITTLE MUSIC CO.	DALLAS, TEXAS

H. N. McMENIMEN'S GREAT TRIP

Managing Director of Pathé Co. Returns From Extended Visit and Tells of Conditions

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., together with James Watters, secretary of the company, have returned from what may best be described as a triumphal journey across the continent. These officials completed a trip which covered thousands of miles and attended gatherings of Pathé dealers held under the auspices of the local Pathé distributors at St. Paul, Minn.; Green Bay, Wis.; Omaha, Neb.; Kansas City, Mo.; Oklahoma City, Okla.; Dallas, Tex.; Atlanta, Ga., and Charlotte, N. C.

In speaking to The World of this trip, Mr. McMenimen said in part: "I started on this trip tremendously enthusiastic over the big opportunities and future ahead for the Pathé line. After attending these inspirational gatherings and meeting personally thousands of Pathé dealers from all sections of the country, I have come back even more enthusiastic, if possible. Everywhere was displayed not only the greatest optimism for the Fall and Winter seasons but also a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity was evidenced everywhere. Dealers related the great increased percentage of sales they were making. Bankers and other financial men in each locality who addressed the various conventions spoke of the local financial prosperity. Even a casual glance from the car windows as we sped mile after mile across the country showed the tremendous crops being raised. It was indeed a pleasure to meet those dealers who attended the conventions, many of whom came long distances. In one case a dealer traveled 640 miles to attend his local gathering. Although orders were not solicited at any of these conventions, big orders were placed and I believe the coming season will be the biggest we have ever known."

ANNOUNCEMENT TO THE TRADE

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.

HAS AT PRESENT AN

EXECUTIVE REPRESENTATIVE VISITING EUROPE

IN THE INTERESTS OF THE INDUSTRY

whose services are at the disposal of "IMICO" consumers gratis for the purpose of investigation and comparing any particular market and to ascertain any information possible that might be desired by the talking machine trade in general for their individual benefit and for the good of the industry

"IMICO" and "SERVICE" are SYNONYMOUS—DON'T be BACKWARD in COMING FORWARD

All applications for the above will have prompt and careful attention by addressing:

DIAPHRAGM SALES DEPARTMENT (Foreign)

REMEMBER THE "RUSH" *BE PREPARED THIS TIME*

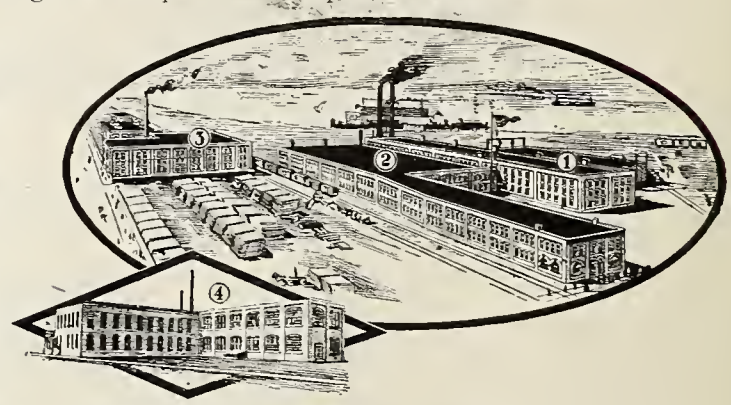
NEW FACTORY FOR EXCEL CO.

Company Now Has Three Plants Devoted to the Manufacture of Cabinets

The Excel Cabinet Co., New York, manufacturer of the Excel line of talking machines, recently acquired a new factory at Mishawaka, Ind. This, together with its other factories in Holland, Mich., and Chicago, Ill., gives the company three large plants. The firm now is introducing an entirely new line of models, and shipments to the trade have begun.

The company has arranged a big publicity drive exploiting its line, and this will include some advertising in mediums of national circulation. The advertising department of the company has just completed a very elaborate plan of dealer service, and according to the statements of the executives of the firm the Excel dealer co-operation will be most extensive.

A. M. Druckman, president of the company, in a recent statement to a representative of The World, said: "Of great importance at the present time, and a fact which should be given deep consideration by all talking machine dealers, is the coming shortage of freight cars throughout the early Fall months. This without doubt will frequently delay shipments, and the situation may last into the holiday season, so it is incumbent upon those who wish to have goods in quantities to place their orders and



Factory Group of Excel Cabinet Co.

accept their shipments many weeks prior to their original intention, or time when, under normal conditions, they would accept delivery."

Set yourself a quota above what you might expect through normal increase in sales for the coming year. Figure what it would be worth to you to get this business—and there you have your publicity appropriation.

ANDREWS

C. N. Andrews
(Insert) W.D. Andrews

VICTOR SERVICE

An organization made up of capable men who have had years of experience in merchandising VICTOR PRODUCTS. These men are at all times ready to co-operate with you and render you assistance in whatever way possible. Part of

Andrews Victor Service

W.D. & C.N. ANDREWS ~ Buffalo, N.Y.

Victor — His Master's Voice

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Get Famous Artists Into Your Store

Make your plans now for the coming concert season

WASTED opportunities! Those two words explain why many talking machine merchants are little fellows instead of big fellows. They furnish the reason why some stores are small instead of large.

One of the big opportunities most often neglected is that afforded by the visit of celebrated artists to your city. There is scarcely a town of fair size in the United States which is not visited during the course of the season by one or more famous artists. The public interest in concerts was never so great as it is to-day. In recent years there has been a great impetus to musical art through the medium of the talking machine and the player-piano, which have introduced music into homes where ignorance of it formerly prevailed. Yet few dealers avail themselves of the great opportunity which the visit of a famous artist affords them.

Edward Johnson and Titta Ruffo, shown in the Victrola Department of Grinnell Bros.' Music House, Detroit.

The first move in a dealer's campaign to benefit through the local concert should be to get in touch with the concert manager and attempt to secure the ticket sale, by offering free accommodations in the store for this purpose. If this is not practicable, you can at any rate get advance information as to the program the artist is to give. Make an enlarged copy of this program, about 24x40 inches in size, and place it in your window. Under each number in the program, list the records which you have in stock of the same composition, either by the artist himself or by other artists.

Next and most important is to arrange for a visit of the artist to your store. His local manager can arrange this for you and will be glad to do so, since it will help to advertise the artist and the concert. When the artist arrives be prepared to take photographs of him, being careful to include some familiar portion of your store in the background. Introduce all your salesmen to the artist and get an informal interview with him. Ask what his favorite records are—which of his own records he likes the most, and if possible draw out some anecdotes which he may have associated with his various records. All this personal contact with the artist is splendid material for your salesmen to use later on. Nothing impresses the record buyer so much as to hear a salesman say that "when I was talking to Caruso here in the store he told me that he had made five different records of this selection before he got one which suited him perfectly," or any other similar personal remark. Copies of the photographs may be hung in each of your talking machine booths. These photographs offer excellent material for window display purposes also, and in the window at the same time should appear a sign of this type: "Hear Muratore Friday night at the Academy of Music. Hear the beautiful Muratore record now on sale." In the window, display a number of the records of the artist who is giving the concert, with a small card on each one telling its name.

Mme. Luisa Tetrazzini was photographed in the Victrola Department of Grinnell Bros. store on the occasion of her appearance in concert in Detroit.

Enrico Caruso looks very much at home in Grinnell Bros.' Victrola Department. Taken on occasion of his Detroit concert.

From the concert management you can secure a list of ticket subscribers. Send form letters to every one of them—the first letter featuring your leading talking machine, urging them to get one if they do not already own an instrument. Use the argument that whereas they can only hear the visiting artist once, they can hear him whenever they wish through the medium of your talking machine. The second letter will be along this line:

> Dear Mr. Jones:—
>
> Next Friday night at the Academy of Music there is going to be a wonderful treat for every lover of beautiful music, in the personal appearance of Fritz Kreisler, the great violinist. The world contains only one Kreisler, and his glorious art can be enjoyed only by the limited number of people who have the privilege of hearing him on the rare occasions when he appears in concert. But through the medium of Kreisler's records you can reproduce his wizardry whenever you wish. Go and hear this great master next Friday night—then come and learn for yourself how faithful his records are to their original. We have secured a complete stock of Kreisler records especially for this event, and will be glad to play any of them you wish to hear, whenever you wish to hear them. It will be a pleasure to serve you. Respectfully yours,

Grinnell Bros.' Music House took advantage of Caruso's appearance in Detroit by featuring his records. Colored cutouts of large and small size pictured him in various roles. The display brought much favorable comment, and had much to do with the large volume of business done in his records at that time by Grinnell Bros.

IN the program of the concert place an ad of whatever size you think is necessary to make a good showing. An ad in the newspapers, inserted on the afternoon of the concert, should follow the same lines—thus helping to tie up the artist to your store.

After the artist has made a visit to you, insert an ad in the paper taking somewhat the same form as a news story, in this fashion: "Caruso dropped in to see us yesterday. Yes, he was here in person, with Mrs. Caruso." Continue along this strain.

The illustrations on this page showing how Grinnell Brothers' music house of Detroit, Mich., took advantage of this opportunity will give useful hints to other dealers everywhere.

NEW REMINGTON CATALOG

Initial Volume, Just Issued, Is Admirably Printed and Produced—Portrays Full Line of Remington Phonographs and Other Data

The Remington Phonograph Corp., New York City, has issued its initial catalog, which is now being mailed to dealers throughout the country. Great care has been given to presenting this new line of phonographs in a fitting manner and the finished catalog is artistic to a very high degree and is attractively printed in three colors. The full line of Remington phonographs is fully described and well illustrated as are also the many exclusive patented features used in their manufacture. In addition to the detailed description of the line there is included a series of pictures of the original Remington family together with historic facts and a view of the factories of the Remington Phonograph Corp. The Remington reproducer, which is a strong feature of the Remington line, is also featured in this interesting volume.

YAZOO RIVER RED GUM

Specials for prompt shipment:

1	carload	1½"	1st and 2nd Qrtd. White Oak.
4	carloads	3"	Common and Better Qrtd. White Oak.
1	carload	4"	Common and Better Qrtd. White Oak.
8	carloads	1"	1st and 2nd Qrtd. Red Oak.
1	carload	1¼"	1st and 2nd Qrtd. Red Oak.
4	carloads	1½"	1st and 2nd Qrtd. Red Oak.
9	carloads	1"	No. 1 Common Qrtd. Red Oak.
4	carloads	1½"	No. 1 Common Qrtd. Red Oak
2	carloads	1¼"	1st and 2nd Qrtd. Red Gum.
4	carloads	2½"	1st and 2nd Qrtd. Red Gum.
2	carloads	3"	1st and 2nd Qrtd. Red Gum.
3	carloads	1¼"	No. 1 Common Qrtd. Red Gum.
7	carloads	2"	No. 1 Common Qrtd. Red Gum.
5	carloads	2½"	No. 1 Common Qrtd. Red Gum.
3	carloads	3"	No. 1 Common Qrtd. Red Gum.
10	carloads	1½"	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

PATHE CONVENTION IN CHARLOTTE

Important Reunion of Southern Dealers Held Under the Auspices of John A. Futch Co.—Many Addresses Made on Vital Topics

Charlotte, N. C., August 2.—The Carolina Pathé Dealers' Convention, held in this city on July 21 and 22 last, proved a great success and of immeasurable benefit to all who attended. The meeting, which was held under the auspices of the John A. Futch Co., which has offices in this city as well as Atlanta, Ga., and Jacksonville, Fla., was held on the roof garden of Fox's Hall. The Pathé Frères Phonograph Co., of Brooklyn, N. Y., was represented by H. N. McMenimen, managing director; James Watters, secretary, and O. M. Keiss, field supervisor. These gentlemen had inspirational messages from the Pathé Frères headquarters regarding the progressive plans and the bright future of the Pathé phonograph. Other interesting addresses were made by J. B. League, of the League Phonograph Co., of Greenville, S. C., and J. B. Prevatt, manager of the John A. Futch Co., who also presided at all sessions. C. E. Gorham, of the Bankers' Commercial Securities Co., spoke interestingly on the financial outlook.

A luncheon was served at the Selwyn Hotel, which was attended by over one hundred guests. In addition to the bountiful repast, an enjoyable feature of the occasion was the entertainment furnished by Lewis James and Marion Cox, both well-known Pathé stars, accompanied by Mrs. Gooding. Both days of the convention proved of equal interest and of great inspirational value.

While orders were not solicited on the part of the John A. Futch Co., many large orders were placed, indicative of the general good business expected this Fall by the dealers in this section of the country. An interesting feature of the convention was an elaborate display of the complete Pathé line attractively arranged at Fox's Hall. Here also was shown the new Pathé "Actuelle," the Hustylus and the Pathé Sapphire Ball. A comprehensive display of Pathé advertising was exhibited and an educational display of the Pathé motor and its parts formed an interesting part of the meeting.

Those Who Attended the Carolina Pathé Dealers' Convention Held in Charlotte, July 21-22

FIBRE CABINET FOR VICTROLAS

Attractive Design for Styles IV and VI Being Placed on Market by Badger Talking Machine Co. of Milwaukee

The Badger Talking Machine Co., the well-known Victor wholesaler of Milwaukee, Wis., is scoring a big success with its new fibre cabinet, for Victrolas IV and VI, which is now being introduced. This very attractive and unique specialty converts these very popular table models into beautiful upright cabinets. They are made of the finest fibre reed, of ivory and oak, and stand 41 and 43 inches high respectively. For the ordinary living room, parlor or porch, this new fibre cabinet will undoubtedly become very popular.

It pays the dealer to take interest in the efforts, municipal and otherwise, to improve the surroundings of his store. Anything that improves your street, improves your business as well.

THE HALL

MOD-I-TONE

TRADE-MARK REGISTERED

Is now being perfected and adapted to all reproducers and will be ready for quantity delivery in 60 days

Manufacturers:—We are now in a position to adapt this device to your machine. Send us your reproducer specifications and we will furnish bids

"Moderates—Does Not Muffle"

The Mod-I-Tone Sales and Mfg. Co. : 307-11 Pennsylvania St., Indianapolis, Ind.

QUICK PROFITS FOR YOU WITH THESE QUALITY PRODUCTS

CHARMAPHONE

"DISTINGUISHED BY ITS TONE"

Increase your sales by making Charmaphone Phonographs your leaders.

Our liberal arrangement should be investigated now. It means extra profit for you.

Well made, attractive models, —equipped with smooth running Heineman double spring motors.

Send for sample.

Build Fall Sales.

CHARMAPHONE MODEL No. 3

Height 12 inches
Width 18 inches
Depth 20 inches

RETAIL PRICE $45.00

CHARMAPHONE MODEL No. 4

"THE *Universal* PHONOGRAPH"

Height 42 inches Width 18 inches Depth 23 inches

RETAIL PRICE $75.00

LIBERAL DISCOUNT TO DEALERS

Write For Our New Catalog Illustrating Our 1920 Line

CHARMAPHONE COMPANY

39 West 32nd Street, New York City **Factory: Pulaski, N. Y.**

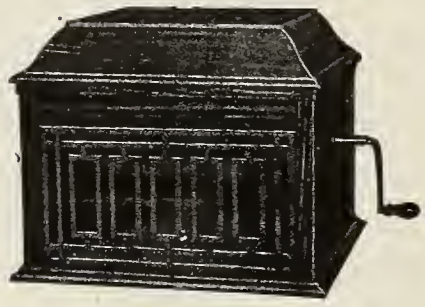
Arietta
Model IV

Arietta
Model III

Arietta
Model II

To Dealers in Virginia, West Virginia, North Carolina and South Carolina—

The ARIETTA



Arietta—Model I

Offers Unusual Advantages in Deliveries and Service!

THE RESPONSE to our announcement of the ARIETTA amply confirms our belief that there is a real need of a high grade Phonograph backed up by *prompt deliveries and efficient service.* With the view of filling this want we are manufacturing the ARIETTA at Richmond, Va., *for Dealers in nearby territory—Virginia, West Virginia, North Carolina and South Carolina.*

Arietta
REG. U.S. PAT. OFF.
Sweetest Tone
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.

PHONOGRAPH

The ARIETTA is a strictly high grade Phonograph that will compare most favorably with the best machines now on the market. The ARIETTA Dealer is prepared to supply every demand for *Quality* and is protected against loss of sales during rush seasons by *prompt deliveries and factory service.* We will not assign new agencies beyond our capacity to supply those already established.

Get Ready Now for the Busy Fall Season!

If you are in our territory, write or wire for particulars. Favorable trade discounts.

Wholesale Distributors of Emerson Records

We are Exclusive Distributors of Emerson Records for Virginia, West Virginia. North Carolina and South Carolina.

ROUNTREE CORPORATION

Manufacturers
RICHMOND, VA.

APPRECIATED GOOD SALESMANSHIP

Government Official Commends Selling Ability of Young Lady in Establishment of the Arthur Jordan Piano Co., Washington

Washington, D. C., August 4.—It is generally believed that the exhibition of aggressive salesmanship has an excellent effect upon the customer, not alone in bringing about larger sales, but in emphasizing for the customer the fact that business is worth working for. Unfortunately many customers do not take the trouble to express opinions regarding the sort of salesmanship in the stores with which they do business unless there is something wrong, and a kick is in order. A high official of the United States Government was so impressed with the service rendered him by one of the sales agents in the talking machine department of the Arthur Jordan Piano Co., however, that he took occasion to send to the company the following letter, which it is to be assumed resulted in an increase in salary for a certain young lady:

"Yesterday afternoon I had occasion to visit your store in search of one Victor record, and the interest and attention shown me was (such) . . . that I feel justified in this manner of expressing my appreciation and which I am sure is shared by the public generally. I have special reference to the little Miss at your record sales counter, whose name I never learned. Expressing regret that she did not have the record called for, in such fashion as to almost cause me to shed tears and feel sorry that I had asked for it, she assured me that she had a much more attractive record, and with the keenest ingenuity and tact led me to the 'trial room.' While this record was being played over she produced two others really 'more beautiful' than the first. This process continued until finally, observing that she was engaged in making change for another victim, I made my escape, but not, however, until I was loaded down with records and really felt ashamed to go along the street with such a large package.

"It goes without saying, of course, that such attention is due to and in line with the general policy of your establishment, but too much credit cannot be given this little lady for being so highly accomplished in this line as well as having at heart the interest of her employers. She is worth twice her salary, whatever it is."

All of which shows that good salesmanship is appreciated after all.

E. G. BROWN TALKS ON "MUSIC"

Well-known Music Dealer of Bayonne, N. J., Delivers Inspiring Address at Recent Meeting of the Bayonne, N. J., Rotary Club

One of the features of the meeting of the Bayonne, N. J., Rotary Club on Tuesday, August 3, was the very interesting and capable address on the subject of "Music," delivered by E. G. Brown, prominent piano, talking machine and music dealer of that city, who is also known to the trade as the aggressive secretary of The Talking Machine Men, Inc.

After telling what music had accomplished, and was accomplishing for members of the human family from the cradle to the grave, Mr. Brown called attention to the fact that the Government had classed music as a distinct essential during the war period. He told of the part that music is playing in industry, and declared that it is now a recognized factor in many great manufacturing plants. He also presented many other facts of general interest that served to bring to light the care with which he had compiled them, and took occasion to pay tribute to the work of the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce.

Base your plans for the coming year not on what you have done during the past twelve months but on what you can reasonably hope to accomplish in the year ahead of you.

COURT APPOINTS RECEIVER

H. P. Lindabury Appointed Receiver for Acme Phonograph Corp.—Issues Statement to Creditors and Stockholders of the Company

The creditors and stockholders of the Acme Phonograph Corp., New York, were advised recently that on July 22 the United States District Court for the District of New Jersey entered an order appointing Harrison P. Lindabury receiver for this company in connection with the suit of Richard W. Osland vs. the Acme Phonograph Corp. In the notice to the creditors and stockholders Mr. Lindabury stated:

"The receiver is advised by the company's officers that the company's assets are substantially in excess of its liabilities, and that the present condition of the company which necessitated the appointment of the receiver is due to the inability of the corporation to raise additional working capital, brought on largely by virtue of the existing stringent financial situation."

A meeting of the creditors and stockholders of the company was held Friday, August 13, at the offices of Lum, Tamblyn & Colyer, Newark, N. J., attorneys for the receiver, at which Mr. Lindabury presided and informed the creditors and stockholders regarding the financial condition of the Acme Phonograph Corp.

HAS CAPITAL OF $100,000

Hickory, N. C., August 4.—The H. A. Copeland Sales Co., distributor of talking machine accessories, has moved its offices from Charlotte, N. C., to this city where a large warehouse has been erected for the Modernola line of talking machines which this company has recently added. The company has been recently incorporated for $100,000 with the following officers: H. A. Copeland, president; D. T. Applegate, vice-president and R. M. Yount, secretary and treasurer. It is planned to add additional lines as time progresses.

The customer who calls the second time is the one you want to cultivate—he shows that your methods are getting his business.

A REAL BALLYHOO

TALKING FIGURES—TALKING BOOKS SINGING BIRDS—ROARING ANIMALS

Remember the ballyhoo man in the days of the vacant lot circus? He told you of the wonderful things inside. He attracted you. You couldn't resist him. The brightly colored Talking Book figures serve the same purpose. Put them in your window and they'll attract the kiddies in droves, and you know the kiddies will bring the grown folks, too.

Just show them "The Mother Goose Talking Book," and the other books brimful of songs, games and stories. They'll sell themselves and help you sell your regular records and machines, too.

THE MOTHER GOOSE BOOK—$1.00

A Talking Book filled with songs and stories right from the land of good old Mother Goose.

BIG PROFITS

in the following assortments:

ASSORTMENT A:

100 assorted figures, 10 Mother Goose Talking Books, 2 Twilight and Dawn in Birdland Books. Costs you $29.40; sells for $49.00.

ASSORTMENT B:

200 assorted figures, 20 Mother Goose Talking Books, 5 Twilight and Dawn in Birdland Books. Costs you $60.00; sells for $100.00.

ASSORTMENT C:

400 assorted figures, 40 Mother Goose Talking Books, 10 Twilight and Dawn in Birdland Books. Costs you $120.00; sells for $200.00.

ASSORTMENT D:

800 assorted figures, 60 Mother Goose Talking Books, 30 Twilight and Dawn in Birdland Books. Costs you $240.00; sells for $400.00.

The figures—birds, animals, dolls, etc.—retail for 35 cents apiece. The books for $1.00 and $2.00.

All assortments are subject to 2%—10 days; 30 days net. With each assortment we send window and counter displays and other fetching advertising matter. Prompt deliveries direct or through your distributor.

The "Tired Baby"

All figures are in full, brilliant colors, 10¼ inches high. The records, which are clear and distinct, are practically indestructible. They are securely mounted on the figures; cannot be detached or lost. ANY STEEL NEEDLE PHONOGRAPH WILL PLAY THEM.

The figures which retail for 35 cents each include the following numbers:

The "Tired Baby"
The "Lion"
The "Frog"
The "Little Hieland Mon"
The "Parrot"
The "Dancing Girl"
The "Fox"
The "Elephant"
"Uncle Sam"
The "Hippo"

The "Dancing Girl"

The "Tiger Hunt"
The "Mocking Bird"
The "Watermelon Coon"
Twilight and Dawn in Birdland
The "Mother Goose Book"
Also Christmas carols, the ideal holiday cards.

The "Parrot"

The "Mocking Bird"

They talk—they laugh—they play. All numbers have recently been re-recorded by the best artists. They are distinct and clear as a bell.

Send for illustrated catalog of the complete line. New issues at regular intervals sustain interest. Only standard subjects are used. There is no chance for dead stock.

The "Watermelon Coon"

Talking Book Corp.

1 West 34th Street New York

The following is the opinion of our experienced counsel on the subject of

UNFAIR TRADE PRACTICE

THE enforcement of the Sherman Anti-Trust Act, which became a law on July 2, 1890, revealed a variety of methods and practices which trusts and other large concerns adopted to destroy competition and interfere generally with the free course of trade.

These methods and practices were in the main not illegal, but they enabled large and powerful interests to obtain control over certain lines of commerce, to the detriment of the public, resulting in situations which constituted the corporation or the individual adopting such practices, an offender under the provisions of the Sherman Anti-Trust Act.

After the Supreme Court had rendered its decisions in the Standard Oil and Tobacco Company cases in 1911, business found itself in a state of uncertainty. There was a continual menace of legal prosecution. It was generally recognized that there was a certain natural growth to business which should not be interfered with. But it was also realized that there should be some legislation which would expressly define these unfair trade practices and prohibit them. This it was felt would arrest unfair methods of competition in commerce in their incipiency, and yet not interfere with the orderly development and expansion of business. As a result, certain legislation was enacted, among which was the Clayton Act, which became a law on October 25, 1914. The report of the Senate Committee on Judiciary on this bill shows its legislative purpose. It was there pointed out that the object of the Act was to prohibit and make unlawful certain trade practices which as a whole, singly and in themselves, were not covered by the Sherman Law and other anti-trust acts. The Clayton Act, by making these practices illegal, was "an attempt to arrest the creation of trusts, conspiracies and monopolies in their **incipiency and before consummation.**"

Among other of these unfair trade practices, and which the Clayton Act directly prohibits, are conditional or tying contracts. Dealers in phonographs, as well as other commodities, know that it was formerly the common practice of large concerns to "tie up" their customers so that dealings in products of and with competitors were rendered practically impossible. The usual form of clause in these contracts was as follows:

> "The dealers shall not sell or permit to be sold on the premises any other ..... (product), and will not deal or trade in any ..... except those supplied by the manufacturer."

By Section 3 of the Clayton Act, this practice is made unlawful, and the insertion of a "tying condition" in a contract is prohibited in interstate commerce whether the articles are patented or unpatented and whether the delivery is made by sale or lease.

Since the enactment of this statute, various means have been sought to circumvent and defeat its provisions, particularly Section 3 referring to tying contracts. Instead of written agreements containing these tying clauses, manufacturers have sought to have a dealer "understand" that the manufacturer would decline to sell any further merchandise to the dealer if the latter dealt in the products manufactured and sold by a competitor. An isolated instance of this sort would not be a violation of the law, but it is quite improbable that a manufacturer would pursue such a course with only one dealer. If, however, the same thing were done with a number of dealers, these "understandings" would tend to show that there was an attempt, not only to evade the provisions of the law, but that such "understandings" were sought for the purpose of lessening competition and were intended as a means to create a monopoly in the particular line of commerce. These are the very practices which the Clayton Act seeks to prohibit.

It is important for dealers to know also that the Clayton Act provides for a remedy for one who has been injured by anything forbidden in this statute, by giving to the person injured in his business or property, by reason of anything forbidden in the Anti-Trust laws, the right to sue therefor in any district court of the United States in the district in which the defendant resides or is found or has an agent. The recovery in any such proceeding may be threefold the damages sustained, the costs of the suit, etc.

By resisting any attempt to make them parties to unfair trade practices and unethical business methods, dealers and other persons similarly situated, will serve to make the Clayton Law a power and a weapon for their own protection, as this Act was passed not only to throttle at the source the creation of trusts and large concerns and the practice of unconscionable business methods, but for the protection of the dealer.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK 279 Broadway

PHONOGRAPH CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machine and Records

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C. Chicago Office: 111 Monroe St.

VERY POPULAR AMONG ARTISTS

Cissie Sewell of "Honey Boy" Fame Admires the Gretsch Saxophone and Violaphone

The Fred Gretsch Manufacturing Co., Brooklyn, N. Y., reports a strong demand for its musical instruments from professional circles. The accompanying photograph depicts Cissie Sewell, one of the stars of the musical comedy "Honey Girl" which is having a successful run

Miss Cissie Sewell

in the metropolis, enjoying two of her favorite musical instruments, the Gretsch Saxophone and Violaphone phonograph. The large volume of orders being received at Gretsch headquarters, in Brooklyn, is indicative of decided activity the coming Fall season.

IMPORTANCE OF WINDOW DISPLAY

The dealer should consider the effect upon the customer produced by the interior of his store, just as he considers the effect of this or that display in the show window.

NEW BEACON DISTRIBUTOR

Beacon Sales Co. Opens Offices in Philadelphia —Will Cover Important Territory

PHILADELPHIA, PA., August 5.—A newcomer in the local trade is the Beacon Sales Co., which has opened offices in the Denckla Building, Eleventh and Market streets. This company will act as distributor for the products of the Beacon Phonograph Co., Boston, Mass., in Southern and Western Pennsylvania, Maryland, Washington, D. C., and the lower part of New Jersey.

James H. Adamson of New York City is the head of the new company, and among his traveling representatives will be Joseph A. Lawlor, formerly in the wholesale furniture business, and John A. Conlin, formerly in the retail talking machine business.

The company has already placed orders for several carloads of Beacon phonographs, and is planning to carry a large stock of goods in Philadelphia in order to give prompt service to the dealers in this territory during the coming Fall season, when active trade is anticipated.

HOLDING THE BUYER'S ATTENTION

By giving your customer something to anticipate you are pretty sure to hold his interest until he has heard the record complete.

WALTER S. GRAY COMPANY
Jobbers' Talking Machine Accessories
THE BEST IN THE WORLD

SAPPHIRES
IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

The Player-Tone
IT'S SIMPLY GREAT

Model 311
Height 46"
Width 21"
Depth 23½"

Profits!

The Player-Tone proposition is one of the greatest opportunities that any dealer ever faced.

Here is a super-phonograph that is the most wonderful value before the American public.

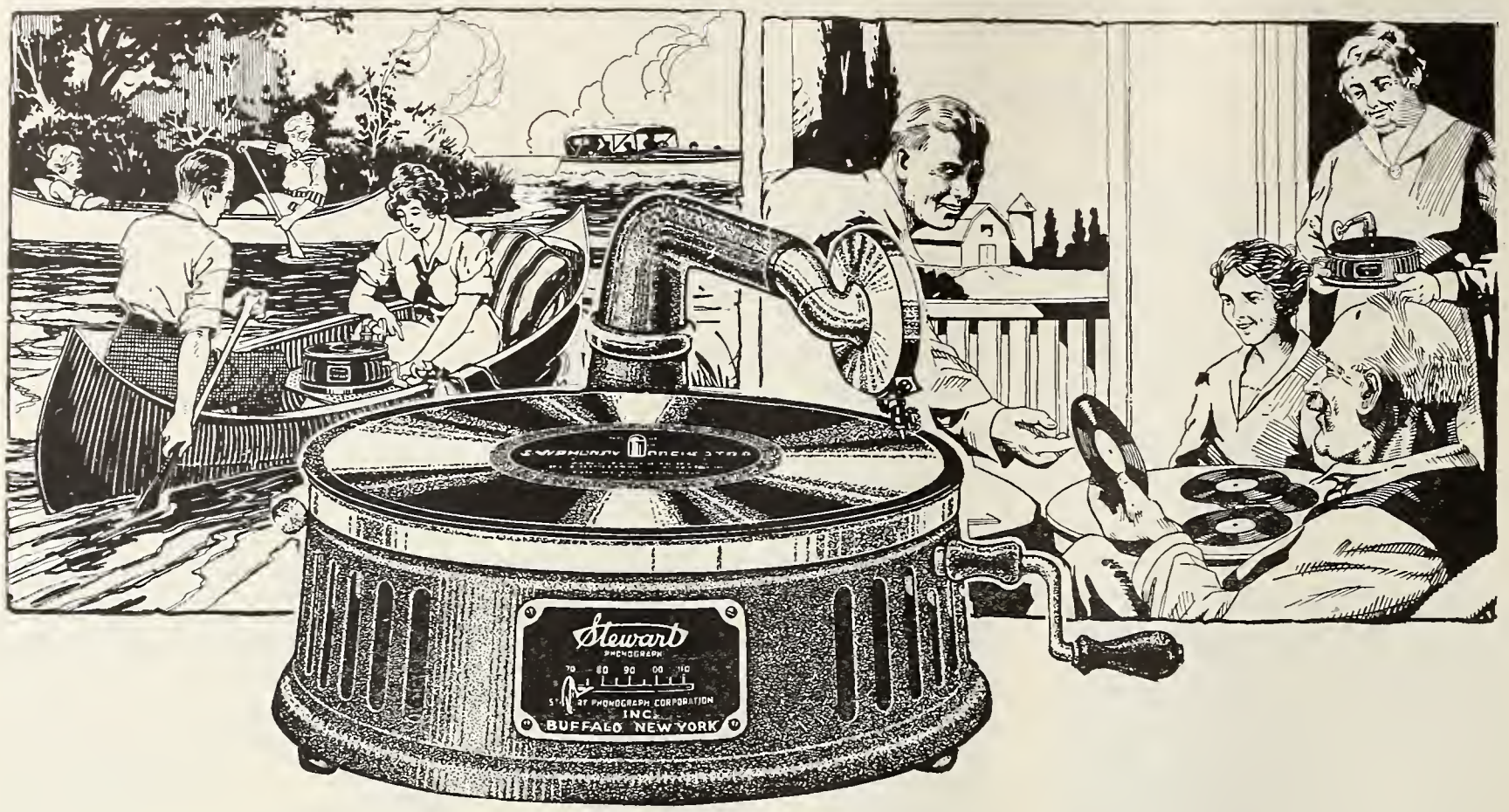
Considering its superb cabinet work, finish, motor, tone arm and appearance, as well as design, its low price will be a revelation to you.

It is an instrument you will be proud to show and—

"When Sold, They Stay Sold!"

6 models in all finishes to select from. Write or wire today for our booklet proposition and open territory.

Player-Tone Talking Machine Co.
Executive Offices:
967 Liberty Avenue
Pittsburgh **Penna.**



The World Was Waiting for this Sensational Phonograph

THE amazing low-priced Stewart phonograph comes as a boon to millions. It offers the pleasure and happiness of enjoying all the world's music at will—anywhere, on any occasion. Plays any record—any make, any size, any style, any price. Compact, neat, durable—a phonograph that brings features welcomed by rich and poor alike—one of the greatest selling propositions in the world—a universal entertainer and a sensational money-maker. Distributors' territories now being allotted. Merchants should write at once for name of nearest distributor.

Improved and Refined at Many Points

Now finished in rich, durable mahogany enamel with fine nickel trimmings. An improved precision-made motor—the finest of its type yet achieved—tested to play two 10-inch records with one winding. Simply adjusted speed regulator. You'll find the tone of the Stewart clear, mellow, pleasing—wonderful in volume and quality. A musical marvel and a manufacturing miracle.

STEWART PHONOGRAPH CORPORATION, Inc. Lincoln Building BUFFALO, N.Y.

Stewart
PHONOGRAPH

Get your Columbia 1921 Calendars ***all distributed before Christmas.*** **They will help your holiday business and work for you throughout the year. Order now. The edition is limited.**

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

INDIANAPOLIS DEALERS DISCUSS BUSINESS OUTLOOK

Aggressive Retailers Perfecting Plans for an Active Fall Campaign—Conditions Analyzed by Leading Members of the Industry Results in Optimism Being Much in Evidence

INDIANAPOLIS, IND., August 7.—Many talking machine dealers in Indianapolis and Indiana hung up enviable records for the month of July according to local retail dealers and wholesale distributors. Cool weather, coupled with aggressive business methods, brought home the bacon.

The month of August also is starting out fine. Nearly every Indianapolis store was filled to its capacity this week handling record and machine customers.

Willard O. Hopkins, manager of the Edison Shop, celebrated the first month of his new position in doing during July the best business the shop has had this year. "We just set our shoulder to the wheel and went to it," said Mr. Hopkins. "We fixed a definite quota for the month but exceeded it by 30 per cent. Business may be harder to get during the Summer, but it can be got if you go after it."

The Brunswick Shop has been doing a fine business in the Brunswick art models. George Standke, manager, said that these models were going into many of the fine homes of the city.

E. R. Eskew, manager of the Pathé Shop, has arranged for a clever publicity stunt for the Actuelle. He is putting on a special musical program in connection with the opening of the new salesrooms of the Dickey Motor Sales Co., and that company is featuring its opening with the Actuelle in its daily newspaper advertising.

"Business is good because we have put the 'push' behind it," commented Morris Rosner, manager of the talking machine department of the Pearson Piano Co. "With a good Summer business behind us, we ought to roll up a big year this Fall."

The Indianapolis Talking Machine Shop has put in five Victor billboards on the principal streets of the city. In all there are now twenty-seven Victor billboards in the city.

C. C. Supplee, Victor representative in Indiana, called on the local Victor trade this week before going on his vacation. Mr. Supplee said that the Victor dealers in this territory are counting on having one of the best periods in the history of the business this Fall.

W. S. Cook has been appointed sales manager for the Indianapolis Talking Machine Shop. Carl Anderson, manager of the shop, said that July business showed a nice increase over July last year.

Business has been so brisk at Widener's Grafonola Shop that W. G. Wilson, manager, and his office force have had to drop all detail work to take care of customers. This has meant night work to catch up with the office detail work, but Mr. Wilson said he was glad of the chance to make up for business lost during the remodeling of the store. J. L. Peter has returned from a vacation spent at the northern lakes, and D. L. Mann is spending his vacation on a trip East.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, has returned from a lake trip from Detroit to Duluth. He is pleased with the way Summer business is holding up, reporting that it has been steadily ahead of last year.

The sales force of the Victrola department of Taylor's enjoyed the time of their lives at a picnic given last Wednesday for all of the employes of the store at a local park. Of course they had to take a Victrola along to make a perfect day of it, and there was plenty of Victor music for the dancing. Miss Minnie Springer, manager of the department, said that Summer business continued to be very good.

The talking machine department of the Carlin Music Co. in the company's new store is well arranged and equipped. Both record and machine business is picking up briskly.

C. J. Fuller, of the Fuller-Ryde Music Co., said that his company was continuing its policy of selling machines on short-time terms. Business is handicapped somewhat by a shortage of records.

"The aggressive Victor dealers are getting a highly satisfactory business," George Stewart, of the Stewart Talking Machine Co., Victor distributor, said. "One dealer reports an increase of 300 per cent. over July of last year, and the dealers who have hustled are all showing results. Our July business was truly exceptional and more than overcame the slight slump in June, which proved to be only a temporary condition."

Mr. Stewart has arranged for a luncheon of Indianapolis Victor dealers one day this week, at which plans for enlargiug the outdoor billboard advertising campaign will be considered.

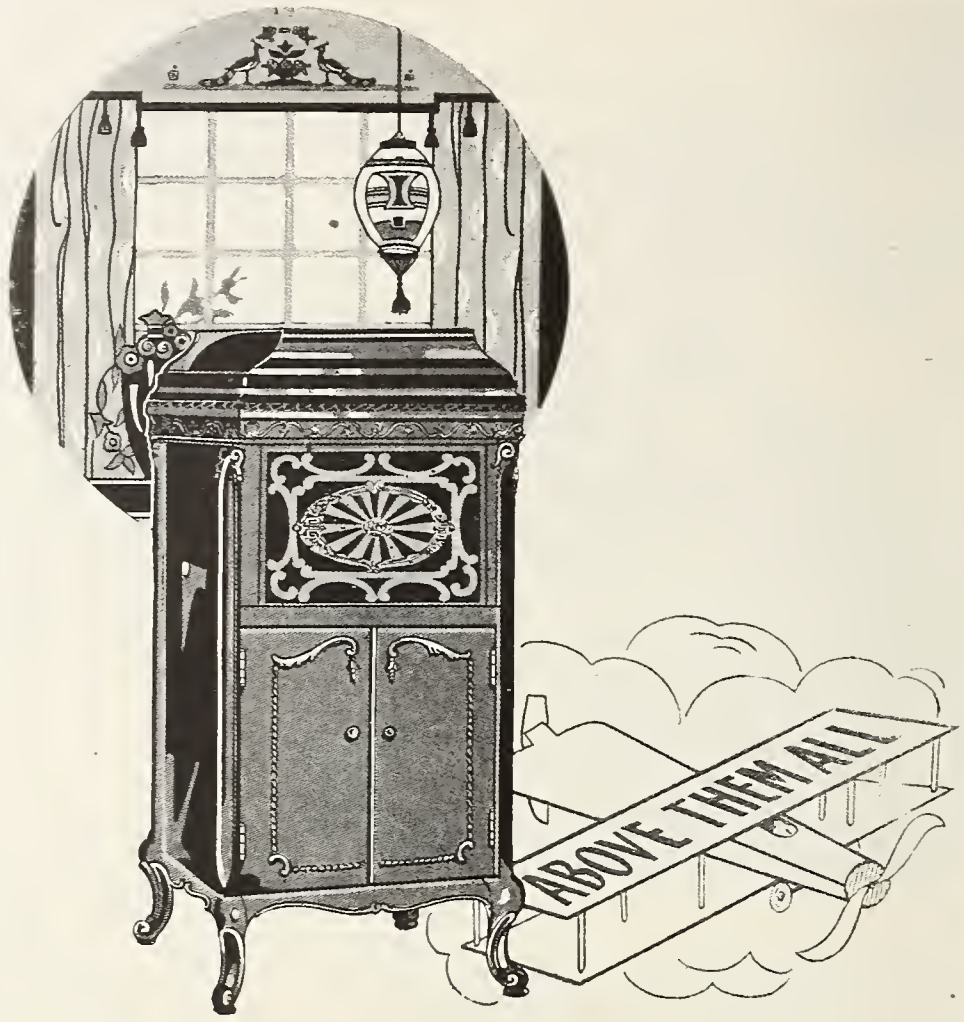
Miss Caroline Hobson, head of the educational department of the Stewart Co., who returned from a vacation in California this week, will make extensive plans for the Victor educational work to be presented at every county institute of teachers in the State. Miss Hobson will be assisted by six other women familiar with the educational work. While on the Coast Miss Hobson assisted Miss Frances Clark, head of the Victor educational department, at the Victor educational convention in San Francisco.

John A. Cartwright, assistant advertising manager of the Stewart Co., has been conducting a dealers' advertising and sales campaign service, of which many of the Stewart dealers are taking advantage.

The Pathé Actuelle is being demonstrated at many of the county fairs in this territory, and C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., said that his dealers are reporting that a large number of live prospects are being interested through these demonstrations. A new Pathé dealer in Indianapolis is the Putnam-Lines Music Co., 1042 South Meridian street.

The Edison dealers in this territory returned

(Continued on page 177)



The EXCEL Talking Machine

A PRODUCT OF THE HIGHEST QUALITY

ALL NEW MODELS

EXCLUSIVE FEATURES — FINEST WORKMANSHIP

SUPERB TONE — HIGHEST GRADE EQUIPMENT

ARTISTIC CABINET DESIGNS — GUARANTEED DELIVERIES

SPECIAL NOTICE!

New and Distinctive Models now ready for delivery.

READ

Our Offer—send for a sample of this attractive, high quality product — there are large profits for you in handling this fast-selling line.

To EXCEL dealers we offer an ample supply of records of well known standard makes at remarkably low prices.

ONE OR MORE ON APPROVAL

If satisfactory you will honor invoice at maturity. If not, return the machine *at our expense*. Have you ever received a better offer?

Take advantage of it by becoming an EXCEL DEALER

Write at once

Excel CABINET COMPANY

EXECUTIVE OFFICES: 136 West 23d Street, New York

FACTORIES: Holland, Mich.; Mishawaka, Ind.; Chicago

TRADE OUTLOOK IN INDIANAPOLIS

(*Continued from page* 175)

from the Edison convention in Chicago more enthusiastic than ever, Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, said. Mr. Kipp is quite proud of the fact that there were 116 of his dealers at the Kipp Co. luncheon at the Blackstone during the convention.

"Our dealers are all figuring on a big business this Fall," said Mr. Kipp. "With the coal situation straightened out there is no reason why business should not be good for the Edison line. Our dealers are now beginning to reap the harvest sown by Mr. Edison when he refused to inflate his prices."

At the Indianapolis wholesale branch of the Columbia Co., Fred C. Walz, formerly of the Dictaphone department, has succeeded George Schuetz as salesman in the Indianapolis territory. Herman Schuesler, manager of the Dealer Service department in the local branch, is calling on all Columbia dealers in the territory arranging to co-operate with them in getting the best use out of the service.

The monthly meeting of Columbia dealers was held at the Lincoln Hotel July 20. Mr. Walz spoke on "Merchandising." Ben Brown, manager, told the dealers of the new Columbia artist, Miss Marion Harris. The "Use-a-Truck Campaign" was also discussed. Charles B. Lang, assistant manager of the branch, announced that H. A. McDaniels & Sons, of Lebanon, Ind., were remodeling and enlarging their Columbia department, which, when completed, will be one of the best equipped sections of its kind in the State.

BUFFALO TRADE IS STOCKING UP TO MEET ITS NEEDS

Consider Fall Outlook Most Promising and Believe in Anticipating Railroad or Other Embargoes —Geo. Briggs to Represent Iroquois Sales Corp. in East—Growth of Goold Bros'. Business

BUFFALO, N. Y., August 3.—Buffalo talking machine dealers are buying early and freely in anticipation of a heavy Fall and holiday trade, their purpose being to safeguard themselves against a possible shortage of goods within a few weeks on account of railroad embargoes, etc.

"The time has now arrived to carefully consider your stock orders for the big season's trade ahead of us," was the opening of a trade letter recently sent by a local talking machine jobbing firm to its dealers. Practically all jobbers and retailers in this city say that the outlook for the next five months is most promising.

The Iroquois Sales Corp. has appointed George Briggs as eastern representative. Mr. Briggs will visit all dealers east of Syracuse. He was formerly of the sales force of the Emerson Phonograph Co., New York, and later with the Walters & Barry Corp., Buffalo. He has been connected with the wholesale end of the talking machine business for several years past.

"Mr. Briggs is equipped by knowledge and experience to give our dealers personal co-operation, which constitutes ideal service," said L. M. Cole, general sales manager of the Iroquois Corp. "He will assist our dealers in preparing their stock orders for machines, records, needles, etc. These orders should be planned now so that the dealers may be taken care of when deliveries and transportation become uncertain during the Fall."

Mr. and Mrs. Cole have returned from a two weeks' motor trip through New England and Canada. The most thrilling feature of their vacation was an aeroplane ride at Old Orchard, Maine.

"Our business in July was away ahead of July, 1919," said George Goold, of Goold Bros., who handle the Victor and Sonora lines. Their sales force includes eleven outside salesmen, most of them working on commission. One of the most successful is a Polish salesman who sells to the large Polish population—more than 100,000. They report excellent trade at their new branch at Niagara Falls.

Goold Bros.' business has grown from a tiny store and a working capital of $150 to large, modern warerooms and sales estimated at $375,000 a year. A few years ago they were members of a high-class orchestra in this city. When they opened their first store they had no previous selling experience and paid running expenses by playing in hotel and theatre orchestras in the evening. Their thorough knowledge of music has been a great help in the development of their extensive business in this territory.

The local trade was amused by an item recently appearing in a Buffalo newspaper. The story was headed: "Has One Talking Machine; Wants Another." The item referred to an Olean, N. Y., man who was advertising for a wife. Besides describing his fine character, the prospective bridegroom stated that another important attraction was his ownership of a talking machine.

"Everything is very active at our Buffalo branch," said G. W. Peace, assistant branch manager of the Columbia Co. "Just now the greater part of our staff are away on their vacations. G. R. Kuehner, chief salesman, has just returned from his vacation, and is actively in harness. Branch Manager W. H. Lawton is touring the eastern part of the country with Salesman R. G. Milholland, calling on dealers."

Mr. Peace is contemplating spending his vacation next week at his former home in Bridgeport, Conn., where he hopes to absorb more Columbia enthusiasm by mingling with old friends in the factories.

Two newcomers who have just been added to the Buffalo branch are E. S. Germain, who has commenced duties as international record salesman and G. C. Ross, Dealer Service manager. Mr. Ross has had extensive experience in merchandising pianos, phonographs and records, and is an accomplished musician.

Showing No. 95-A

A Queen Anne Creation. Designed expressly for use with the Chalet Model Edison Instrument equipped with the famous Eject-O-File Record Filing System. Produced in natural figured Red Gum and rouge Red. Dimensions: 20" wide, 22" deep, 32" high.

We will again begin shipments of the famous

EJECT-O-FILE CABINET

No. 95 and 95-A

in September from our entirely new factory, rebuilt complete from foundation to roof since our fire April 29, 1920.

Mr. Dealer get in touch with your jobber at once.

Manufactured by

THE EJECT-O-FILE CO., Inc.

FACTORY AND GENERAL OFFICES

HIGH POINT. :: NORTH CAROLINA

Showing No. 95

A straight line effect conforming with the Chalet Model Edison Instrument for which it is designed and produced. Equipped with the Eject-O-File Record Filing System. Dimensions and Finish same as No. 95-A.

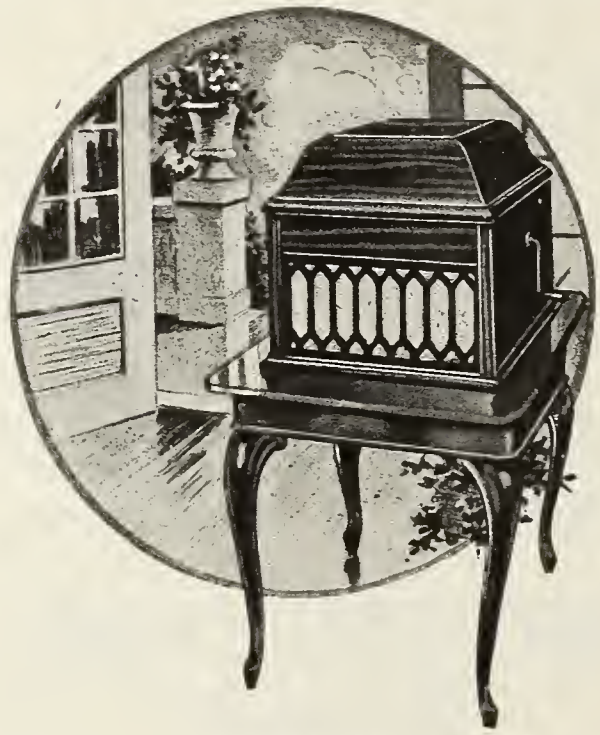
New Comfort Talking Machine

"Supreme in durability, beauty and tone"

Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.

MODEL E



MODEL 80

MODEL D17

"Famous for Its Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

EASTERN OFFICES: 22 N. Franklin St., Wilkes-Barre, Penna. : 106 Bakewell Bldg., Pittsburgh, Penna.

BALTIMORE TRADE IN THOROUGHLY OPTIMISTIC MOOD

Business With Most Talking Machine Houses Thus Far in 1920 Has Broken All Previous Records —Going After Business—Planning for a "Victor Week"—Columbia Branch Active

BALTIMORE, MD., August 7.—Not for a long period has there been such an optimistic attitude in the talking machine trade of this section as is prevalent at this time. At all of the headquarters of the various companies there is real activity that shows business and enterprise and determination for the making of business for the present as well as the future months. The report is general that business for the year 1920, that is, for the first seven months of this year, is way ahead of the same period of last year. Collections are good and the firms with few exceptions in the retail line are holding out for good terms with very substantial deposits. There has been some flash advertising during the month, besides the feature ads being used alternately in the dailies and Sunday newspapers. Steady business is by no means the result of "watchful waiting," but is the direct result of real methods of hustling instituted by retailers in many sections of the Baltimore territory, which includes a great deal of the rural territory of Maryland, Virginia and other Southern States.

One of the big plans for the coming Fall season is being arranged by the Victor Talking Machine Dealers of Baltimore and it is proposed to have a week, probably in the latter part of October, to be known as Victor Week. This program plans for an intensive campaign on a larger scale than ever before undertaken in this section. The plan includes a big advertising program and window displays of a unique character, all to foster music in the home. And this is not all. A series of concerts and recitals is being arranged for Victor stars in this territory, besides individual demonstrations of various kinds by the various dealers whose establishments permit of such conditions. It is also proposed to have speakers, who will extol the virtues of music, enter the great industrial plants of the community, and it is further planned to have authorities on music conduct an educational campaign in the public schools.

The July meeting of the Association was merely an outing at the Country Club Inn at Bel Air, to which the dealers and their wives motored. A chicken and waffle dinner was followed by a dance, which was preceded by a brief business session in which some Fall plans were gone over. Committees are at work on plans, and reports will likely be made at the August gathering, and the September meeting will have everything definitely presented for ratification.

With the Columbia Graphophone Co. business is going good and showed ahead for July just as it did for all the months of the present year. Columbia dealers in the territory have been able to get the stock they required in most instances and many of them are already getting their Fall orders in shape to prepare for the big rush of business when the banner months of the year arrive. During the month W. S. Parks, manager of the local headquarters, made an extended trip through the territory, visiting sections of the District of Columbia, Newport News, Portsmouth, Norfolk, Richmond, Lynchburg, Va., Charlotte, Concord, High Point, Winston-Salem, N. C., Roanoke, Winchester and Harrisonburg, Va., Hagerstown and Frederick, Md., and adjacent points.

During the month Mr. Parks sent out the following letter to all Columbia dealers and placed special emphasis on it when it went to those dealers covering rural territory: "'I think the automobile and the talking machine have done more for agriculture than everything else put together,' said Dr. T. B. Symons, director of the Maryland State College of Agriculture, in discussing some of the things that will help to keep the young people on the farms.

"The above is a good argument for your truck salesman to use in convincing the farmer, and in addition to the pleasure he and his neighbors will derive from the music rendered by the Columbia Grafonola, it will help him to solve the problem of keeping the boys at home."

William H. Swartz, who has been successful in handling the Dealer Service department at the Baltimore Columbia headquarters, and who in addition recently took over the Washington territory, has been detached from the service department entirely and will devote all of his time to developing the District of Columbia business. Julian H. Marshall, who has been attached to the Dealer Service department of the New York Columbia headquarters, succeeds Mr. Swartz in Baltimore. Mr. Marshall served three and one-half years in the British Expeditionary forces and for eighteen months was with the "Yanks" in the A. E. F.

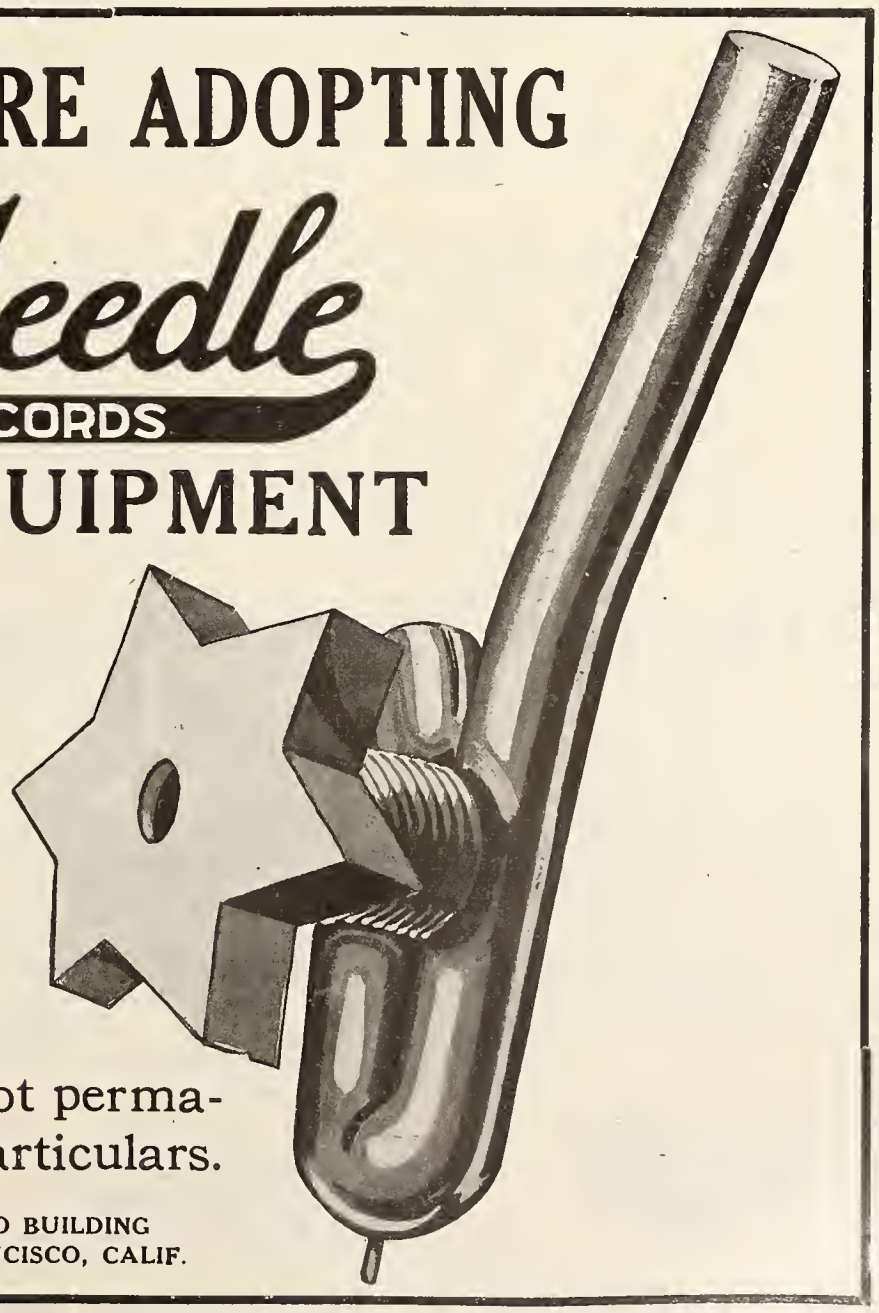
For Cohen & Hughes, Victor distributors, Elmer J. Walz said business with the Victor line was entirely satisfactory and a canvass of his dealers shows that those dealers who are out hustling and not afraid to spend a little money for advertising to help make business are getting results. Those dealers who are crying about the lack of business are the ones that are sitting idly by and waiting for the business to come to them on a silver platter. Discussing the situation further, Mr. Walz said:

"The period of transition in which we find ourselves is not one to cause undue alarm. The causes are natural and at the same time are unlikely to last for any length of time or result in any considerable damage to our industry.

"With the change from a buyer's to a seller's market, increased production, competing lines and a growing tendency on the part of the consuming public to shop more judiciously, the dealers are realizing the imperative need of specialization, that publicity is an absolute essential, and that their service should render 'a full value received'."

The firm has discontinued its monthly dealers'

(Continued on page 180)

MANUFACTURERS ARE ADOPTING
Ten-M-Needle
PLAYS 10,000 RECORDS
AS STANDARD EQUIPMENT
DEALERS
are equipping their line with
Ten-M-Needle
PLAYS 10,000 RECORDS
Many permanent needle machines are now being sold. If yours are not permanent needle machines write us for particulars.
BAKER-SMITH CO.
RIALTO BUILDING
SAN FRANCISCO, CALIF.


Columbia Records Grafonola

Ted Lewis composed it. His Jazz Band played it. Ted Lewis leads it. Ted Lewis plays the saxophone in it. "Somehow" is this fox-trot's name. Everyone will dance it. Keep a stock where people can see it and you'll soon order a second supply. A-2945.

Columbia Graphophone Co.
NEW YORK

BALTIMORE TRADE OPTIMISTIC

(*Continued from page 179*)

gatherings for the Summer months and they will be resumed next month. E. J. Dingley, assistant general salesmanager of the Victor Co., and J. N. Stokes, Jr., of New York, were guests of Mr. Walz the early part of the week.

A. P. Petit, manager for the Bruswick-Balke-Collender Co., is more enthusiastic than ever over the prospects of the line. On the second floor of the Baltimore headquarters of the company a very large space has been set aside for the display of the Brunswick models and also sufficient record space to handle 200,000 records. Mr. Petit says the bi-monthly issue of the records is meeting with instantaneous success among dealers and that many firms are anxious to take on the Brunswick line. He announces that E. Wallerstein and M. G. Sallabes have been appointed to the sales force and will shortly start on trips through the territory.

The Clark Musical Sales Co., of this city, distributors of the Emerson line, announce the purchase of the Emerson Sales Co. of Pittsburgh, and will conduct that business with Charles Strand, who has been on the road for the Clark Co., as manager of the branch, whose territory covers the Western Pennsylvania section. The firm expects to have a demonstration exhibition, to which dealers in Pennsylvania territory will be invited at the Fort Pitt Hotel, of Emerson machines and records. This exhibition will be similar to the one held recently in the Southern Hotel, Baltimore and the Raleigh, Washington, D. C. The Clark Co. covers, besides the Pennsylvania section, Maryland, Delaware and the District of Columbia. L. W. Reynolds is general sales manager.

The Clark Co. has just hit upon an advertising plan that is resulting in a great deal of advertising for the Emerson line and quite a little direct business as well. Carlin's is a resort in the northwest section of the city that has a dancing pavilion estimated to hold between 1,000 and 1,500 couples. On a raised platform is a Model 17 Emerson machine and a sign says a duplicate of this machine will be given away weekly to the holder of a certain coupon, given out during the week, provided the holder of the coupon is on hand. Each dancer receives a numbered coupon on entering the place. Signs announce that all numbers played by the orchestra may be had on Emerson records and between intermission a neat booth in the rear of the pavilion plays the records of the previous orchestral number. Many record sales have been made and the arrangement between Mr. Carlin and the Clark Musical Sales Co. is proving profitable to both.

Business with the Vocalion line is satisfactory, says W. B. Turlington, manager of Sanders & Stayman, distributors for the line. While the business is not quite as good as it was a year ago this time, Mr. Turlington says he is ready for the Fall with plenty of machines and the records are beginning to come in satisfactorily and everything indicates a good Fall trading. Robert F. Gibson, bookkeeper of the firm, fell and suffered a broken leg and this requires Mr. Turlington to remain close to headquarters. He expects to leave in a few weeks for Atlantic City and New York and to combine a business and pleasure trip, spending a little time on the golf links.

William A. Eisenbrandt, of H. R. Eisenbrandt Sons & Co., Victor distributors, says business is coming along very good and that the shipments, while not as good as the firm would like to have them, are continually improving and the customers are becoming more and more satisfied.

W. C. Roberts, manager of E. F. Droop & Son Co., Victor distributors, is making his annual motor trip through the White Mountains and will also visit the Thousand Islands before returning. Shipments, while showing some slight improvement with the firm, are far from meeting the demands and the firm is being hard pressed to keep its customers satisfied owing to the shortage of back numbers of records.

"The Love Nest" proved to be a tremendous seller on all the lines in this territory, it being well advertised and featured in many window displays. The most unique display on the number was that by Robert Ansell, Inc., Victor dealers. The display showed a lawn scene with a pond, and an attractive bird nest to the side of the window. Live pigeons were in the window and thousands of persons stopped and watched the birds and at the same time listened to the music of the record, which was played practically all of the time so it could be heard on the street. In Washington, H. C. Grove, a Columbia dealer, had a similar display. Mr. Grove made quite a hit with his window that featured the Nation's Forum records. Handsome photos of Candidates Harding and Coolidge were placed in the window and the records displayed with some attractive signs and literature. The window produced results.

Exceptionally fine business through the use of trucks in rural sections has been reported by the Grafonola Shop, Norfolk, Va.; Columbia Co., Inc., Norfolk; Portsmouth Music Co., Portsmouth, and the Columbia Shop, Newport News, Va., and M. P. Moller, Hagerstown. These truck salesmen load up models of instruments on their machines and also take records. In one instance a truck salesman, stopping his machine near a blacksmith shop and a short distance from a farmer's gathering, put on a record and attracted a big crowd, selling four machines and obtaining ten live prospects.

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.
The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 **Refiller Points 25 cents each**

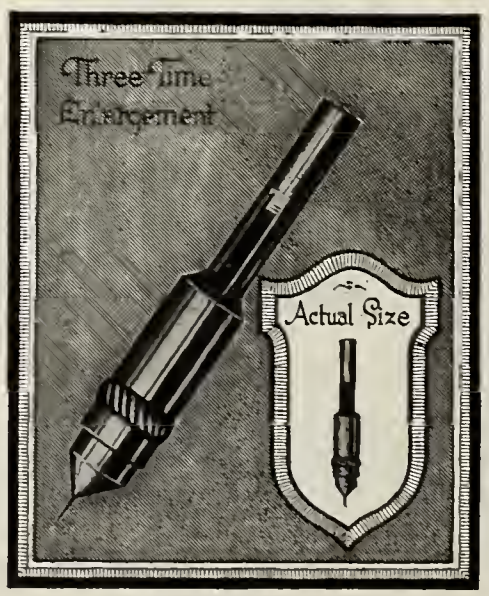
JOBBERS AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors

The Don

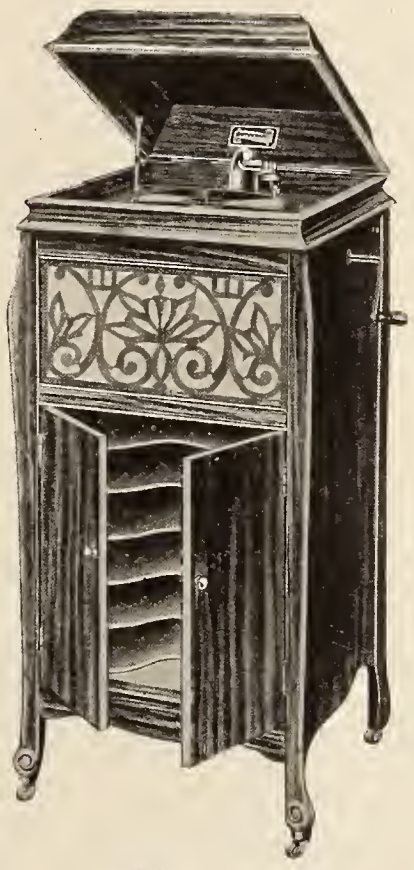
FRANK J. HART
SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: —
—For Medium Tone extend point thus: —
—For Loud Tone extend point thus: -



THE PERFECT TONE
OPEROLLO
FOR EVERY HOME
Reg. Trade Mark for Operollo Phonographs

Phonographs for Quicker Turnovers


MODEL 115

A selling campaign with Operollos will guarantee dealers complete success.

Distinctive features, solid construction, high-grade equipment and superb finish — ***QUALITY throughout***—have caused the public to choose OPEROLLOS.

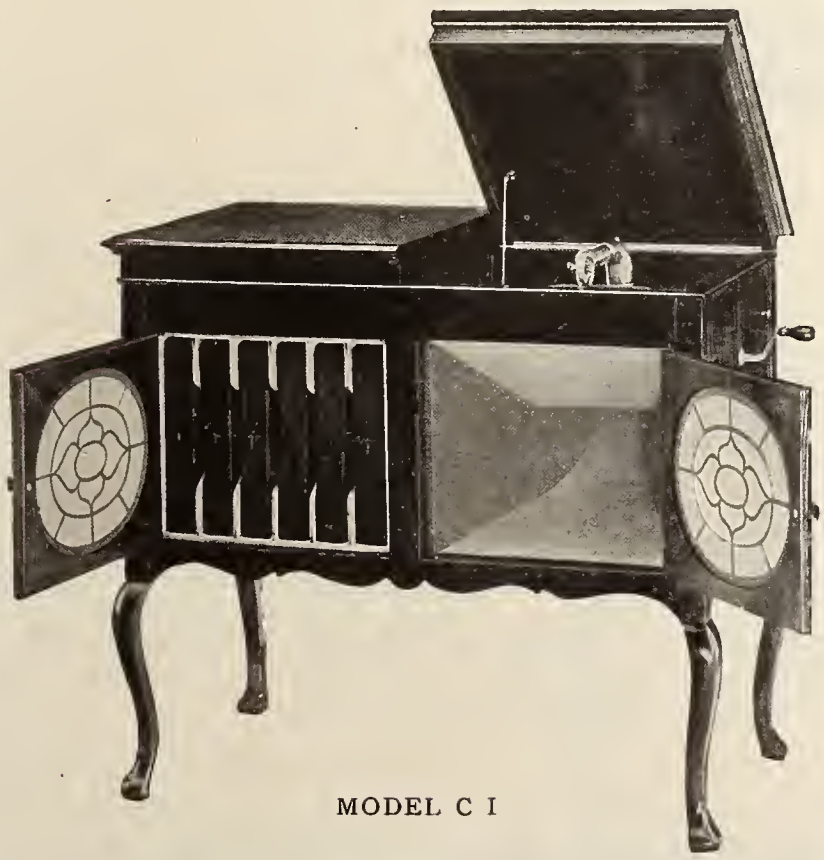
Our Leader Model 115 will outsell any other machine on your floor

We consider this machine the most remarkable value ever offered by any manufacturer. Model 115 gives 100 per cent satisfaction, still our ***price is very attractive*** and ***assures dealers of substantial profits.***

Eight exclusively designed Cabinet Machines, retail prices, $110 to $275

A permanently profitable business is assured to every dealer who secures the Operollo Agency in his community.

Not only does he benefit by the sales to customers who would ordinarily buy a machine, but he also partakes of the consumer prestige that Operollo performance has elsewhere commanded through its unusually high quality and tonal value.


MODEL C I

Operollos are made of only highest grade materials, and the silent Krasco Motor supplies a source of power that is always dependable.

Operollo's popular price has created a demand that 90 per cent of the trade are now supplying—are you one of the dealers?

Write for 1920 Catalogue and attractive Dealers' Discount

Operollo Phonograph Company

54 West Lafayette Blvd.

Detroit, Mich.

The Phonograph that has Taken America by Storm—and *why*

NO other phonograph has so instantly established itself in the high favor of the music-loving public as the Dalion. No other instrument has so completely proved its superior value to the critical buyer.

In its faithful, beautiful rendition of every brand of record—in its exquisite cabinetry—in its possession of such exclusive and important features as the Auto-File—it scores dominantly in the favor of every prospective purchaser.

And the dealer who handles the

not only has the advantage of handling an instrument that is obviously extra-value, but his sales come easier and his sales total mounts higher because of the fact that aggressive merchandising and publicity campaigns are pushing and will continue to push Dalion farther and farther in the front rank among recognized better phonographs.

Christmas—the biggest selling season—is coming. You still have the opportunity to establish yourself as a Dalion dealer in time to cash in big on the huge Fall demand. Write direct to

Milwaukee Talking Machine Mfg. Co., *Milwaukee*

PORTLAND, ORE., TALKER MEN READY FOR FALL TRADE

Expect Some Live Buying to Follow Summer Lull—Local Dealers Attend Conventions in San Francisco—Some Excellent Window Displays—General News of Trade Activities

Portland, Ore., August 6.—Business is quiet without any immediate prospect of a lively renewal in this city. The dealers are not complaining and are optimistic in regard to the Fall trade, but there is no denying the fact that sales are very much less frequent than has been the case for a long time. After the conventions which were held here during the Summer it was supposed that business would pick up rapidly, but such is not the case. It is not only that Summer vacations have interfered with the usual run of trade, but there seems to be an apathy, a letting up of the interest which was so manifest all during the year.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., has just returned from San Francisco, where he attended the Pacific Coast conference of the Victor Talking Machine Co. Mr. Norris is full of enthusiasm over the plans and policies outlined by the Victor educational representatives. Another one of the Wiley B. Allen force who attended the conference was Miss Bertha Serr, who is in charge of the record department. "While to some dealers the ideas presented may have appeared visionary," said Miss Serr, "they were really practical and of immense value to the record seller, who takes an interest in the development of the taste of good music, an interest which should be felt by all who expect to make good in the business. The musical development which will naturally follow the selection of good records, tactfully suggested by the saleswoman, will ultimately affect the whole music business, and, as the speakers at the conference said, it will be an artistic achievement to assist in the development of what is finest and best in music. And not only an artistic achievement, but good business."

The Edison Caravan convention, which opened July 19 in San Francisco, had among the large number present many prominent dealers and salesmen from Portland and other Oregon points. Harry L. Marshall, manager of the wholesale house of Portland, accompanied by John R. Lewis and Ray E. Wenger, traveling salesmen of this district, went from Portland in Mr. Marshall's car. Among others who attended the convention were Messrs. Kline, of Astoria; Carmack, of Camas; Gourley, of Seattle; Larson, of Spokane; Mr. and Mrs. Eby, of Spokane; Mr. and Mrs. Kelly, of Seattle; Pearce, of South Bend; George C. Will, of Salem; Newlin, of Grande Ronde; Palmer, of Medford; Kennedy, of Everett; Mr. and Mrs. Adler, of Baker, and many others.

There is an enormous record business being done at the Remick Song Shop in Portland, although they do not sell as many Grafonolas as they might do if they had more space. The Song Shop is one of the most popular music houses in the city, and the record business is growing to big proportions.

Bert Williams' "Ten Little Bottles" is humorously exploited in one of the big Wiley B. Allen show windows. The "Ten Little Bottles" are there on a shelf and the arrangement is very original and amusing.

Taylor C. White, manager of the Remick Song Shop, is an ardent Shriner and took an active part in the recent convention here. Most appropriately and opportunely a little son was born to him on the opening day of the Shrine convention, June 21. The little fellow, who is a sturdy eight-pound boy, has been named Taylor Charles White, Jr., and his happy father has already indicated to his friends that junior will be a Mason and a Shriner as soon as possible.

The Sonora is now carried by Lipman, Wolfe & Co. Mr. Willard, manager of the talking machine department, says they have also added the Brunswick to their very complete stock. The Sonora, which has always been a great favorite in this section, was formerly carried exclusively by the Bush & Lane Piano Co.

E. W. Barlow, manager of the Pacific Phonograph Manufacturing Co., says the Blumauer-Frank Drug Co., distributors of the Stradivara for Oregon, Washington, Idaho and Alaska, are having excellent success. They have already opened several new accounts in Alaska.

The Cremona Phonograph Co. has increased its capital stock from $75,000 to $350,000 and has made a provision for the issue of preferred stock.

The Magnavox, a music and voice telemegafone, is now carried by and handled exclusively by the Perry Music Co. of Portland. One has been purchased by the Columbia Beach Park and the city has bought one for the children's playgrounds.

W. Flemming, of the Hopper-Kelly Co., of Seattle, is now in the talking machine department of the local branch of the Bush & Lane Piano Co.

At least 50 per cent more business was done in the record department of the Bush & Lane Piano Co. to date of this year than in the same period of last year.

That the export business of the Pacific Phonograph Co. will be a big factor in its development is evident. The company is at present considering the opening of a distributing agency at Lima, Peru.

Mrs. D. Stonebrink, formerly with the talking machine department of Lipman, Wolfe & Co., is now in charge of the record department of the Bush & Lane Piano Co. Mrs. Olga Binder, who took Mrs. Stonebrink's position at Lipman-Wolfe's, has resigned on account of ill health.

Miss Janet Boyer, of the record department of the G. F. Johnson Piano Co., was married on June 28 to Elmer Xanton, one of the well-known business men of this city.

The

NEW FRANKLIN

Has Many Distinguishing Improvements

LOUIS XVI

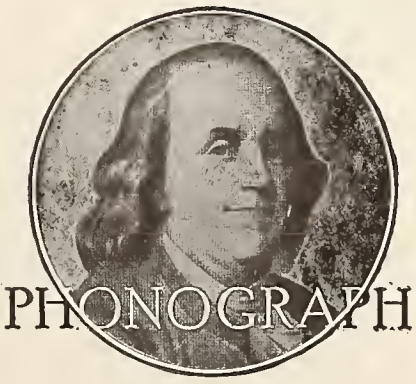
ADDED to the superlative construction and finish of the Franklin Phonograph is the

NEW HORN

acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.

The Franklin  ***Is Different***

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th and Columbia Ave. PHILADELPHIA, PA.

NEW YORK OFFICE—253 West 42nd St., New York City

WM. RASHALL, Manager

Edison Amberola Message No. 9

5200 merchants in the United States and Canada are members of the Amberola dealership organization.

The majority of these merchants have been retailing the line for five, ten, fifteen or twenty years.

Their long service in the Edison ranks proves indisputably that the Diamond Amberola is permanent in public esteem and highly profitable to the dealer.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

BEST TYPES OF MACHINES IN DEMAND IN LOS ANGELES

Retailers Report Substantial Call for Period Models—New Emerson Phonograph Received—Meeting of Local Association—Recent Trade Visitors Bring Good Business Reports

Los Angeles, Cal., August 2.—Business for the month of July in the various stores of Los Angeles has been exceptionally good, especially for the time of year. A number of managers and their salesmen spent the week of July 19 in San Francisco attending the Edison Caravan and Victor Educational Conventions, which they reported as being most successful and instructive. In addition everyone was given a good time, and they returned with glowing accounts of Frisco's proverbial generous hospitality.

Music Trades Association Meets

The regular meeting of the Music Trades Association of Southern California was held at the Andrews Talking Machine Co.'s store on July 13. W. F. Cooper, of the mechanical department of the phonograph division of the Brunswick-Balke-Collender Co., addressed the meeting and emphasized the opportunities afforded by the closest co-operation which should exist between the sales and repair departments and the importance of service.

Riverside Dealer Enthusiastic

The Keystone Hall of Music, Riverside, has lately installed a complete line of Aeolian-Vocalions and has already met with a strong demand both for machines and records. They declare that customers are delighted with the goods as well as being impressed by the prestige belonging to the Aeolian products.

New Emerson Phonograph Arrives

The long looked for Emerson phonographs have reached Los Angeles and, in addition to a complete set of samples of the different models, a considerable stock for immediate delivery has arrived at the warerooms of the Western Jobbing & Trading Co. Special Representative I. Lessor is very much enthused and has already made one successful trip over his territory taking orders.

J. T. Fitzgerald Goes to Alaska

President Fitzgerald of the Fitzgerald Music Co., after acting as chairman at the Edison Caravan Convention recently held in San Francisco, has left, accompanied by Mrs. Fitzgerald, on a two months' vacation and trip to Alaska. General Manager Braden and Phonograph Manager Scooler attended the convention.

Salt Lake Man Here

J. Jensen, manager of the talking machine department of the Daynes-Beebe Co., of Salt Lake City, spent a few days in Los Angeles after attending the Edison Caravan Convention in San Francisco.

J. W. Boothe Back From Vacation

General Manager Boothe of the music department of Barker Brothers has returned from a most enjoyable trip into the Yosemite which he spent in company with Messrs. Clarence Barker and E. M. Bonnell. The party went in by the Tioga Pass and had some wonderful trout fishing.

Columbia Manager Returns

William F. Stidham, manager of the Los Angeles branch of the Columbia Graphophone Co., has returned from a two weeks' trip to the executive offices in New York City. Immediately upon his return he held a salesmen's meeting and convention, which was attended by Messrs. Mack, Allen and Newman, in order that he might impart to them some of the renewed enthusiasm which he had absorbed during his Eastern visit.

Hopper-Kelly President Here

The well-known and popular president of the Hopper-Kelly Co. of Seattle and Tacoma, E. P. Kelly, accompanied by Mrs. Kelly and A. W. Erhart, manager of the Tacoma branch, and Mrs. Erhart, motored down all the way from Seattle to Los Angeles. The party reached San Francisco in five days and attended the Edison Caravan and Victor Educational Conventions before proceeding to Los Angeles. Mr. Kelly's commendations on Los Angeles music stores were most flattering to their owners. Like the defender in the America Cup contests, he has taken all the wind out of their sails when it comes to praise. Of course his name has a decided Irish sound to it, and it is possible that, true to type, there is a large quantity of "honey" on Kelly's tongue. But one thing is certain, and that is, the music trade of Los Angeles is more convinced than ever of the excellence of their establishments and in addition are impressed with a true realization of the beauty of the feminine portion of their population.

Sell Period Models

Holton & James of Santa Barbara are meeting with unusual success in the sale of period models of the Aeolian-Vocalion supplied by the Aeolian Co., in Montecito, where there are so many beautiful villas and residences owned by a number of well-known wealthy persons.

Los Angeles Fourth in Volume

Howard L. Brown, manager of the Los Angeles branch of the phonograph division of the Brunswick-Balke-Collender Co., received a circular letter from the general sales department showing that the Los Angeles or Southern California district, during the most recent period, stands fourth in volume of sales throughout the United States.

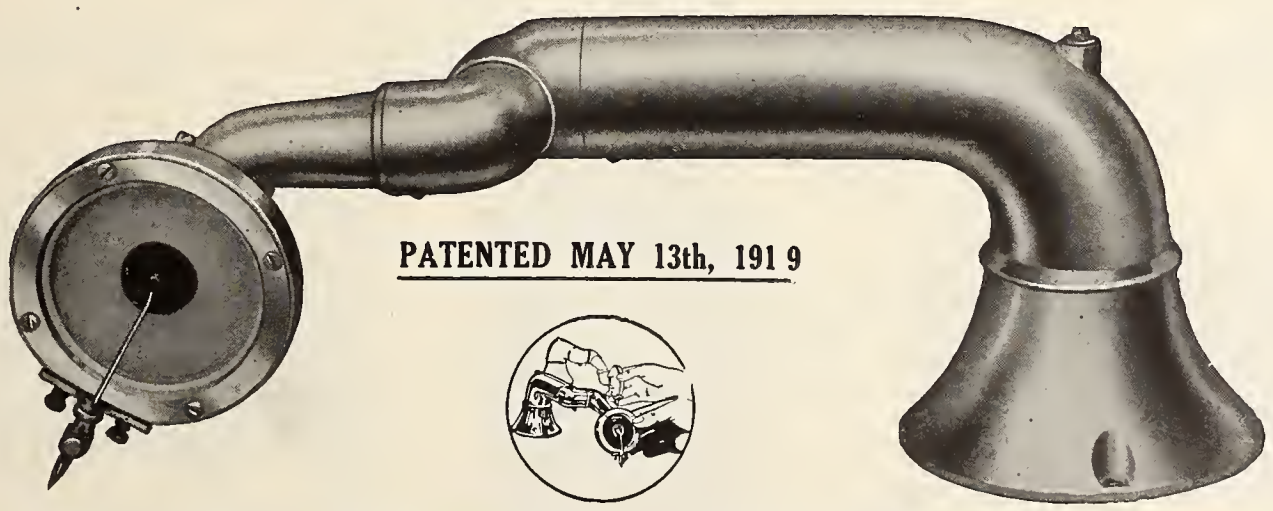
Earthquakes not Severe

Stories regarding earthquakes in Los Angeles have been reported in the most ridiculous fashion by some newspapers outside of Los Angeles. The truth is that there was absolutely no damage done and business went on without the slightest interruption. The newspaper articles would imply differently.

INCORPORATED IN BROOKLYN

The La Belle Talking Machine Mfg. Corp., Brooklyn, N. Y., has been incorporated under the laws of New York State to manufacture talking machines. The capital of the new corporation is $15,000 and the incorporators are M. L. Goldbert, I. Colbert and P. Robbins, 130 Wadsworth avenue.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the overtones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.
Factory: 1100 W. 9th Street, Cleveland, Ohio

ARE YOU READY FOR THE FALL BUSINESS?

All indications point to another big season in the phonograph business —and a relative shortage of merchandise.

At present we are in a position to make prompt shipment of Vocalion Records (Lateral Cut) and practically all models of Vocalions. Prepare now for the Fall demand.

The AEOLIAN-VOCALION *and* VOCALION (Lateral Cut) RECORDS

We invite correspondence from dealers who wish to expand their businesses by the representation of a phonograph which appeals strongly to the better class of purchasers.

Distributors for

OHIO INDIANA KENTUCKY TENNESSEE

Period Vocalion No. 1493—Queen Anne

Vocalion No. 540

Period Vocalion No. 1495—Gothic-Windsor

THE AEOLIAN COMPANY

Twenty-five West Fourth Street : : Cincinnati, Ohio

EDISON WINDOW DISPLAY FOR SEPT.

An Attractive Window Arrangement That Should Make a Wide Appeal to Dealers

The New Edison window display for September created by Einson Litho, Inc., New York,

Clever Edison Window for September

dramatizes the remarkable Re-creation of Signor Friscoe's performance on his xylophone before scores of vaudeville audiences throughout the country.

OREGON TRADE CONDITIONS GOOD

M. W. Davis Predicts Big Business in Musical Instruments for Coming Fall Season

Portland, Ore., August 5.—M. W. Davis, district manager of the Brunswick-Balke-Collender Co., who has just returned from an extensive trip through Eastern and Central Oregon, when asked by your correspondent concerning his trip said:

"Crop conditions and business and financial conditions in general throughout eastern Oregon point to a big business in musical instruments this Fall. While the towns located in the wool district are hit hard right now on account of the wool situation, conditions point toward an adjustment of the present situation. Phonograph dealers are buying and carrying all the stock they can get in anticipation of a big Fall business, and protecting themselves against stock shortage."

'TALKER' REPLACES THE ORCHESTRA

Indianapolis, Ind., August 6.—When the strike of musicians broke loose on the Indianapolis theatrical managers, Manager Gavin, of the Lyric Theatre, a large vaudeville house, determined that his patrons should not be without music.

He called on Carl Anderson, of the Amplifone Co. and the Indianapolis Talking Machine Co. Saturday afternoon and by Sunday the theatre patrons were enjoying a lively musical program. The Amplifone Co. installed sound-amplifying devices throughout the theatre which were wired up with a Victrola in a room behind the stage.

The audience appreciated the ingenuity displayed in supplying them with music in spite of the walkout of the musicians and the musical program made a big hit. The Victrola and records were supplied by the Indianapolis Talking Machine Co.

GRAFONOLA FOR ENGINEER

S. J. McCormick, of Portland, Ore., sold a Columbia Grafonola this week to George Gorro, junior engineer on the steamer Owatama, which sailed for England by way of the Panama Canal. Mr. Gorro said he had to have music on the long trip and the Grafonola and a good supply of Columbia records would enliven a long and tedious voyage.

AN OFFER THAT HURTS BUSINESS

New York Department Store Offers $250 Machine on 20 Months' Time to Those Who Purchase $10 Worth of Records—Members of Trade Question Wisdom of Move

Buy $10 worth of records and a $250 period phonograph of recognized make will be delivered to the customer's home by one of New York's big department stores, without any first payment, and on an instalment contract running for twenty months. The offer has been widely advertised and has attracted considerable attention in the trade, mostly of an unfavorable character. The majority of retailers are insisting upon short terms and appear to be able to do a satisfactory business on that basis, losing no sales because of their demands for cash, or short-term contracts.

It is felt that advertising such as that indulged in by the department store has a tendency to give to the public the impression that there is a slump in the talking machine business and that by delaying their purchases they may perhaps enjoy some sort of price reduction. Those in touch with manufacturing conditions realize that there can be no reduction in machine prices for many months to come, and then only in the event that materials, and perhaps wages, drop. To advertise high-priced machines on twenty months' time, and without an initial cash payment, is regarded as an unfortunate business move just now.

D. C. PEYTON NOW IN PORTLAND

Former Aeolian Man Now Manager of Meier & Frank Talking Machine Department

D. C. Peyton, formerly with the Aeolian Co. of New York and Chicago, is now the manager of the talking machine department of the Meier & Frank Co. Mr. Peyton was with the Aeolian Co. seven years. He opened up the company in Texas, and while there was manager of the Vocalion department in the department store of Titch & Goettenger in Dallas.

The careful salesman will read each and every advertisement which his house puts in the local papers.

THE PHONOGRAPH NEEDLE FOR ULTRA TONE QUALITY

The vibrations are clarified by the Hood on the needle that produces the very best results.

SEMI-PERMANENT POINT

LOUD - MEDIUM - SOFT

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

807 The Arcade, Cleveland

3442 N. Clark St. Chicago, Ill.

N. E. M. I. T. CO., 127 E. 23rd St. New York City

89 10th St., South Minneapolis

Distributors for all states west of Mississippi River and Wisconsin

Model 11 Adam
42" x 37" x 24"

Model 0 Sheraton
45" x 19" x 20"

Model 10 Sheraton
42" x 37" x 24"

Model 2 Adam
48" x 22" x 23"

Model 3 Queen Anne
48" x 22" x 23"

Model 13 Louis XVI
42" x 37" x 24"

Model 1 Adam
46" x 20" x 21"

Model 12 Queen Anne
42" x 37" x 24"

L'Artiste
THE ARTIST IN REALITY

THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line *to-day.*

The Philadelphia Show Case Company

Distributors

NEW YORK
841-J Bush Terminal Sales Bldg.

PHILADELPHIA
127 North 13th Street

PITTSBURGH
2002 Jenkins Arcade

NEW ENGLAND DISTRIBUTORS
C. C. Moir, BOSTON, MASS.

M. L. KESNER GOES A-FISHING

Comes Back From Canada With Some Big Stories of Surprising Catches

M. L. Kesner, of the firm of Kesner & Jerlaw, the well known manufacturers of the Sonata line of talking machines, recently returned from a fishing trip in upper Ontario known as the "heart of Canada." Mr. Kesner's activities have been quite strenuous during the past few months, and following the several weeks spent

M. L. Kesner in the Woods

at the Grand Rapids Furniture show, he decided to take a rest.

Accompanying herewith is a photograph of Mr. Kesner and his two guides taken during his vacation period. It will be seen by the picture that Mr. Kesner supplied the firewood for the camp.

BULL PUP BATTLES VICTOR DOG

Large Crowd Witnesses Struggle With Papier-Maché Dog in Front of Portland Store of Bush & Lane Piano Co.

Portland, Ore., August 5.—When a white battle-scarred bull terrier started down Broadway the other day evidently he was looking for trouble. Opposite the entrance to the Bush & Lane piano store he encountered the fixed and immovable gaze of a three-foot papier-maché dog, which sits all day at the door listening, so they say, for "his master's voice."

The live dog looked up at the papier-maché dog and decided that he didn't like his looks. Perhaps the fact that the papier-maché dog paid no attention to him irritated him further. At any rate, the little bulldog seized the enormous muzzle of the papier-maché giant in a death grip. The two rolled on the pavement together. A crowd of 200 gathered to witness the struggle. When Edward Martin, one of the store employes, approached the building he thought a fire must have broken out. He dashed through the crowd, and, taking in the situation at a glance, dragged both the contestants inside the store to settle the dispute.

Forcible methods had to be applied to separate the bulldog from his prey. It was only after the assailant's enthusiasm had been dampened by several gallons of water that the papier-maché giant was released, and the little bull, still breathing defiance, was ejected from the store.

R. Fletcher & Son, of Chehalis, Wash., have just opened up an exclusive Brunswick department in connection with their jewelry store.

IMPORTANT COLUMBIA CO. CHANGES

Lambert Friedl Resigns as Manager of New York Branch of Columbia Co.—Succeeded by Kenneth Mills—New Post for McKenna

The general sales department of the Columbia Graphophone Co., New York, announced this week that Lambert Friedl, manager of the New York branch, had resigned from this position, owing to ill health.

Kenneth Mills, at present manager of the company's Chicago branch, has been appointed manager of the New York branch, effective September 1. Mr. Mills was formerly assistant manager in New York and is therefore thoroughly conversant with the local situation.

John McKenna, at present manager of the Columbia branch of St. Louis, has been appointed manager of the Chicago branch, succeeding Mr. Mills. Mr. McKenna formerly resided in Chicago, and the success that he has achieved in St. Louis well merits his promotion. Mr. McKenna's successor in St. Louis will be announced very shortly.

NOW PITTSBURG EMERSON AGENT

Clarke Musical Sales Co. to Retail Emerson Phonographs and Records in That City

Pittsburgh, Pa., August 6.—The Clarke Musical Sales Co., of this city, has been appointed representative for Pittsburgh and Western Pennsylvania for the Emerson phonographs and Emerson records, with offices and warerooms at 123-125 Water street. Charles Stran is manager in charge. He is one of the well-known talking machine men in the trade and is very enthusiastic concerning the outlook for Emerson sales in this section. He is planning, later in the month, to have a grand exhibition and demonstration of the Emerson line, when all of the dealers in his territory will be invited to attend the affair and meet some of the Emerson leaders in the trade.

MAKING ANSONIA MORE FAMOUS

Ansonia, Conn., August 5.—Ansonia, which enjoys a nation-wide reputation for clocks and brass work, is rapidly growing equally famous for talking machine needles. There are already two manufacturers of well-known lines of steel needles and the latest addition in the field of talking machine needles is the Mellowtone Needle Co. also of this city. This company, however, will differentiate from the others in producing semi-permanent needles only. These needles under test have played from 100 to 200 records each. The new semi-permanent needle has been named the "Superb" and an energetic publicity and sales campaign has been entered into to place the needle before the attention of the talking machine trade throughout the entire country.

NEW OREGON CORPORATION

The Etruscan Phonograph Co. has been incorporated with headquarters in Portland, Ore. The incorporators are M. E. McDermott, C. A. Cook and C. D. Christensen. The capital stock is $20,000. They will manufacture and deal in phonograph and other cabinets, phonographs and accessories.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 98 MICHIGAN AVE DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. LANSING

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM THE PHONOGRAPH CO. 1240 HURON ROAD CLEVELAND

SOLD BY WALTER D. MOSES & CO. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

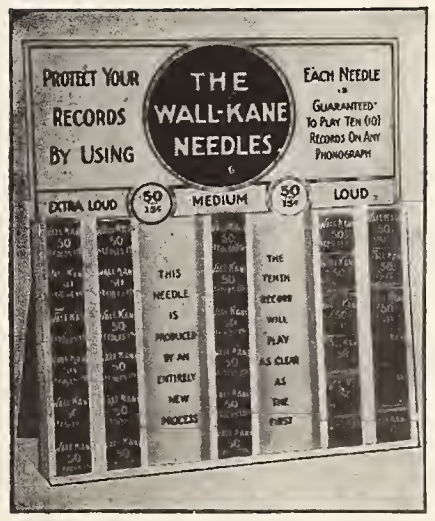
The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, and we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

Every WALL KANE NEEDLE is a great improvement of the highest grade steel needles of American manufacture, absolutely uniform in temper, length and taper. You may line up any number of any of the three grades of WALL KANE NEEDLES and you will find the above statement to be correct.

The point of the needle is greatly improved in the WALL KANE. Ordinary steel needles, owing to their fibrous structure, flatten out readily and bring more and more of the grain of the steel in contact with the record grooves. The point of the WALL KANE NEEDLES is treated by various chemical processes, several coatings being placed on it, thereby creating a layer of soft material that will not wear off until at least 3,000 revolutions are made and thus does not permit the grain of the steel to come into contact with the record grooves.

This material placed on the point, is softer than steel and such that it will greatly benefit the record, minimize the scraping sound, prolong the life of the record and play it better.

Any instrument or record will show off best when WALL KANE NEEDLES are used.



BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, $4.60; $4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a kind of WALL KANE Needles, cost the dealer $7.50; $8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.
145 West 45th Street, New York

PATHE ROOSTER FLIES HIGH

Frank Le Man Makes Airship Flight Accompanied by the Famous Pathe Trade-mark

The well-known Pathe trade-mark rooster was conspicuous in an airship flight made over the State and city of New York and a goodly part of New Jersey. The flying trip was made in one of the swift sailing clippers which was piloted by Lieut. Mark C. Hogue, aerial pilot,

The Airship in Which the Pathé Figured

and who had as a passenger Frank Le Man, one of the enterprising hustlers of the Pathe Phonograph Co.'s service department.

The start was made from the flying field of Paterson, N. J., and for several hours the airship sailed over the populous cities and fruitful farms of the States named at an altitude of 3,000 or more feet.

The photograph herewith given shows the machine at rest with Lieut. Hogue and Mr. Le Man in the foreground, the latter facing to the left. On the upright wing of the airship may be seen the erect figure of the famous Pathe bird, whose exultant head seems to carry a challenge of supremacy to the sky, and it is intimated that in passing over the farmyards of the country the joyous hens and roosters, gazing upwards, expressed their astonishment by setting up a vociferous chorus of cackling and crowing by way of giving their celebrated visitor a hearty welcome and bon voyage.

VELVET TURNTABLE TOPS

A. Wimpfheimer & Bro., Inc., 450-460 Fourth avenue, New York, well-known manufacturers and distributors of velvets, plushes and other materials made particularly for talking machine turntables, who have several factories producing such products, have recently inaugurated a publicity campaign exploiting their material for the purpose of inducing and encouraging all manufacturers of quality talking machines to equip their turntables with velvets and plushes in preference to the usual felt. The firm has prepared samples of their materials, which are now being forwarded to manufacturers of talking machines interested in equipping their turntables with velvets or plushes.

NEW WIDDICOMB CATALOG ISSUED

A new Widdicomb catalog has recently been issued showing the entire Widdicomb line of instruments handsomely illustrated and minutely described. Both the upright and the console models are represented and the booklet makes a most favorable impression.

MAYERS ENTERTAINS EMPLOYES

Proprietor of International Phonograph Co. Host to Staff at Picnic Held at Pelham Bay Park

On Sunday, August 1, all employes of the International Phonograph Co., 101 Essex street, New York, were the guests of Joseph H. Mayers, proprietor of the company, at an elaborate picnic held at Pelham Bay Park. The employes were accompanied by their families and Mrs. Mayers assisted her husband in welcoming the guests, with the result that the affair assumed the character of a real family party. There was plenty of music and dancing, and an excellent dinner was served by the host.

In appreciation of Mr. Mayers' generosity the employes prepared and sent to him a letter thanking him and bearing the signatures of all members of the staff. Those who attended the outing and signed the letter of appreciation were: Howard A. Jacobs, manager; Daniel M. Broad, office manager; Julius Weinberg, Paul Boiko, George Sklar, Max Chinkes, Ruth Mandel, Sam Jacobs, Morris Blaustein, Paul Roe, Max Sackiel and Nicola Clemente.

TO INSTALL EIGHT UNICO BOOTHS

The Unit Construction Co., of Philadelphia, has a contract to install eight sound-proof demonstration booths in the store of H. Kahansky, a Victor dealer, of Brooklyn, N. Y., with headquarters at 3137 Fulton street. Mr. Kahansky was originally a furniture dealer exclusively, but found the demand for talking machines and records so great that he decided to give his entire attention to the selling of the Victor line.

TO HANDLE CHENEY IN HARTFORD

The Co-operative Store at Hartford, Wis., has established a talking machine department, and will deal exclusively in the Cheney.

VITANOLA

QUALITY
SERVICE

Distributed in the Metropolitan District & New York State by
M. M. ROEMER SALES CORP.
1123 BROADWAY at 25th Street
New York

Announcing to the Trade

THE Superb Stylus Semi-permanent

The Talking Machine Needle Superb

Facts About this Needle:

Will play by actual test 100 to 200 records.
Will not wear the records, account of its patent point.
Will play any make record using steel needle.
Made in full and half tone.

It is NOT a loud, rasping, hissing needle like the ordinary, but one that produces a rich, clear, mellow tone that will be appreciated by all lovers of good, refined, pleasing music.

Packed 4 needles on a card, 125 cards
to a counter display carton.

Retail Price 25c. per card

As this needle is something entirely new, and is to be extensively advertised, we feel sure that the distribution of it will prove profitable to those fortunate enough to secure it.

We are now allotting territory and will be pleased to send samples and discounts to those interested.

Mellowtone Needle Company

Sole Manufacturers

Ansonia : Connecticut

Convention of Iowa Victor Dealers

State Association Holds Fourth Annual Gathering in Des Moines Under the Auspices of the Mickel Bros. Co.—Important Business Topics Discussed and Helpful Addresses Listened to—L. R. Spencer Elected President

Des Moines, Ia., August 3.—The fourth annual convention of the Iowa Victor Dealers' Association was held yesterday in the establishment of Mickel Bros. Co., Victor distributors, at 411 Court avenue, and served to attract over 200 dealers from all sections of the State.

After the members had been duly registered the morning session was called to order by the vice-president, R. B. Townsend, who was asked to preside in the absence of the president, Joseph Britt. Mr. Townsend welcomed the members to the convention, and after predicting a most successful meeting, both from a business and social viewpoint, introduced Mayor H. H. Barton, of Des Moines, who extended a formal welcome to the citizens.

Salesmanship Must Be Developed

Edward Lyman Bill, of The Talking Machine World and The Music Trade Review, was the first general speaker and devoted his remarks to the business prospects for next year. He emphasized the fact that there was a strong possibility of over-production and that salesmanship would have to be developed in the trade on a broad basis. He urged that retailers give thought to this situation and prepare their organizations to meet any new conditions that might develop.

The Value of Advertising

The next speaker was J. J. Rockwell, of the Reincke-Ellis Co., Chicago, who gave a most interesting and comprehensive address on the broad subject of advertising. Mr. Rockwell defined some of the many phases of advertising as it is constituted to-day, and emphasized particularly the importance of service by the retailer to his customer as one of the most effective factors in an advertising campaign. He declared that the trouble with too many people was that they believed that advertising was confined to the printed word, and hadn't gained a proper conception of its real scope.

How to Double Victor Business

Miss Mayme A. Jardine, of Mickel Bros., then gave a talk on "How to Double Your Victor Business." Miss Jardine pointed out most conclusively the great necessity of the sales force being properly educated about the particular features of the Victrola and the particular merits of the Victor Red Seal catalog. She told how, through being able to offer records of a parallel nature to customers, she was able to increase the sales to a very large extent. She then turned to the value of the educational side of Victor business, and explained how, through actual experience, she had created interest and stimulated sales through the installation of Victrolas in public schools for instruction.

At the close of Miss Jardine's talk, E. H. Haglind, of Mickel Bros. Co., gave a most interesting and instructive talk on the Victor motor, the cause, effect and repair of trouble which might befall the motor. While he was talking his assistants took down and reassembled one of the motors.

An Educational Demonstration

Miss Jardine then had a part of the floor cleared and with the aid of Loretta Boroff and Thos. Bonney, of Omaha, demonstrated the practicability of the Victrola in teaching different folk and conventional dances. With the aid of Gwendolyn Eiche, also of Omaha, she demonstrated the use of the Victrola in connection with school recitals. Both the cleverness of the entertainers and the practicability of the Victrola for this use were surprising to the onlookers.

Vice-President Townsend then appointed a nominating committee consisting of Harry Fetters, of the Mickel Furniture Co., Marshalltown; Harry Clarke, Anamosa, Iowa, and H. A. Teslow, of the Teslow Music House, Cresco, Iowa. The morning session was then adjourned and the members of the association became the guests of the Mickel Bros. Co. to luncheon at the Kirkwood Hotel. During the repast an orchestra, specially engaged for the occasion, rendered many of the popular and catchy hits of the day.

The Afternoon Session

Miss Ethel Rose Taylor, of Sioux City, Iowa, who is an instructress in the primary grades in Sioux City, was introduced by Mr. Mickel at the beginning of the afternoon session. She told of her work with school children and of how the Victrola could be used in connection with it. She then rendered one of her children's stories in a most amusing and entertaining manner, which recalled to some of those present those good old school days.

George E. Mickel's Interesting Talk

At the close of Miss Taylor's entertainment, George E. Mickel, president and general manager of Mickel Bros. Co., addressed those present on "Merchandising Victor Products," taking occasion to explain the meaning of proper financing. He deplored the policy of borrowing capital with which to make the initial investment, yet he expressed the belief that borrowing from banks to tide over a certain period was distinctly legitimate. He then gave some very valuable information on the present financial market of the United States and showed how, in spite of the fact that many believed it was unhealthy, the prosperity and the state of our banking interests were in a most satisfactory condition.

Mr. Mickel then turned to the subject of Victor merchandising and pointed out that, besides handling the proper line of merchandise, it was also necessary to have proper equipment and a sales force experienced and especially trained for their work. In connection with the line of merchandise, Mr. Mickel spoke of the Victor Co., the Victrola and the Red Seal catalog. In speaking of equipment Mr. Mickel said that he

(*Continued on page* 194)

Those Who Attended the Convention of the Iowa Victor Dealers' Association in Des Moines on August 2, 1920

1, R. L. Spencer, president; 2, L. A. Murray, vice-president; 3, H. B. Sixsmith, secretary; 4 R. B. Townsend, treasurer; 5, C. Tucker; 6, Mark Duncan; 7, James Donahue; 8, C. B. McGregor (four members of Executive Committee); 9, John G. Paine; 10, Geo. E. Mickel; 11, Billy Murray.

60%

OF YOUR RENT GOES FOR YOUR WINDOW SPACE

Are you making a profit on this investment?

Let us tell you about the USOSKIN MONTHLY WINDOW DISPLAY SERVICE—that is proving such a sales-maker for other phonograph dealers.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

CONVENTION OF IOWA VICTOR JOBBERS—(Continued from page 193)

had found that in practically every case where expensive installation of booths and proper equipment had been made the gain in business had been more than commensurate with the investment. When dwelling on the personnel for a Victor store he mentioned the necessity of the sales force being properly acquainted with the Victor line of merchandise and laid special emphasis on the importance of the record sales force being properly versed on the Red Seal catalog. He then spoke of the Mickel School of Victor Salesmanship, and told how its formation was made in order to offer free instruction to Iowa Victor dealers in the proper merchandising of Victor goods. He stated that the school would open on September 13th with Miss Mayme Jardine, who has had much experience in this field as instructress. In closing Mr. Mickel spoke of the broadening possibilities for Victor dealers, and offered the services of Mickel Bros. Co. to any of the members of the association in whatever way the company might be of assistance to them in furthering, promoting or increasing their Victor business.

Some Open Discussions

After Mr. Mickel's address an open forum for the discussion of important subjects to the dealers was established. The first subject, "My Best Investment," led by F. H. Walter, Morris Sanford Co., Cedar Rapids, opened up a discussion on the value of the Mickel School of Victor Salesmanship. Mr. Walter told how the week's course covered the making of records, musical appreciation, component parts of and construction of orchestras and bands, of the appeal of certain types of records to particular classes of people and how records properly selected do appeal to these people, pronunciation of operatic names and the names of the artists singing these selections. He also said the course covered the demonstration of machines and records and the study of the Red Seal catalog. M. H. Boesch, of the John Boesch Co., Burlington, and F. B. Ireland, Ireland Music Co., Independence, also spoke and enlarged on this very timely subject.

"Does an Exclusive Store Pay?"

The second subject for discussion was "Does an Exclusive Store Pay?" led by L. A. Murray, Davenport, who gave an unusually clever talk on the value of handling one line of merchandise. Evelyn Ashby, of Crary Hardware Co., Boone, and J. J. Donnelly, Baxter Piano Co., Davenport, also talked on this subject and told their personal experiences. E. W. Lundquist, of Mickel Bros. Co., also said a few words bringing out the importance of handling only one line in order that all of the time can be given to boosting that particular make. He also touched on the fallacy of knocking competitive lines.

The Subject of Installation

The next topic was "Victrola Installation," led by R. S. Baas, of Baas Music Shop, Rock Island, Ill. He and those who followed, L. R. Spencer, Harmony Hall, Iowa City; Harry Duncan, Duncan-Schell Co., Keokuk; D. J. Watters, Watters Drug Store, Iowa Falls, discussed and gave examples of the value of proper installation and of correct store arrangement.

The Subject of "Competition" Discussed

The next discussion was on "Competition," led by R. B. Townsend, of S. Davidson & Bros., Des Moines, who said that from his experience he had found two kinds of competition, namely, clean and unscrupulous. He said that in the former he found no danger, in that he was convinced that the line of merchandise he handled could easily stand up against competitive makes. In regard to the latter type of competition he said that he found that generally such type of business usually dug a grave for itself. Jas. Donahoe, of Donahoe & Donahoe, Ft. Dodge; Harry Clarke, Anamosa, and Wm. Murray, of Murray Company, Davenport, also spoke on the same subject.

"Foreign Records" and "Increased Shipments"

The subject of "Foreign Records" opened up a lively discussion from the dealers who had done business with foreign-American trade. Wolf Bernstein, of Standard Furniture Co., Centerville; Wm. Miller, of H. C. Waite Music House, of Cedar Rapids; H. Fetters, of Mickel Furniture Co., Marshalltown, spoke on this subject and offered many valuable suggestions.

The subjects of "More Records" and "Increased Shipments," the former led by C. B. McGregor, McGregor Bros. & Coens, Creston. and the latter subject by L. R. Spencer, of Harmony Hall, Iowa City, were discussions primarily on the subject of how to satisfy the customers with merchandise which was obtainable.

Mr. Mickel at the close of the open forum introduced L. M. Willis, Western sales manager of the Unit Construction Co., Philadelphia, and W. H. Reed, of Van Veen Co., New York City, who he said would offer the dealers whatever assistance they could in the planning and installation of proper store equipment.

The Victor Co. Policy

The chairman then introduced John Gregg Paine, of the legal department of Victor Talking Machine Co., who spoke on the Victor Co., its policy, its plans, and its products. He told of how the Victor Co. was always looking into the future in order to prepare and plan for the maintenance of Victor supremacy. He told of the gigantic plant of the Victor Co., and of its splendid equipment and of how steady additions had been made from time to time in order to allow for larger production. He then dwelt on the construction of the Victor cabinet, telling how carefully the lumber is selected and with what precision this lumber is cut and glued together in order to form the panels of the Victor cabinet. He described the minute construction of the Victor horn and the special compound which was used in making the tone arm in order that vibration would be reduced to the minimum to permit the most perfect reproduction of music. He then touched on production, recalling to those present the fact that the Victor plant was given over to war work and

20,000,000 Movie "Fans"

PICTURE SIDE OF RECORD

Are Starting a Collection of the
VOICE and PHOTO
OF THE
Famous Movie Stars
BY MEANS OF
TALK-O-PHOTOS

Be One of the Live Dealers to Appreciate This Big Opportunity

Phonograph Record of the Voice of the Star,
Combined with Photograph and Autograph

New issues monthly. 100 leading artists under exclusive contract
Retail price, 35c Generous discounts Samples on request

Manufactured under exclusive license granted by the Talking Book Corporation

TALKING PHOTO CORPORATION
334 Fifth Avenue, New York Robert B. ("Pat") Wheelan, Pres.

CONVENTION OF IOWA VICTOR JOBBERS—(Continued from page 194)

that a great deal of time was necessary in order to bring the production back to normal. He explained how the Victor Co. was continually instructing new workmen in the art of cabinet making and record pressing in order that the working force might be increased steadily.

In closing, Mr. Paine told of the broad gauge ideals and policies of the Victor Co. and he impressed his listeners with the fact that although the Victor Co. was increasing its production, that production would not be forced, for the company would at no time sacrifice quality in order to produce quantity or in any way jeopardize the prestige which Victor products held.

New Officers Elected

At the close of Mr. Paine's address the election of officers was held with the following being unanimously elected: President, L. R. Spencer, Harmony Hall, Iowa City; vice-president, L. A. Murray, Davenport; secretary, H. B. Sixsmith, Mickel Bros. Co., Des Moines, and treasurer, R. B. Townsend, S. Davidson & Bros., Des Moines. Executive committee: C. F. Tucker, Tucker Furniture & Carpet Co., Clinton; Jas. Donahoe, Donahoe & Donahoe, Fort Dodge; C. B. McGregor, McGregor Bros. & Coens, Creston; Jos. C. Britt, Crary Hardware Co., Boone, and Mark Duncan, Albia, after which the secretary, H. B. Sixsmith, read the minutes of the previous meeting and gave his yearly report which was unanimously accepted. L. R. Spencer also presented his report as treasurer.

The Final Banquet

In the evening the association members were the guests of Mickel Bros. Co. at a banquet, entertainment and dance held in the grand ball room of the Hotel Fort Des Moines. During the banquet and after it Billy Murray, the popular record artist, one of the members of the Eight Famous Victor Artists, now an exclusive Victor artist, rendered several of his most popular numbers to the great delight of his audience. Mr. Mickel gave a short address of welcome telling his guests what pleasure and happiness he derived in being able to entertain such a splendid organization. He told of how he had seen the organization grow in size and influence and added that he was sure that this power would continue to develop. At the close of the banquet Mr. Mickel called on the new president of the association, L. R. Spencer, who expressed his happiness over the honor which they so recently bestowed upon him. He promised to serve the organization to the best of his ability and to be at all times ready to be of service to any of its members. Mr. Paine, of the Victor Co., was then called upon and spoke of the happiness and pleasure that the Victor dealer was putting in a home when he sold a Victrola. He recalled how music stirred the passions of the soul and led this great world to a higher plane of living.

Telegram to the Victor Co.

During the banquet the following telegram was approved by the Association and sent to Ralph L. Freeman, of the Victor Co.:

"The Iowa Victor Dealers' Association assembled in Des Moines to-day unanimously adopted the following resolution: Whereas, this Association, representing practically every Victor department in the State of Iowa, and having the vision of the possibilities of the Victor line, being continually alert to improve our equipment and our organization; Be it resolved, that we wish to express to you our sincere loyalty to the Victor product, and inasmuch as our individual success depends entirely upon the volume of Victor merchandise, we wish to make known our earnest desire for sufficient merchandise with which to maintain the supremacy of the Victrola.

"Iowa Victor Dealers' Association."

Directly following Mr. Paine's talk Billy Murray rendered several more selections and then the floor was cleared in order to allow professional dancing talent to show many interesting and beautiful dances. After the prepared program of dancing and musical numbers the guests took the floor and tripped the light fantastic until the gray shades of dawn reminded them that it was time for the gathering to end

Those present included: S. Algase, Davidson Co., Waterloo; Miss Ashby, Crary Hardware Co., Boone; Mr. and Mrs. Anderson, Anderson Music Co., Eagle Grove; R. W. Anderson, Anderson Music House, Charles City; Marie Anderson, Crary Hardware Co., Boone; H. W. Burnett, Mickel Bros. Co., Des Moines; Geo. Bonfield and Mrs. Bonfield, Wade & Bonfield, Fairfield; M. J. Berry, Iowa Merc. Co., Newton; C. C. Brugmann, Iowa Merc. Co., Rock Rapids; R. S. Baas and Mrs. R. S. Baas, Baas Music Shop, Rock Island, Ill.; M. E. Bristol, Lohr & Bristol, Muscatine; C. E. Bomberger, Lohr & Bristol, Dallas Center; M. H. Boesch, Jno. Boesch Co., Burlington; M. Beard, Chase & West, Des Moines; W. Bernstein, Standard Furn. Co., Centerville; Loretta Boroff, Standard Furn. Co., Omaha, Neb.; Edward Lyman Bill, The Talking Machine World, New York City; Harry Clarke, Anamosa; D. Earl Combs, Combs & Clouse, Chariton; Paul Cushman, Red Cross Dec. Co., Centerville; Florence Cage, Mickel Bros. Co., Des Moines; C. E. Cook, Cook & Lindholm, Ogden; Mrs. C. E. Cook, Reginald Cook, Ogden; J. J. Donnelly and Mrs. J. J. Donnelly, Baxter Piano Co., Davenport; Eva Donner, Mickel Bros. Co., Des Moines; Mark Duncan, Albia; J. Donahoe, Donahoe & Donahoe, Ft. Dodge; Harry Duncan, Duncan-Schell Co., Keokuk; G. W. Dudgeon and Mrs. G. W. Dudgeon, Ames; Edna Erickson, Britt; Mrs. Jno. C. Eiche, Gwendolyn Eiche and Jack Eiche, Omaha; H. J. Fetters and Mrs. H. J. Fetters, Mickel Furn. Co., Marshalltown; Elizabeth Garrity, Mickel Bros. Co., Des Moines; M. S. Germain, Dubuque Music Co., Dubuque; Mae George, Holly Music House, Carroll.

W. W. Hunter, Northwood; Mrs. E. H. Haglind, Des Moines; E. H. Haglind, Mickel Bros. Co., Des Moines; H. S. Holley, Holley Music House, Carroll; Jno. A. Harris, Chicago; Wm. Hersbergen and Mrs. Hersbergen, Mitchellville; Sylvia Hall, Mitchellville; Verna Hall, Mickel Bros. Company, Des Moines; Mr. and Mrs. Chris. Hansen, Hansen Music House, Oelwein; M. Hodges, Des Moines; F. B. Ireland, Ireland Music House, Independence; W. G. Kennedy, Kennedy-Gardner, Iowa Falls; Laura Klema, Harmony Hall, Iowa City; E. W. Lundquist, Mickel Bros. Co., Des Moines; W. C. Ladage, Ladage Drug Co., Grundy Center; Wm. Lathrop, Fannie A. Nichol Co., Mt. Ayr; R. G. Lohr, Lohr & Bristol, Muscatine; R. A. Lonergan, Reinbeck, Ia.; J. G. Lewis and Maude Langridge, J. G. Lewis Music House, Manchester; P. K. McKee, Mrs. McKee and Leonard McKee, McKee Book Store, Indianola; Mrs. Mingo, Clear Lake, Ia.; L. A. Murray, L. A. Murray, Davenport; Wm. Murray, Murray Co., Davenport; Mr. and Mrs. F. Miller, H. C. Waite Music Co., Cedar Rapids; Mr. and Mrs. E. C. Mittvalsky, Cedar Rapids; Mr. and Mrs. C. B. McGregor, McGregor Bros. & Coens, Creston; Geo. E. Mickel, Mrs. G. E. Mickel, Geo. E. Mickel, Jr., Gladys Mickel, Mickel Bros. Co., Omaha, Neb.; W. A. Milliken, Milliken & Major, Berry.

Earl Norman and Mrs. E. Norman, Roshek Bros., Dubuque; Mr. and Mrs. Fred. Nolte and Irene Nolte, Stuart; Fannie A. Nichol, Mt. Ayr; Edwin Pauly, Burlington; Warren Pollard, Harry Clarke, Anamosa; Horace Port, Vinton; John Gregg Paine and O. C. Pearson, Victor Co., Camden, N. J.; Arthur Pritchard, Mitchellville; W. H. Reed, VanVeen Co., Philadelphia; J. J. Rockwell, Reincke-Ellis Co., Chicago; Herbert Roos, Waukegan, Ill.; Jno. A. Reed, Humboldt; Mr. and Mrs. F. S. Stewart and Ralph Stewart, Leon; Glenn Shoemaker, Arnold Jewelry & Music Co., Ottumwa; Leroy Spender, Harmony Hall, Iowa City; D. J. Short and Mrs. D. J. Short, Greenfield; Mr. and Mrs. F. R. Swan, Swan Pharmacy, Madrid; P. W. Simon, Philadelphia; Mr. and Mrs. H. B. Sixsmith, Mickel Bros. Co., Des Moines; Walter Stone, John Boesch Co., Burlington; Miss A. Selby, Eagle Grove; H. A. Teslow, Teslow Music House, Cresco; R. B. Townsend, Davidson Bros., Des Moines; Marjorie Tharp, Indianola; Helen Travis and Grace Travis, Mickel Furn. Co., Marshalltown; C. F. Tucker, Tucker Furn. Co., Clinton; F. R. Theden, Theden's Pharmacy, Tama; Ethel Rose Taylor, Omaha, Neb.

Ruth Uhl, Chase & West, Des Moines; Mrs. Jessie Vance, Vance Music House, Mason City; C. D. Welty, Britt; F. H. Walter, Morris Sanford Co., Cedar Rapids; Miss Wilson, Davidson Bros., Des Moines; Lelia White, Mickel Bros. Co., Des Moines; Jim Wilson, S. Davidson Bros., Des Moines; Frank Wilkinson, Mark W. Duncan, Albia; Mr. and Mrs. Wallace, Greenfield; W. I. Welker and Mrs. W. I. Welker, Des Moines; Mr. and Mrs. Wilson, Bollinger Music House, Oskaloosa; Jerry Young, Eli Van Blaricum, Mr. and Mrs. Roy Banta, Mr. and Mrs. Norman Banta, G. R. Henry, Mickel Bros. Co., Des Moines; Annon Clayton and Mayme A. Jardine, Mickel Bros. Co., Omaha.

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The Spirit of Progress

SINCE the inception of this business, always have we of this organization been ambitious to grow, to make of our product a better product. Always has it been our desire to serve sincerely the phonograph industry.

And it has been our idea that this service could best be rendered by designing and building a motor as nearly perfect as possible and then studying always to improve that model and that design rather than to introduce new and untried models.

Therefore, the Stephenson Precision Made Motor of today is much the same as the original product; a refinement here and a change there, and these instituted only when they have been proved worthy.

We believe this to be permanent growth, real service to the industry. We believe this adherence to one design (the best that we in this organization can produce), rather than to offer a multiplicity of models and designs, is the real Spirit of Progress.

STEPHENSON
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One West Thirty-fourth Street
New York City

MAKERS OF THE STEPHENSON PRECISION MADE PHONOGRAPH MOTOR

Nebraska Victor Dealers in Convention

Enthusiastic Attendance Characterizes Gathering of Victor Dealers in Omaha—Messrs. Mickel and Curtice, Local Distributors, Act as Hosts—Many Important Trade Topics Discussed—Banquet Closes Most Successful Reunion

OMAHA, NEB., August 7.—The fourth annual convention of the Nebraska Victor Dealers' Association convened at 9 o'clock Wednesday morning in the auditorium of the Rome Hotel. More than two hundred representative dealers of the State were present.

Due to the fact that C. L. Dudley, of the Dudley Music Co., Fremont, the president of the Association,. was not present and also because of the illness of the vice-president, Secretary Hugo G. Heyn, of Mickel Bros. Co., Omaha, called the meeting to order and asked for the appointment of Wm. M. Robinson, of the National Music Supply Co., of Omaha, as chairman of the convention. With unanimous approval Mr. Robinson took the chair and welcomed the conventioners in behalf of the Association. He spoke on the value of the organization to its members and also of the value of co-operation within the organization.

Edward Lyman Bill, of The Music Trade Review and The Talking Machine World, was then called upon to address the convention on the subject, "Next Year." Mr. Bill pointed out the necessity for concentrating on salesmanship, as the possibility of overproduction would render necessary aggressive selling in order to attain success. He urged the dealers present to prepare their organizations to meet any new conditions that might develop.

At the close of Mr. Bill's address, J. J. Rockwell, of the Reinecke-Ellis Co., Chicago, spoke on "Advertising." Mr. Rockwell made a comparison between intensive farming and intensive advertising, bringing to the attention of the dealers the fact that intensive advertising could not help but bring the same surplus returns in business that intensive farming brought in surplus crops. He mentioned the fact that the same importance and care should be given to advertising by small retail concerns as is given it by the large establishments of the country. In emphasizing this point he reminded his audience of the fact that Victor advertising was prepared by a corps of the most efficient experts in the country and it was therefore essential that local establishments use the same care and attention in preparing their copy in order that the plane of Victor advertising should not be lowered.

George E. Mickel followed, and spoke on the merchandising of Victor products from the jobbers' standpoint. He dwelt particularly upon the proper organization within the Victor retail store, and on financing a retail business. He said that the three things necessary for a successful merchant were, first, a proper line of merchandise; second, proper equipment, and third, proper personnel.

Due to the illness of Miss Mayme A. Jardine, efficiency expert of Mickel Bros. Co., Mr. Mickel also presented her subject, which was "Experiences in Victor Retail Departments." He then outlined a program showing the actual work being done in schools for the raising of money to purchase Victrolas and records.

(*Continued on page* 199)

Those Who Attended Convention of Nebraska Victor Dealers' Association in Omaha August 4, 1920

Numbered figures: 3. Hugo G. Heyn, secretary; 5. Page Hilsabeck; 6. Chas. L. Gaston; 7. C. R. Moore; 8. E. H. Ridnour; 9. W. M. Robinson; 10. Ross P Curtice; 11. George E. Mickel and 12. John G. Paine.

PERIOD TONE ARM

Mr. Talking Machine Manufacturer:

Before you place your order for tone arms and sound boxes, write to us for the new PERIOD UNIVERSAL TONE ARM.

PERIOD TONE ARM CORPORATION

55-61 West 17th Street **New York City**

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For Talking Machine Dealers

DOMES OF SILENCE

Nationally Advertised

The public have been taught the value of these slides.

Simple in construction, they save cabinet legs from strain, save floors from scratches, save rugs from tearing and make the cabinet more sightly.

HENRY PEABODY & CO.

Domes of Silence Division

17 State Street - - - - NEW YORK

Specify **DOMES OF SILENCE**

NEBRASKA VICTOR DEALERS IN CONVENTION—(Continued from page 197)

A short talk on the "Value of Special Training in Victor Salesmanship" was then given by Miss Mae Johnson, of Davidson Bros. Co., Sioux City, Ia., in which she explained the value of the Mickel School of Victor Salesmanship. In her talk she touched on the many valuable subjects which this school took up in order to make the sales force of a Victor store more efficient and better versed on Victor products. Miss Olive Smith, of the Dudley Music Co., Fremont, Nebr., then spoke on the same subject, dwelling on the importance of special training. She informed her listeners that through actual experience she was able to increase the sales of records in her establishment by being able to converse intelligently on the famous composers and on the renowned artists who make records for the Victor Co.

The morning session was then adjourned and the dealers became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at a luncheon in the private dining room of the Rome Hotel. After luncheon the official photograph of the Association was taken and then the ladies of the Association became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at the Orpheum Theatre, where a specially prepared program was given.

The Afternoon Session

The business meeting of the afternoon was called together by the chairman at 2 o'clock. George A. Beaver, of Mickel Bros. Co., Omaha, gave a fifteen-minute talk on the subject of repairs. During his discussion he told of the few simple troubles which might befall the Victor motor and how these could be readily corrected. Both the Ross P. Curtice Co. and the Mickel Brothers Co. offered the services of their repairmen to the dealers for whatever services they could render in showing the different dealers the Victor motor and explaining its component parts.

The chairman then called upon Secretary Hugo G. Heyn for his report, which was read and unanimously approved, as was likewise the report of the treasurer, which was read by the secretary. A letter was read from Ralph L. Freeman of the Victor Co., which thanked the organization for expressions of loyalty which had been sent him last year. A letter from Ernest John was also read expressing his thanks for being elected an honorary member of the Association.

L. G. Paine, of the Victor Co., then told of the manner in which the Victor Co. was increasing production through the installation of new equipment and the enlargement of the plant proper. He emphasized the fact that in no case would Victor quality be sacrificed for production. In closing he called attention to the advertising campaign being carried on by the Victor Co., and urged the dealers to hook up their local advertising with the national advertising of the Victor Co. in order to produce maximum results.

After Mr. Paine's eloquent address an open forum for the discussion of certain subjects of vital importance to Victor dealers was opened. In this forum all dealers had chances to express their ideas on such subjects as store equipment, record approval systems, and other subjects.

The election of officers was then held, the following officers being unanimously elected: Wm. A. Zitzman, A. Hospe Co., Omaha, president; S. S. Thorpe, Huse Publishing Co., Norfolk, Nebr., vice-president; Hugo G. Heyn, Mickel Bros. Co., Omaha, secretary; F. C. Jones, Jones' Book Store, Wayne, Nebr., treasurer. The executive committee consists of Charles L. Gaston, Gaston Music Co., Hastings, Nebr.; Page Hissabeck, Hissabeck Piano Co., Holdrege, Nebr.; C. R. Moores, Ross P. Curtice Co., Omaha; Wm. M. Robinson, National Music Supply Co., Omaha; E. H. Ridnour, Palisade, Nebr. Following the election the meeting was adjourned.

Left to right—Hugo G. Heyn, secretary; Chas. L. Gaston, executive committee; Wm. Zitzman, president; C. R. Moores and W. M. Robinson, of the executive committee

The Banquet in the Evening

In the evening the Association became the guest of Mickel Bros. Co. and Ross P. Curtice Co., both of Omaha, to a banquet, entertainment and dance, which was held in the private ballroom of the Rome Hotel. During the banquet George E. Mickel acted as toastmaster and welcomed the guests. During the latter part of the banquet several of those present were called upon for a few words, among them being John Gregg Paine and Edward Lyman Bill. Mr. Paine discussed the many advantages gained by attending association meetings, expressing the belief that after all it was the ability to grasp ideas and to apply them to your business which brought success. He also told the members of the Association how happy he was to have been elected an honorary member of the Association.

During the banquet Mr. Mickel read a telegram from Leslie C. Wiswell, of Lyon & Healy, Chicago, Ill., president of the National Association of Talking Machine Jobbers, which expressed his disappointment at being unable to attend the meeting of the Association. During the banquet the following telegram was read by the secretary, unanimously approved and ordered sent to the Victor Co.:

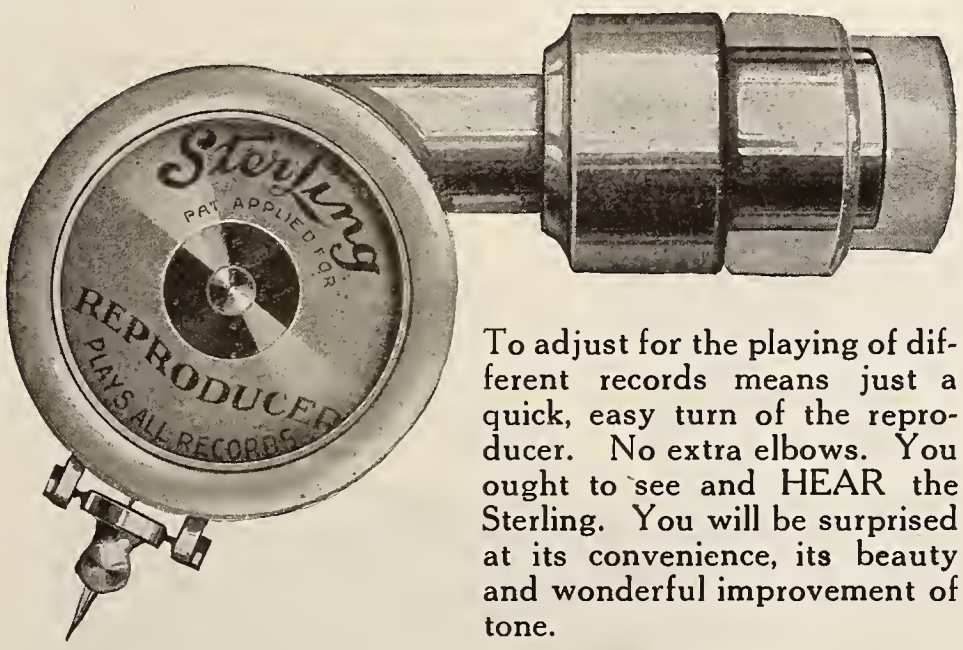
"We, Victor dealers of Nebraska and tributary territory, assembled at our fourth annual convention, extend to the Victor Talking Machine Co. our greetings, together with the assurance that as our loyalty to the Victor has not wavered in spite of the shortage in the past, so will it remain steadfast in the future, with the determination to maintain Victor prestige. Convinced of the unquestioned superiority of the Victor, we hope only for greatly increased shipments—then Victor will dominate, unchallenged."

During the dinner and after it the popular song idol, Billy Murray, sang several of his catchy selections, which drove his listeners into spasms of laughter. After completing his program Mr. Murray told how glad he was that he had become an exclusive Victor artist. He hoped, he said, that at some later time he might again be able to appear before them when touring the country with the "Eight Famous Victor Artists." At the close of the banquet George E. Mickel told how happy both he and Ross P. Curtice, of the Ross P. Curtice Co., were to be able to have the Association as their guests.

When the banquet broke up the dance immediately began and to the weird moans of the saxophone orchestra which had been especially hired for the occasion both young and old glided about the floor until the early hours of the morning.

Those who attended the convention included: E. A. Jones, Dorothy Fulton and Ed. A. Jones, Jr., Gaston Music Co., Grand Island; C. R. Moores, W. A. Wolff, Norman B. Curtice and P. E. Haney, Ross P. Curtice Co., Omaha; W. A. Howland, Mr. and Mrs. Kincaid, W. E., Mr. and Mrs. S. B. Yule, Mr. and Mrs. W. Brewster, Mr. and Mrs. Ross P. Curtice, Miss M. Newbret and Miss Marie Risser, Ross P. Curtice Co., Lincoln; H. T. Shultz, F. H. Shultz, Stanton; J. F. Gereke, J. F. Gereke, Seward; Miss Olive Smith and Ben. McHenry, Dudley Music Co., Fremont; Mr. and Mrs. A. W. Turn-

(*Continued on page* 201)



To adjust for the playing of different records means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.

Plays All Records

ATTENTION

Edison Dealers

Edison owners want this perfect Reproducer that plays all records.

Send for circular and prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-467 E. Ohio St. Chicago Illinois U.S.A.

MICKEL SERVICE *from* OMAHA

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

The two Bright Spots of the Middle West

It is our aim always to lead in the kind of cooperative Victor Service that will steadily increase the prosperity of Victor dealers located in the great middle west - - -

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

MICKEL SERVICE *from* DES MOINES

NEBRASKA VICTOR DEALERS IN CONVENTION—(Continued from page 199)

quist and Mrs. C. E. Louie, Lewis Reinhold Co., Manning, Ia.; Dr. W. A. Peterson, Elgin Drug Co., Elgin; Mr. and Mrs. Geo. A. Bates, Bates Music Co., Greeley, Col.; Harry A. Martin, H. A. Martin, Lyons; J. H. Bond, White Piano Co., Fairbury; T. A. Thompson, Thompson Drug, Albion; Mr. and Mrs. Fred Dietz, Fred Dietz, Scribner; F. H. Goebel, F. H. Goebel, Hartford, S. D.; Mrs. A. J. Johnson and Hilda Wendel, A. J. Johnson, Falls City; J. Laycock, Edw. Schuett, Miss Nellie Green, Mrs. Lynch and Chas. Bell, Orchard & Wilhelm Co., Omaha; Ross Nichols, Edward Nichols, Robert Nichols, Creston.

M. L. Jones, M. L. Jones, Fairfield; J. Pavlik,

Left to right—Tommy Bonney, dancer; E. L. Bill; Loretta Boroff, dancer; J. G. Paine; Gwendolyn Eiche, elocutionist, and Geo. E. Mickel, Jr.

Koutsky-Pavlik, So. Side, Omaha; Mr. and Mrs. Don C. Weber, Don C. Weber, Arlington; Page Hilsabeck, G. M. Anderson, Hilsabeck Bros. Co., Holdrege; Mr. and Mrs. H. W. Baker, Miss Paull, Walter Baker, Baker Pharmacy, Havelock; Mr. and Mrs. J. E. Gaskill, Louise Gaskill, Gaskill Music Co., Nebraska City; M. O. Daxon, Daxon Impl. Co., Neligh; H. C. Guild, Guild Music Co., Kansas City, Mo.; Miss Mae Johnson, Davidson Bros. Co., Sioux City, Ia.; T. W. Beard, Beard Music Co., Beatrice; Geo. W. Adams, Geo. W. Adams, Geo. Miller, Tabor, Ia.; Mr. and Mrs. R. W. Harvey, Edward Harvey, R. W. Harvey, Missouri Valley, Ia.; Ruth Robinson, Marie Sutherland, Robinson Jewelry Co., Ponca; Dr. W. T. Cross, Cross Drug Co., De Witt; W. T. Heaton, W. T. Heaton, Oxford; C. Phillip Norseen, Sheridan Music Co., Sheridan, Wyo.; A. H. Hastings, A. H. Hastings, Arcadia; R. P. Beard, D. R. Gaskill, Gaskill Music Co., Nebraska City; F. W. Calhoun, F. W. Calhoun, Cambridge; W. A. Zitzman, E. L. Baugh, A. Hospe, Paul Kepler, O. O. Over, Miss K. Giblin, A. Hospe Co., Omaha; Mrs. Gray, Miss Margaret Fillingsworth, National Music Co., Omaha; S. E. Kemp, Minnie Mundorf, Gladys Kemp, Bee Hive, Blair; Chas. Gaston, Gaston Music Co., Hastings; W. W. Barnes, Lillian Burell, W. W. Barnes, Peru.

E. D. Corr, E. D. Corr, Onawa, Ia.; W. A. Robinson, National Music Co., Omaha; F. R. Gaston, Gaston Music Co., Hastings; E. H. Ridnour, E. H. Ridnour Co., Palisade; W. J. Kness, J. J. Ruhl, Audubon Music Co., Audubon, Ia.; Mr. and Mrs. J. Myers, Myers Music Co., Villisca, Ia.; Miss M. Johnston, Orchard & Wilhelm Co., Omaha; I. G. Benedict, Benedict Piano Co., Clarinda, Ia.; Clara N. Sintek, Bredthauer Dept. Store, Scotia; Mr. and Mrs. Roy B. Hetzel and daughter, Roy B. Hetzel, Harlan, Ia.; R. D. Gaston, Gaston Music Co., Hastings; G. T. Ray, Allen Ray, G. T. Ray, Osceola; Mr. and Mrs. Geo. B. Tout, Tout Drug Co., York; Mr. and Mrs. J. O. Thorson, Anderson & Thorson, Wahoo; Mr. and Mrs. C. A. Walz, J. G. Beste, Hartington; Mrs. P. W. Folsom and daughters, P. W. Folsom, Ashland; Mr. and Mrs. Frank Anshutz, Frank Anshutz, Shenandoah, Ia.; A. J. Reinhold, Lewis Reinhold, Manning, Ia.; Mr. and Mrs. N. W. Herington, Mr. and Mrs. A. L. Doty, Herrington Drug Co., Newman Grove; E. Beechler, Kehrberg-Schneider, Le Mars, Ia.; Mr. and Mrs. Paul J. Albright, Paul J. Albright, David City; John Flynn, John Flynn, Spalding; E. L. Whitlaw, Gaston Music Co., Kearney.

Mr. and Mrs. Geo. E. Mickel, Thos. E. Mickel, Grace Mickel, Gladys Mickel, Mr. and Mrs. Geo. A. Beaver, Edith Darling, Alma Darling, Agnes Slaven, Mr. and Mrs. Ed. Propst, Hugo G. Heyn, Mrs. Grace B. Cozzens, Honore Yard, Lucile Ellis, Mr. and Mrs. E. N. Bowerman, Mickel Bros. Co., Omaha; Will E. Mickel, Mr. and Mrs. H. Stucker, Mr. and Mrs. E. H. Pretz, Mrs. Brodner, Bess Greenberg, Mr. and Mrs. Chas. Beems, Mickel Music House, Omaha.

Additional dealers—Miss Flora Hlava, Archie Meek, A. V. Hlava, Ravenna; Mr. and Mrs. C. D. French, French Furniture Co., Columbus; T. J. Motl, T. J. Motl, Mullen; Mr. and Mrs. Locke, F. H. Shultz Co., Stanton; Mr. and Mrs. A. H. Wherry, Wherry Bros., Pawnee City; Miss Blanche Sorenson, Omaha; E. L. Holland, Orchard & Wilhelm Co., Omaha; M. Johnson, M. Johnson, Valley; B. E. Lawerence, Gwen Robinson, Vera Jones, A. Hospe Co., Omaha; G. N. Cline, Ed. Patton, Omaha; John Mesing, Algona Music House, Algona, Ia.; Mr. and Mrs. Ed. Russell, Bertran Freizer, Russell Music House, Logan, Ia.

Special Representatives—W. H. Reed, Jr., Van Veen Co., New York City; L. M. Willis, Unit Constr. Co., Chicago; O. Pearson, John Gregg Paine, Victor T. M. Co., Camden, N. J.; J. J. Rockwell, Reineke-Ellis Co., Chicago; Edw. Lyman Bill, Jr., The Talking Machine World, New York City.

Are You Ready, Mr. Jobber

For FALL and HOLIDAY TRADE?

Here is your opportunity for profit and preparedness—a large assortment of beautiful Cabinets to select from. Manufactured from Genuine Figured and Quartered Oak.

PRICES LOW

Our prices are low considering quality of finish and construction.

We have some open territory for first class dealers.

Wire, Write or Phone

F. G. HUGHES **Kokomo, Ind.**

DALLASITES HONOR WM. MAXWELL

Dallas, Tex., August 5.—William Maxwell, vice-president of the Edison Laboratories, was the guest of honor at an informal reception and dinner given by A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Dallas Edison jobber, at the Dallas Country Club on the evening of July 28. Mayor Frank W. Wozencraft and thirty other leaders in Dallas commercial and civic affairs were in attendance.

Mayor Wozencraft and several other Dallasites who addressed the assemblage extended a warm and cordial welcome to Dallas to Mr. Maxwell, paid high tribute to Thomas A. Edison and his achievements and sketched briefly and interestingly Dallas' phenomenal growth and brilliant prospects for future development.

Mr. Maxwell responded with an expression of appreciation of the considerable prominence that Dallas has attained. He remarked that one seldom finds in New York newspapers front-page items of a sensational character bearing a Dallas date line, but that on the financial pages Dallas commercial activities are receiving increasingly frequent mention of a nature that clearly indicates the rapid progress Dallas is making. A feature of Mr. Maxwell's talk was a "close-up" of Mr. Edison, touching upon several of the characteristics that mark Mr. Edison as a really great man.

BEE CROFT

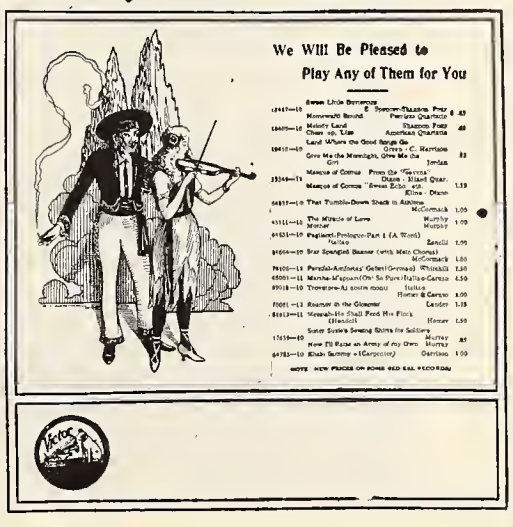
Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records



Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street

PHILADELPHIA

KNICKERBOCKER INCREASES CAPITAL

The Knickerbocker Talking Machine Co., New York, has announced an increase in its capital from $100,000 to $200,000. The business of this house is steadily growing.

NEW BRUNSWICK DEALER

McFadden's Pharmacy, of Athena, Ore., has been appointed a Brunswick dealer. Mr. McFadden has built a neat department and will carry the Brunswick exclusively.

Photo by Jean de Strelecki

Frieda Hempel, soprano, Metropolitan Opera Company, says: "Time is as precious in music as in life."

The Tru-Time Motor is to the Phonograph what the Conductor is to the Opera.

Our Guarantee

To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

Time Is the Life of Music

WHETHER the great artists are heard at the opera or on a phonograph, the slightest variation in time will ruin their efforts.

At the opera the conductor is responsible for perfect time, but until now, where the phonograph was concerned, you have been at the mercy of variations in current or mechanism.

AT LAST

after years of experiments the TRU-TIME MOTOR has been perfected which will POSITIVELY operate any phonograph at a constant speed. without regard to variations in current—

Tru-Time Motor

Reg. Trade-Mark U. S. Pat. Off.

THE TRU-TIME MOTOR already is in production and has been adopted as standard equipment on the higher priced models of one of the "Big Four" companies.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—*PUT IT IN WRITING.*

EFFICIENCY ELECTRIC CORPORATION

124 White Street, New York **Factory: Lowell, Mass.**

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the second of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

ASPECTS OF SOUND RECORDING

Number 2. The Causes of Echo

The reader will understand by this time that if the reverberations of the sound-waves which proceed from the sounding body and are thrown up towards the walls of the recording room and thence back again can in some way be either eliminated or completely controlled, the musical results, so far as concerns the records, will be vastly improved. The first point for consideration, then, is as to the cause of echo and reverberation.

The atmosphere, which is the medium of transmission for sound, is of a highly elastic nature. When, for instance, a tuning fork is caused to vibrate, each and every swing on the part of a prong of the fork causes the air surrounding the prong to execute a parallel motion. As the prong swings back and forth, so also does the air which immediately surrounds it. This group of air particles immediately surrounding the prong of the fork causes therefore a similar oscillatory disturbance to the group of particles which, in turn, surrounds it; so that as the motion of the prongs continues there is gradually generated a motion of the air particles exactly similar in speed and shape to the motion of the prongs of the tuning fork. In this way a wave of motion is generated through the air which proceeds in all directions until the motion of the original sounding body is brought to a stop.

The wave of motion thus generated acts in all directions and may be described as taking place through a series of concentric spheres of air. When we say that it is "gradually" generated, we speak relatively of course. The slowest speed of vibration necessary to produce an audible sound, at the lowest bass, is over twenty-five double vibrations per second. When one says "double" vibrations, one means vibrations back and forth, not merely in one direction. A motion to or fro is called an oscillation; a motion to and fro is a vibration.

Influence of Room Construction

Now this elasticity of which I speak is of the highest importance with reference to the subject of echoes. It is evident that if the sound-wave, which is not a motion of a particle of air through the air but the transmission of a motion from one particle to the next, comes in contact with any vibratory substance, it will, if it be sufficiently powerful, set up a motion in that body similar in all respects to its own. In other words, the motion of the wave through the air will be reproduced upon the body with which it comes in contact if the series of shocks of which the wave consists be sufficiently powerful to throw the body into motion. To take a concrete instance: suppose the walls of a recording room are made of light wood, in fact of regular wood partition stock. It will be certain that the sound waves generated by any powerful instrument or group of instruments will be sufficiently powerful to throw these wooden walls into vibration. They will begin to vibrate, and will either reproduce merely the vibration-speed which is being impressed on them or else will take up a vibratory motion of their own which will produce an entirely different and independent sound or series of sounds. In either case it is obvious that the original musical sounds will be complicated with these new additions and that the record will receive an increment of sound wholly unexpected and generally wholly undesirable.

It must not be forgotten that almost every elastic body of any kind, whether solid or gaseous, is capable of being thrown into vibration. Now this may mean, as I have said, one of two things. It may mean that the body will either simply reproduce the form impressed on it, or else that it will be excited to start its own particular natural period of vibration and thus produce its own sound. Every elastic body has its own period of vibration: that is to say, every elastic body tends to vibrate at a given speed and with a given intensity, as soon as it is suitably excited. The lighter and more elastic the body is, relatively speaking, the more readily will it be excited, and often the mere impression of the wave of motion from the air, if the speed of the latter is in any way an aliquot fraction of the natural period of the former, will be sufficient to cause the necessary excitation.

Thus it will readily be seen that sound-waves traveling through a room are subject to disturbance and may even be the causes of other sounds which were not intended and are not welcome.

Some Aspects of Difficulties to Be Solved

But there is another side to the difficulty. If the walls of the room are so designed that pockets, sharp corners and similar recesses exist, as is usually the case to some extent, and often is most painfully apparent, the sound-waves will be thrown off from these and projected once more into the general complex of sounds which is issuing from the sounding bodies within the recording rooms. This reflection of the sound-waves will take place in strict obedience to the elastic property of the air. The more intense the original impinging wave or complex of waves, the more intense will be the reflection thereof. Other things being equal, the more acute the angles and the deeper the pockets of the room corners and recesses, the more definite will be the reflections.

It thus is easy to see that the ordinary room, especially if its walls be light and made of material which is easily thrown into vibration, is not suited for the purpose of recording sound. In place of such rooms, there should be constructed chambers built with thick walls made of material which does not readily vibrate and of which, at any rate, the natural period is very much faster or very much slower than any sound within the range of the musical keyboard. It is also clear that, if possible, the construction, as to outline, should be such as to avoid echo traps of the nature described.

A great many solutions based upon these considerations may be put forward. I shall very briefly indicate the line of analysis which, I think, ought to be pursued.

Elimination of Echo

Disturbances through an elastic medium, involving the transmission of force, tend to take a curved direction. Motion, according to Newton's first law, continues in a straight line unless its direction is deflected by interfering forces. The attraction of gravitation upon a body moving through the air is such as to cause its motion to assume the form of a parabola. Such a curve, which is mathematically a section of a cone generated by a plane cutting the cone in a direction parallel with its main axis, is naturally taken by any body which travels through the air, as for instance a base-ball freely thrown from the hand (not pitched), a rifle ball, etc.

Now it is to be noted that if a horn be built with its outer edge or mouth in the form of a double parabolic curve, the sound-wave emitted therefrom will issue in its original shape, amplified but not distorted. It seems evident therefore that this principle should be applied to the construction of recording rooms.

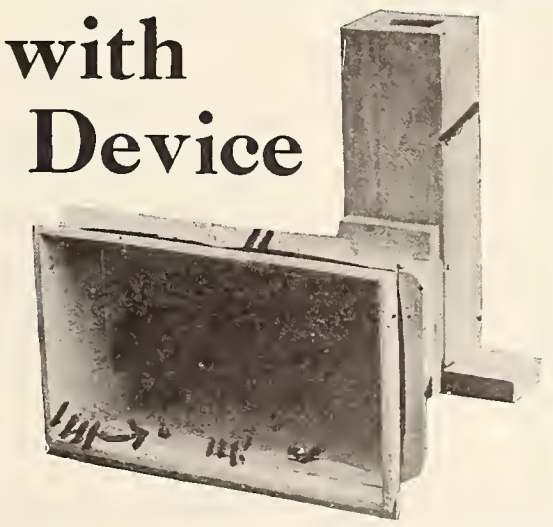
In the next article I propose to go into this matter in detail showing how such a room might be built and what would be the effect thereof on the echo problem. The subject, I believe, will be one of interest to the trade.

(To be continued)

L. Kay, of the Kay Talking Machine Co., 97 Chambers street, New York, has purchased the Victor department of the Schultz Novelty Co., 122 Nassau street, which will be incorporated with his present business, which is a steadily expanding one. The Schultz Co. will continue its regular novelty line.

An Amplifier with a Tuning Device

The most important invention introduced in recent years



The accompanying design shows (I) The tone conveyor; (II) Invention consisting of bridges on outside of four walls of amplifier, (III) cross bars on inside of amplifier and tension screws at (IIII) through which tension is applied to the different parts of the amplifier requiring adjustment.

This simple and ingenious device enables you to correctly tune the vibrations produced within the amplifier by the sound waves, and cause them to be in harmony with the vibrations produced by the Sound Box, insuring a correct reproduction of the sound waves as recorded on Phonograph Records.

Manufacturers — Distributors — and Cabinet Makers—WRITE for Details

Joseph Mersman : Ottawa, Ohio

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD · · · · LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD · · · · · · LONDON, E. C., ENGLAND

THE VALUE OF INTENSIVE ADVERTISING

By J. J. ROCKWELL, Advertising Counselor, Reincke-Ellis Co., Chicago

[The following address on "Intensive Advertising" was delivered at the convention of the Nebraska Victor Dealers' Association in Omaha on August 4 by J. J. Rockwell, advertising counselor of the Reincke-Ellis Co., Chicago, and is referred to in the full report of the convention elsewhere in this issue.—EDITOR.]

There is a term that is familiar to advertising men which applies, I believe, with a special force to the advertising and selling problems of retail merchants. That term is "intensive advertising."

Broadly speaking, the manufacturer of a commodity which is distributed and sold through established merchandising channels must necessarily proceed on the broadcast method. He visualizes his selling problems from a national viewpoint. His advertising is of national character and scope. It paints, as the great national advertising campaign of the Victor Talking Machine Co. paints for the whole nation, a great picture of the value and satisfaction which come from the ownership of the product which is being offered.

It is practically impossible for a sales organization which is working on the broad, national scale to develop those intensive and closely planned methods that will cultivate and make fruitful every inch of ground, and produce from every inch of it all of the possibilities of which it is capable.

That intensive work, as I see it, is the field of effort and opportunity for the retail merchant. In the intensive method of agriculture, one of the most important factors is the quality of the seed. In the intensive development of the retail sales field, one of the most important factors is the quality of the ideas and methods to be used in the production of sales.

It is an old saying that "two heads are better than one." This is just another way of saying that the capacity of every man necessarily has limits, and is less than the capacity of two men.

Any individual Victor dealer may be, from the standpoint of selling capacity, resourcefulness and fertility of ideas and invention, a veritable master, an equal in capacity of our wonderful Burbank in the field of horticulture—but just as we say in politics that "no man can be bigger than his party," so we may say in the business of merchandising Victor products that no man can be bigger than his industry.

A man must have more than ideas to successfully build any kind of business, retail or otherwise, but it nevertheless remains that ideas are the fruitful seeds from which all selling results grow, and advertising in all of its forms is merely a rapid method of extending and multiplying personal selling effort.

From his own unaided efforts, abilities and capacity, a merchant in Victor products or anything else may develop a very successful and satisfactory business, but I think everyone here will agree with me that he cannot unaided and alone go as far or as fast as if he thoroughly studies and weighs and takes complete advantage of all of the ideas that he may find in the careful study of all the new plans and methods that come to him through the co-operative channels of education of the industry as a whole.

Value of Trade Journals

One of the biggest opportunities for this kind of study that the Victor dealer has may be found in the journals of the trade. These journals are not mere expressions of one-man organizations which are made up of the ideas of an editor—they are the product of organizations which are actively out in your field of selling, surveying the opportunities, learning from all of the factors in the industry as a whole what new policies and methods are proving effective, what new developments are taking place, what ideas have been tried out that have proven successful; and these are transmitted to you in definite, concrete shape for easy assimilation; and it seems to me that any man who is eager to push and develop his business cannot afford to neglect the inspiration and the ideas which are bound to flow to him through careful and intensive study of those trade journals which are really giving service to the trade.

The same thing is true of the publications of the merchandising departments of the Victor Co. The thoughts and ideas and carefully worked out methods which are explained and visualized for the dealer in these publications—I am speaking now of such publications as the "Voice of the Victor"—convey to every merchant a concentrated value which is the result of a continuous survey of the whole field, and they are based, not on someone's theories or prejudices, but on the actual experiences of other men in your line of business who have tried out and demonstrated the value of such things as are suggested.

If I may be permitted to interject a personal note, the company which I represent is simply trying to do this same thing—analyze and develop and visualize the experiences and ideas which come to us from every corner of the industry, to crystallize these into practical definite workable shape and present them for your use.

Danger of Self-Satisfaction

There is nothing, I think, quite so deadly for an individual or business as to reach too high a degree of self-satisfaction and contentment. Wherever we look through the processes of nature we find the universal law that nothing stands still, everything is in motion, things go forward or backward, grow or decay—they progress or retrogress. And I am firmly convinced that this law applies in business and individual development just as absolutely as it does in the processes of nature.

Certainly in these times, with their uncertainties, with the tremendous flux that the peoples of all the world are in, it behooves us to make constant effort for the safeguarding of whatever position we are in, and, as I see it, the only way that can be done successfully is to pursue a constant effort to go forward—to keep achieving.

Now that we have the advantage of looking back at things, I think you will agree with me that the strong policy of the Victor Co. in maintaining and increasing its tremendous activities in advertising, in spite of sales conditions, with which they might well have been self-satisfied and content, has been a source of enormous strength for the industry as a whole, and that every factor in the industry is in a stronger and better position to-day than could possibly have been the case had that policy been otherwise.

From the smallest to the largest, every Victor dealer has the opportunity to avail himself of these tremendous forces of co-operative service which stand behind him, and to intensify with their aid, adapted to his local conditions, the cultivation of his field of sale so closely, so deeply, so completely, that the crops of business will continue to come with regularity and in abundance, as they have in the past.

The Definite Advertising Policy

It is my experience in twenty years of advertising work and activity that it is those concerns which have definite advertising policies that make the most out of the enormously productive power of advertising, and that the firms which pursue occasional "hit or miss" methods, depending upon the conditions at the moment, never develop the great and intensive results which proceed from close, steadily applied and continuous effort.

It would be presumption on my part to attempt to advise, and certainly I have no desire to do so, but the motto of my organization is give the service and, if I may make so bold, I would like to leave with you this thought: Whether your business be relatively great or relatively small, have an advertising policy, utilize advertising in a definite, planned way, consistently and aggressively and intensively. Study carefully, and utilize so far as they can be applied, the demonstrated and proven ideas and methods of the industry as a whole. "Look up, not down; look out, not in." In the words of the Chinese proverb, "He stumbles less who looks to the horizon than he who watches the road at his feet."

SOME VISITORS FROM THE WEST

During the past few weeks quite a number of the members of the sales staff of the Chicago branch of the Columbia Graphophone Co. visited the executive offices in New York and also spent some time in the factories and recording laboratory. Among these callers were Irving S. Leon, R. J. Mueller, W. J. Monroe and G. L. Bailey.

The Quartette MESSINESE makes its first four Italian Records on

This organization is considered the finest Instrumental Quartette ever recorded.

Real Folk Dances, in perfect dance time.

If you have Italian trade don't fail to stock these records.

Big SALES will follow.

OKeh

10-inch . $1.00

9001	Voci D'Angeli . VALZER	*Quartetto Messinese*
	Tra Veglia E Sonna MAZURKA	*Quartetto Messinese*
9002	Di Stella in Stella MAZURKA	*Quartetto Messinese*
	La Bella Nicosia QUADRIGLIA	*Quartetto Messinese*
9003	Allegri! Allegri! POLKA	*Quartetto Messinese*
	Pioggio di Fiori MAZURKA	*Quartetto Messinese*
9004	Sei Bella . . . POLKA	*Quartetto Messinese*
	Lotta D'Amore . VALZER	*Quartetto Messinese*

Phone Barclay 2493 **ZIEGLER, BAKER & JOHNSON, Inc.** Service In or Out of Town

100 Chambers Street, New York City

TIME TO GET TO WORK

"Newts," the Stephenson Booklet, Emphasizes That the "Buyer's Market" Is Now With Us —Some Seasonable Philosophy for the Trade

Frank T. Nutze, vice-president of Stephenson, Inc., is also the editor of an organ called "Newts," described as "a monthly, full of corn-fed philosophy, edited by Frank Nutze, at his home, Washington, N. J."

The July issue of this organ recently arrived and, as usual, contains much interesting material. Of special note, however, is the chapter under the caption "A Buyer's Market," which we repeat herewith:

Some time ago I had in "Newts" a story in which I said that one of these days we would have a "buyer's" market rather than a "seller's." Eggsactly. And now, to-day, I believe such a change has come about.

I have just returned from a business trip and I have talked with many men, salesmen selling various classes of merchandise, and the consensus of opinion is that there is a slowing up; that the anxious and ready buyer isn't quite so anxious and ready. I have learned that in many lines of wearing apparel the slowing-up process almost approaches stagnation. Precisely.

Well, I am not surprised. I am not a high-brow when it comes to questions of economics, but I've got sense enough to know that we can't go on forever increasing wages and jacking up costs until the man who digs a ditch is receiving a thousand or so a week and paying an equal amount for a suit of clothes. That isn't a question of economics; it's just plain every-day one-horsepower sense. Absolutely.

The woim is beginning to toin. The salesman who heretofore has worn out the seating of his trousers has got to wear out a bit of shoe leather; has got to hustle out into the highways and byways and do a little work. And that is about all there is to it. We are just getting back to normal conditions, that is all. And it is an almighty good thing, too. It is just about time that the woim did a little toining.

I say this and rather enjoy the whole situation for this reason: That in a seller's market, when everyone is scrambling for goods, the dominating question is delivery and not quality. Any old thing will go; any old thing that can be delivered. Whereas, in a buyer's market, where all can make delivery, where all are scrambling for orders rather than for delivery, then the buyer has a chance to look the market over and, calmly and quietly, to select the best material. Precisely, eggsactly and absolutely.

And this reacts to those manufacturers who take the pride of the craftsman in their work; who are not willing to sacrifice quality for quantity; who are in business to stay, and who expect to hand the business down to posterity rather than to make a clean-up and get-away. During the next few months I look for sort of a survival-of-the-fittest proceeding. And, too, and understand I say this with all charity, I welcome such a proceeding because it will serve as a good large dose of castor oil to the industry.

So to-day I roll up my sleeves. I clear my desk as a battleship clears for action. There comes to my mind a sort of "I should worry" feeling, for I know that our product is a precision-made motor, and, too, I have faith in the industry and in the men in it.

No. 8

AMERICAN

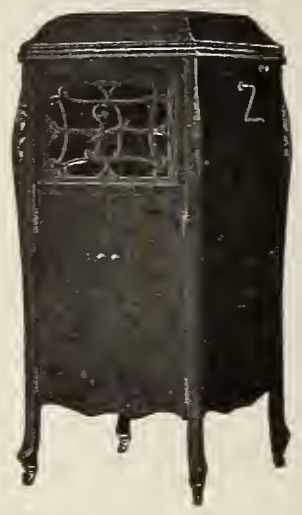
The American line will bring you success. Nine models made in the popular finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.


No. 11

COLUMBIA DEALER SERVICE MEET

Gathering at Philadelphia Recently Was a Decided Success in Every Way—Interesting Program—Geo. W. Hopkins Makes Address

As mentioned in another section of this issue of The World, the members of the Dealer Service staff of the Columbia Graphophone Co. held an interesting meeting at Philadelphia recently. There were present at this meeting the members of the executive offices and the managers of the Dealer Service divisions and their staffs from all of the Columbia branches east of the Mississippi. They met to discuss matters of organization and field work, and to lay the ground work for important future plans incidental to this fast-growing phase of Columbia merchandising.

The first day's session, under the chairmanship of H. L. Tuers, manager of the Dealer Service department at the executive offices, extended long into the evening, being completely occupied with routine business and closing with several addresses by executive members, viewing past performances and announcing new policies soon to be put into operation.

The second day's meeting opened with general discussions which continued until after noon, when the whole assemblage left for New York. A special session was held at the Advertising Club in New York in the evening, where the party was addressed by George W. Hopkins, general sales manager of the Columbia Co. The third and last day of the convention included an early morning trip to the factories in Bridgeport, and luncheon at the Hotel Stratfield. An enjoyable evening at the Midnight Follies concluded the convention.

Columbia Dealer Service Force Meets in Philadelphia

JOINS COLUMBIA ORGANIZATION

The general sales department of the Columbia Graphophone Co. announced recently that H. L. Obert had been appointed manager of the Dealer Service department of the new Columbia branch at Omaha. R. C. Rae, manager of this branch, is planning to give the dealers in his territory intensive service and co-operation, and Mr. Obert's previous experience well qualifies him for his new post.

At The Height Of Popularity

Dealers selling the Portophone are cleaning up. Why not be one of them? Mail your order at once. Prompt deliveries

There is no question but that the Portophone is the highest quality machine of its kind on the market. Double spring motor. Universal tone arm. Guaranteed. Carrying compartment for 12 Records.

Also a full line of accessories. Prices on request

Esco Music and Accessories Company

137 LAWRENCE ST., BROOKLYN, N. Y.

OSCAR ZEPERNICK JOSEPH A. KERR

IS EMPIRE CO.'S EXPORT AGENT

Victor P. Sabin to Handle Export Business of Chicago Manufacturers

Victor P. Sabin, manager of the furniture department of the China, Japan and South America Trading Co., Ltd., with New York headquarters at 34 Pine street, is export representative of the Empire Talking Machine Co., Chicago. Mr. Sabin is well-known in South American and West Indian trade, and visitors interested in the Empire line will find a full exhibit of these instruments, as well as Empire records, at Mr. Sabin's office in New York City. A foreign trade campaign is planned.

DEATH OF JOHN H. STEINMETZ

President and Founder of the Empire Talking Machine Co. Dies Suddenly on Saturday—Passing Greatly Regretted by the Trade

Chicago, Ill., August 10.—Members of the industry in this city were greatly shocked to learn this morning of the death of John H. Steinmetz, president of the Empire Talking Machine Co., which occurred suddenly on Saturday afternoon at the close of the convention of the Empire Co.'s sales force, which was held at the Auditorium Hotel. Mr. Steinmetz had looked forward to this reunion with a great deal of pleasure, and he was never in such good humor or apparently in better health than when receiving his ambassadors at this gathering. He had only just returned from a visit to the East with Mrs. Steinmetz and expressed himself as greatly benefited by his visit.

Mr. Steinmetz was associated in the early days with the Newark Table Co., Newark, O., and later with the Tonk Mfg. Co., Chicago, and some years ago founded the Empire Talking Machine Co., which has been developed along very successful lines. Mr. Steinmetz was a great believer in building a permanent business by the delivery of values and he perfected an organization which will continue along the lines pursued by its originator. Services were held to-day at his late home, 846 Leland street, and were attended by a host of friends and members of the trade. The interment was at Graceland Cemetery. A widow, Mrs. Clara Steinmetz, daughter, Catherine, and a son, John, survive.

WILL SAIL AUGUST 21

Otto Heineman Sails From Europe Next Saturday—W. G. Pilgrim Gives Optimistic Report Anent Conditions Throughout Trade

Word was received this week at the executive offices of the General Phonograph Corp., New York, that Otto Heineman, president of the company, will sail from Europe on August 21. Mr. Heineman writes that he has been thoroughly enjoying his trip abroad and has also taken advantage of the opportunity to close several important business deals, which will be announced in the near future.

W. G. Pilgrim, treasurer of the company, states that talking machine manufacturers seem to be imbued with confidence regarding the business outlook for the rest of the year and for 1921. Quite a number of manufacturers have visited the company's offices during the past few weeks and have placed good-sized orders for immediate delivery. Apparently there is an undercurrent of optimism in the trade which will undoubtedly be reflected in the sales totals this Fall.

W. C. Fuhri, general sales manager of the Okeh record division, has been visiting the jobbers throughout the West during the past few weeks, and judging from the orders he has received for Okeh records this popular line is gaining steadily in prestige in all parts of the country. The new Newark factory is now producing Okeh records and nothing is being left undone to increase the output. Okeh jobbers and dealers are making plans for a record-breaking Fall business and the factory facilities are being constantly augmented in order to keep pace with the requirements of the trade.

RAGTIME RASTUS IN THE MOVIES

Clever Toy Featured in the New Film Production, "Dangerous to Men"

Ragtime Rastus bids fair to class with Mary and Doug. as a film star, following the initial appearance upon the screen of that clever dancing darky toy in the new film production, "Dangerous to Men," in which Viola Dana is starred. Ragtime Rastus is given a "close-up" in the picture and proves to be one of the star performers. The selection of this interesting toy is to be accepted as an indication of its popularity and cleverness.

NEW MODERNOLA PLANT UNDER WAY

Represents an Expenditure of $300,000 to Meet Demands of Growing Business of the Company

Johnstown, Pa., August 6.—The construction of the new plant of the Modernola Co., of this city, is now well under way. When completed, it is expected to represent an expenditure of over $300,000 and will rank among the best-equipped plants in this country. The construction is progressing without any hindrance to the steady production of the Modernola and the greatly increased facilities will provide a vastly increased output. A feature of the new plant will be the dry kiln system, which is said to be one of the most efficient known and will have enormous capacity. The factory will be so arranged that production will proceed in its proper sequence, starting from the kilns and ending in the shipping department.

The present officials of the company are D. Hall Wendell, president; Chas. Thomas, vice-president, and M. S. McFeaters, secretary-treasurer. These with William Friedline and George A. Buse constitute the board of directors. Under their efficient management the firm has grown from a $10,000 concern, founded in 1918, to the $250,000 firm of the present day, which is in need of greatly increased facilities to take care of its steadily growing business.

Peter Paulsen, proprietor of Paulsen's Pharmacy of Raymond, Wash., an exclusive Brunswick dealer, has returned from a five months' trip to Europe. He reports talking machines and records in big demand there.

NEW HOME RECORDING DEVICE

New Jersey Plant Will Send Out Samples to Trade on October 1—Can Be Used on Any Talking Machine—Of Great Trade Interest

The American Home Recorder, Inc., is placing on the market a recording device that can be used in the home and which is attracting wide attention. This home recorder is to be distributed through the talking machine trade, and agencies are now being established. The company operates a factory in Nutley, N. J., with a home office at 222 Market street, Newark, N. J., and with a New York City branch at 49 West Forty-fifth street.

C. H. Streit is president of the company; C. E. Sanders, vice-president and general manager; N. E. Reed, secretary; M. J. Dubois, purchasing agent, and E. J. Albrecht, merchandise manager. The company's product is a home recorder of extreme simplicity which it is claimed can be operated on any talking machine by the aid of a removable attachment without marring the talking machine cabinet or its mechanism.

A special wax record or a number of them can be delivered with each machine. However, the recording equipment includes a special liquid, which, if the owner of the record so desires, will remove any recordings appearing thereon by rubbing the liquid over the surface of the record.

Deliveries of samples will be made to the trade on October 1 and quantity deliveries for sales purposes will be forwarded on November 1. A special educational and sales campaign will be carried on in the interim, showing the ease with which sales to consumers can be made.

EDISON CONVENTION AT DALLAS

Great Body of Dealers Assembles in Dallas Under Auspices of Texas-Oklahoma Phonograph Co.—Addresses by Wm. Maxwell and J. B. Gregg—A. H. Curry Was Chairman

Dallas, Tex., August 4.—The Edison Dealers' Convention staged by the Texas-Oklahoma Phonograph Co., of this city, at the Hotel Adolphus, Dallas, on July 28 and 29 was a real red-letter event. One hundred members of the Texas-Oklahoma Edison Dealers' Association were in attendance. The Edison laboratories were represented by William Maxwell, vice-president, and J. B. Gregg, advertising manager.

The convention comprised three sessions, with A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., as chairman, and was topped off by a most enjoyable banquet and entertainment in the Adolphus Palm Garden on the evening of the 29th, at which Mr. Maxwell presided as toastmaster. C. H. Mansfield, manager of the Dallas Edison Shop, handled the banquet entertainment program and did the job up royally. Foremost among the talent presented was Miss Leeta Corder, soprano, a new Edison artist, who has attained an almost meteoric rise to great prominence; the Edison Shop Trio (pianist, violinist and soprano), a splendid organization that plays a big role in the musical activities of the Dallas Edison Shop, and Miss Eva Munster, a well-known local soprano, who rendered several popular numbers in very pleasing fashion.

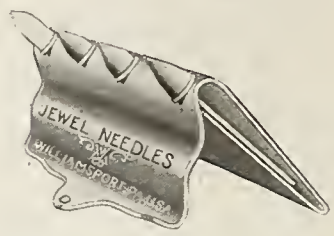
When Mr. Maxwell took the platform at the morning session on the 29th he was presented with a list of fifteen questions that had been drafted by the assembled dealers at a previous meeting. Chiefly the questions concerned general policies of the Edison laboratories and each matter involved was explained thoroughly by Mr. Maxwell. The questions disposed of, Mr. Maxwell delivered a highly interesting address, in which he outlined, among other things, the marked improvements in Re-creation manufacturing conditions, which insure a substantial growth in output. Other high lights of Mr. Maxwell's address concerned the favorable situation of the Edison dealer in respect of the present trend of financial conditions, the essentialness of music and the importance of adhering to policies of merchandising that demonstrate the New Edison's true relation to music and to music's power.

At the afternoon session on the 28th Mr. Gregg outlined in complete detail the fourteen propositions of the 1920 Edison Co-operative sales promotion campaign, mentioning some very interesting particulars regarding the immensity of this campaign.

L. T. Donnelly, manager of the Diamond Music Co., New Orleans, attended the convention and delivered a brief message concerning the importance of each dealer's lending wholehearted co-operation towards the execution of the big 1920 Edison advertising and promotion campaign.

During the convention the Texas-Oklahoma Edison Dealers' Association held one session devoted to affairs of that organization, including the election of new officers. The new officers are: President, William Lutner, Phonograph Shop, Temple, Tex.; first vice-president, T. M. Harrell, Phonograph Shop, Sulphur Springs, Tex.; second vice-president, W. W. Dyer, Phonograph Shop, Ft. Worth, Tex.; secretary, H. H. Starcke (re-elected), Starcke Furniture Co., Seguin, Tex.; auditor, L. E. Dublin, Jones & Dublin, Brownwood, Tex.; Marvin Leard, Phonograph Shop, Inc., Muskogee, Okla.; George Congdon, Linn Brothers Phonograph Co., Sherman, Tex.

Ready for Delivery



No. 3 Holder for Jewel Points

As necessary on the completely equipped phonograph as the Needle Cups. Send 10 cents for sample and price in quantity

Eastern Sales & Export Office
Williamsport, Penna., U. S. A.

SOLE DISTRIBUTORS

Universal Master Motors
Universal Tone Arms
Universal Auto Stops
Villinger Auto Lid Supports
Modifier Rods, Grille
Hinges, Needle Cups, White
Ceylon Sapphire Points
High Grade Gold Plating

Ask for Quotations

STEADY DEMAND FOR VICSONIAS

Both Models of the Reproducer Proving Popular With Trade and Public

The Vicsonia Mfg. Co., New York, manufacturers of the Vicsonia reproducer, report a most satisfactory demand for both models of reproducers made by the company—model A for playing Edison records and model B for both Pathé and Edison. The demand is particularly strong for this season of the year and presages an active Fall. Production has reached a point where orders are filled promptly.

The Vicsonia Co. contemplates a strong advertising campaign during the Fall months in which a number of daily papers will be used with the idea of reaching the public direct. The advertising will be designed with a view to having inquiries come to the dealers handling Vicsonia reproducers in the various territories.

Don't wait until it begins to sprinkle before starting to lay in something for a rainy day—particularly machines and records.

SPECIAL INTRODUCTORY OFFER—During August Only

New Elgin Tone Arm

"Known for Tone"

The New Elgin Tone Arm at these sensational introductory prices for August, offer phonograph manufacturers and assemblers a money-saving opportunity. Heavily nickel-plated, full-swinging with the throw-back feature. Needle centers perfectly for all makes of records. Regular price of $4.50 each prevails on Sept. 1st. Buy now and buy 6—save $3.00.

Introductory Offer

No. 40 A. H.—Samples	$3.50
No. 41 A. H.—Lots of 6	3.25
No. 42 A. H.—Lots of 25	3.10
No. 43 A. H.—Lots of 100	2.95

COLE & DUNAS MUSIC CO. 54 W. Lake St. CHICAGO, ILL.

WHY M. M. ROEMER IS OPTIMISTIC

Prominent Vitanola Jobber of New York Tells Why Various Developments Point to a Large Volume of Trade the Coming Fall and Winter

M. M. Roemer, president of the M. M. Roemer Sales Corp., New York City, distributor of Vitanola talking machines for New York State and the metropolitan district, recently returned from Chicago, where he spent some time at the Vitanola headquarters in that city. He was enthusiastic over the immense size of the new Vitanola factory, which is in full operation at Cicero, Ill., a suburb of Chicago. At that plant only four models of the Vitanola talking machine are made, namely, Vitanolas 6, 8, 10 and 12. The plant consists of seven large floors, with a floor space of over 500,000 square feet. Every modern time and labor-saving device has been installed and the new plant has materially increased the output of Vitanola instruments. Adjoining this plant is a separate office building and a handball and tennis court for employes.

In speaking to The World, Mr. Roemer said: "Some of the machinery I saw there was indeed a surprise to me. One machine cut lumber sixteen high at one operation. It is on account of this greatly increased output that the Vitanola Talking Machine Co. was in a position to reduce the list prices on July 31. This company is one of the few organizations which manufacture their instruments in their entirety. Business in our own territory, I can report, is excellent. While it is true there has been a let-up in the demand on the part of the ultimate consumer, our Summer season this year exceeds that of a year and of two years ago. I am looking forward to a better Fall and Winter season than ever before. Only a small proportion of the people in this country are at present unemployed, and as there are no liberty loans or other war drives which eat into the pocketbooks of the public, it is only natural to presume that talking machine sales will grow stronger than ever before during the next six months. I believe that the increase allowed to the railroads means prosperity, for those companies will now begin to spend this money. The railroads are the backbone of the nation and improvements in the efficiency of the railroads will have a decidedly favorable effect. I know," added Mr. Roemer, "that this view of mine is echoed by many of the largest phonograph manufacturers throughout the country, and I believe that the trade can confidently expect big business this Fall. The M. M. Roemer Sales Corp. has decided to deliver in New York direct to the dealer's door instead of by express from Chicago, as heretofore.

BALDWIN CO. TO HANDLE VICTROLAS

Seeure Victor Agency for Elaborate Department in Cincinnati Store

Cincinnati, O., August 7.—The Baldwin Piano Co. has made arrangements to handle the Victor Co.'s line of talking machines and records in the elaborately equipped talking machine department in their remodeled quarters here and will feature the line in a very strong way. It is expected that the formal public announcement of the acquisition of the Victor line will be made by the Baldwin Co. shortly.

ROTARIANS GUESTS OF GRANBY CO.

Newport News, Va., August 3.—Following a luncheon of the Rotary Club of this city to-day the entire gathering of Rotarians, numbering over one hundred, were the guests of Harry Levy, president of the Granby Phonograph Corporation, at its large plant here. The guests were conducted throughout the various buildings and the careful process of building Granby phonographs was shown. The up-to-the-minute machinery installed and the thorough efficiency in the operation of the plant elicited many highly complimentary comments on the part of the guests.

DETROIT DEALERS PLEASED WITH GENERAL TRADE TREND

Business During the Summer Months Was of Large Volume, According to Leading Dealers—Goldberg in New Quarters—Sonora Advertising Attracts—Bayley's Big Summer Trade

Detroit, Mich., August 7.—It has been a good Summer for talking machine dealers in the city of Detroit. Sales were excellent and steady; on the other hand, dealers have been able to get merchandise, and practically all they needed, with an exception here and there on some particular style or model. However, the public no longer need go without a talking machine because of its inability to secure one. Dealers are all well stocked, apparently; some have even more machines than they need right now and yet are ordering right along, storing the surplus, because they will take no chances on a shortage next Fall. Then, again, some dealers have told us that they are buying at present prices because they look for further price advances.

"The best Summer I ever had" is not uncommonly heard among local talking machine dealers. Probably one of those who can shout this the loudest—because it is true—is Frank Bayley, proprietor of Bayley's Music Shop on Broadway, who says he has done 300 per cent more business this Summer than any previous one. Mr. Bayley handles the Edison phonograph. He has just completed plans for erecting a twelve-story office and business building on property recently leased for ninety-nine years on Broadway, in the same block where his store is now located. It will probable cost upwards of $500,000. Work is to be started within the next two years, or just as soon as all of the leases of tenants now on the property expire. Mr. Bayley is laying plans for a series of Edison recitals this Fall, to be given before various Masonic organizations.

The Goldberg Talking Machine Co. has moved from 163 Gratiot avenue to No. 95 Gratiot, where it has better quarters and is closer to the heart of the retail district. A long lease of the new quarters has been secured and it has been fixed up very attractively.

The J. L. Hudson Music Store, Wallace Brown's Brunswick Shop and the Edison Shop, all of whom are closing at noon on Saturdays, do not feel that they are losing any business, as their customers simply buy when the store is open. It is the opinion of Mr. Brown that next year all music and talking machine dealers should co-operate in the half-holiday on Saturday during the hot weather. "It stands to reason that if everybody would close nobody would lose a dollar's worth of business and people would simply educate themselves to buy the rest of the week," he remarked. "Why don't people demand the stores be open Sundays or holidays?—because they have been properly educated not to expect them to be open."

A very beautiful electric sign advertising the Sonora phonograph has recently been erected atop the Temple Theatre Building, facing the Campus Martius. It is unquestionably the best downtown location in the city and the sign is certain to be seen by thousands of people every night.

A prominent talking machine dealer who recently visited Detroit told the writer that he believed the day would come when the big talking machine companies would not sell their products to as many dealers as now. "I have talked with several leading manufacturers and in an offhand way they have told me that they were wishing they had less dealers," said the visitor. "It is better for a manufacturer to place his line with a retailer who will handle it exclusively and who will push it, rather than let some dealer handle it who has two or three other lines. That sort of dealer doesn't push any of the lines for fear of stepping on somebody's toes. In order words, that kind of a dealer is not half as alive as the one who has just the one line."

The lease on the building now occupied by the Edison Shop has been passed to other parties after the present expiration of the lease, which means that the Edison Shop must soon start to look for another location.

A. A. Grinnell, treasurer of Grinnell Bros., is still talking about the wonderful entertainment provided at the annual convention of the Victor jobbers in Atlantic City. Mr. Grinnell looks after the Victor business of Grinnell Bros., which firm is the Michigan jobber. Mr. Grinnell is certainly pleased to know that the time has come at last when goods can be secured within a reasonable period of time. He reports that there is no limit to what the jobber or retailer can do in the talking machine line, providing he can get all the goods he requires—there are so many ways and means of getting new business and so many channels for development.

Here's a hint for Fall and Winter: Many a man on a cold day has wandered into a talking machine store and purchased a few records just because the store looked warm and cozy. Hence, make your store attractive.

NEW COLOR FOR VOCALION RECORDS

Beginning With August List, Vocalion Records to Be Pressed on Dark Red Material

Beginning with the August list of Vocalion records, all such records will be manufactured in an attractive shade of dark red, which is in harmony with the new lateral cut Vocalion label. Vocalion records are recognized as distinctive in many particulars and the use of this new shade in the record material will serve to identify Vocalion products with a promptness that should have a material effect upon the popularity of those records.

HOFFAY CO. MAKES ASSIGNMENT

The Hoffay Talking Machine Co., Inc., dealer in phonographs and parts, with an office at 14 Thomas street, New York, and headquarters at Wilmington, Del., on August 6 made an assignment to Maurice L. Shaine. The company was incorporated in June, 1915, with capital stock of $1,000,000. Joseph Hoffay is its president.

Line Up with a Leader—Link Up to LAUZON!

A product of one of the oldest and finest furniture factories in Grand Rapids.

Backed by a plant that for many years has made the art furniture requirement of great home furnishing houses and large department stores from coast to coast.

Containing the highest standards of motive power, tone reproduction and accessory equipment.

LAUZON cabinet construction, plus the STANDARD motor, plus the FLETCHER tonearm, plus ample resources, plus square dealing, equals success.

Line up with a leader — link up to LAUZON!

SEVEN UPRIGHT AND TWO CONSOLE MODELS

IMMEDIATE SHIPMENTS

Attractive Proposition for Jobbers and Dealers FOR AVAILABLE TERRITORIES

ADDRESS

MICHIGAN PHONOGRAPH COMPANY

Office Address: National City Bank Building
Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN.

ANNUAL OUTING OF NEW YORK TALKING MACHINE CO.

Employes of Prominent Victor Wholesaler Are Guests of Arthur D. Geissler at His Magnificent Farm—Program Includes Field and Water Sports, Barbecue, Dancing and Entertainment

The annual outing and games of the employes of the New York Talking Machine Co., Victor wholesaler, is taking place to-day, August 14, and judging from the program prepared for this outing it will be one of the most interesting and successful events held by any member of the local talking machine trade in recent years.

The employes are the guests of Arthur D. Geissler, president of the New York Talking Machine Co., at his magnificent farm, "Dream Lake," Ossining, N. Y. This farm, which was recently purchased by Mr. Geissler as his permanent residence, is one of the show places of Westchester County, and the accompanying illustrations hardly do justice to the marvelous natural beauty of this immense farm.

A Partial View of the Magnificent Gardens

According to the official program the employes will leave Grand Central Station at 9.30 in the morning in two special cars. Automobile buses will meet the train at Ossining and proceed to Mr. Geissler's farm at Illington road.

Tennis Courts Where Dancing Will Be Held

After a visit to the various points of interest on the farm, including the "57 varieties" of animals which make their abode at "Dream Lake," the party will adjourn to the athletic field, where the following games will be held: 200-yard relay race for men, 25-yard race for ladies, potato race for girls, sack race for boys, tug-o'-war for men, tennis match and hand ball match.

The field judges for these events are Geo. Kelly, Howard B. Merritt and A. C. Ely.

After the field events are held the party will partake of luncheon, which, according to the official program, is a combination of animal food, automobile accessories and medical appurtenances. However, it is likely that every one will be sufficiently hungry to enjoy the repast, regardless of the ingredients used.

Following the luncheon water sports are scheduled, and among these events are canoe tilting, canoe obstacle race, swimming race and fancy diving. The judges for the water sports are the same as for the field events.

At 6.30 in the evening the employes will take part in an old-fashioned barbecue, which promises to be one of the most interesting features of the program. On Mr. Geissler's farm there are ample facilities for this event and there is no doubt but that the employes will witness and enjoy an evening which will leave permanent memories.

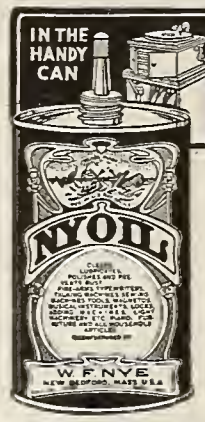
According to the program dancing is scheduled after the barbecue, "provided you are still able to stand on your feet," and following the dancing there will be an entertainment by some of the most popular artists recording for the Victor catalog.

A View of the Beautiful Lake

H. C. Ernst, of the executive staff of the New York Talking Machine Co., whose home is located adjacent to Mr. Geissler's magnificent farm, is in charge of the various details incidental to the outing and under his supervision it is safe to say that "a good time will be enjoyed by all."

John Gifford, who has been connected with the talking machine store of Brown & Page, Charlotte, N. C., has left that concern to become manager of the talking machine department of the Office Supply Co., 3 West Fourth street.

The management of the Brunswick department of the J. H. C. Petersen's Sons Store in Davenport, Ia., has been taken over by F. A. Mulford.



Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.

COX RECORDS SPEECH ON LEAGUE

Democratic Candidate Makes a Number of Campaign Records Made up of Parts of His Speech of Acceptance—Has Made Many Records to Be Used During the Campaign

Dayton, O., August 9.—Governor James M. Cox made public to-day a statement on the League of Nations which he has incorporated in one of the several campaign records which he has just recorded. Several short speeches have already been recorded by the Democratic nominee for the Presidency and these have been made up largely of excerpts from his speech of acceptance. The record just made will contain the following message on the League of Nations:

"I favor going into the League. This is the supreme test. Shall we act in concert with the free nations of the world in setting up a tribunal which will avert wars in the future? This question must be met and answered honestly and not by equivocation.

"We must say in language which the world can understand whether we shall participate in the advancement of a cause which has in it the hope of peace and world reconstruction, or whether we propose to follow the old paths trod by the nations of Europe; paths which always led to fields of blood.

"We must say in language which our own people can understand whether we shall unite with our former allies to make effective the only plan of peace and reconstruction which has been formulated, or whether we propose to play a lone hand in the world and guard our isolation with a huge army and an ever-increasing navy, with all the consequent burdens of taxation.

"I repeat, I am in favor of going in."

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

CARPENTER PAPER COMPANY
OMAHA *Distributors* NEBRASKA

ROSS P. CURTICE CO.

VICTOR WHOLESALERS

OMAHA, NEBRASKA

We offer VICTOR Dealers practical, co-operative service that will enable them to take profitable advantage of the world-wide fame, prestige and supremacy of VICTOR products.

How can we assist you in expanding your business?

WILL TAKE MUCH NEEDED REST

Lambert Friedl, Wholesale Manager of Columbia Branch in New York, Resigns—Will Announce Future Plans Shortly

The many friends in the trade of Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., have learned with regret that this popular member of the talking machine trade has found it necessary to resign from this position, owing to ill health.

Lambert Friedl

According to present plans, Mr. Friedl will take a few weeks' rest at his home in Yonkers, N. Y., spending the greater part of his time in automobile trips through Westchester County. This will give him an opportunity to recuperate from the severe strain under which he has been working the past year and a half.

Lambert Friedl is one of the best-known members of the wholesale talking machine trade in the East. For over three years he was manager of the New York branch of the Columbia Graphophone Co., and the phenomenal success he attained in this important position won for him the esteem and friendship of the trade throughout this territory. He is recognized as one of the most capable members of the wholesale division of the industry, and his indefatigable efforts in behalf of Columbia product contributed materially to the remarkable sales totals achieved by the New York branch of the Columbia Graphophone Co. Mr. Friedl plans for the future will be announced shortly.

NEW ASSOCIATION FOR ELIZABETH

Preliminary Steps Taken Towards the Organization of New Association of Music Merchants in That City—Next Meeting on September 9

Elizabeth, N. J., August 9.—The first steps towards the organization of a local association of music merchants here were taken on Thursday of last week at a meeting held at the Elks' Club and attended by a half-dozen or more dealers. The meeting was called by George L. Hirtzel, Jr., at the suggestion of E. G. Brown, of Bayonne, State Commissioner for New Jersey for the National Association of Music Merchants, and was attended by C. L. Dennis, secretary of the National Association, who explained in detail the work of that organization, as well as the Music Industries Chamber of Commerce, with which it is affiliated.

Otto G. Altenburg, of the Altenburg Piano House, was chosen temporary chairman, and B. McCandless, of the Elizabeth Talking Machine Co., temporary secretary. A strong effort will be made to interest all the dealers in the immediate vicinity in the new move so that the organization can be completed and permanent officers elected at the next meeting to be held at the Elks' Club on September 9, at noon.

Those who attended the meeting and pledged their support to the Association were: S. T. Morrow, James H. James, G. L. Hirtzel, Jr., B. McCandless, Otto G. Altenburg and Thomas Sullivan. The music houses not represented at the meeting, but who signified their interest and offered their co-operation included Frank Frick, Goerke-Kirch Co., Joseph Flusser, A. Wachman, Phonograph Shop, Tapner Music Co. and the Union Talking Machine Co. As will be observed, talking machine dealers apparently take as much interest as piano men in the new organization.

C. N. Andrews, of W. D. & C. N. Andrews, Buffalo, has become a director in the newly formed Merchants' National Bank at that enterprising city.

MAIN-SPRINGS

For any Phonograph Motor

Best Tempered Steel

1	in. x 10 ft. for Columbia.....Each	$0.50
1	in. x 13 ft. for Victor.....Each	0.50
1¼	in. x 18 ft. for Victor.....Each	0.75
1	in. x 12 ft. for Heineman.....Each	0.60
⅞	in. x 10 ft. for Col. Pathé-Heineman Each	0.50
1 3/16	in. x 16 ft. for Heineman .....Each	1.20
1	x 16 ft. for Saal or Silvertone....Each	0.90
1	in. x 10 ft. for Saal or Silvertone..Each	0.60
1	in. x 16 ft. for Sonora or Brunswick Each	0.90
¾	in. x 10 ft. for all small type machines Each	0.45
1½	in. full size for Edison Disc.....Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.

Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House

1000-1002 Pine St. St. Louis, Mo.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in

THE MUSIC TRADE REVIEW

ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

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Send your $2 now for a full year's subscription to

THE MUSIC TRADE REVIEW

373 FOURTH AVENUE NEW YORK

IMPORTANT COURT DECISION IN VICTOR-CHENEY SUIT

U. S. District Court in Grand Rapids Finds for Victor Co. on One of Three Claims for Patent Infringement in Action Against Cheney Co.—Grants Injunction and Accounting

A decision of widespread interest to the talking machine industry was handed down by Judge C. W. Sessions in the U. S. District Court for the Western District of Michigan, in Grand Rapids, on August 5, in the suit brought by the Victor Talking Machine Co. against the Cheney Talking Machine Co., charging infringement of the two Johnson Patents, Nos. 814,786 and 814,848, both issued March 13, 1906. The court in its decision found valid and infringed claim 42 under the former patent, and valid but not infringed claims 7 and 11 under the latter patent. The court also granted an injunction and an accounting, referring the case to the Master in Chancery for such accounting.

The decision is of such widespread interest that it is published in full herewith:

This suit is for infringement of two patents, No. 814,786 and No. 814,848, both issued March 13, 1906, to the plaintiff as the assignee of the inventor, Eldridge R. Johnson, also president of the plaintiff company. The original application was filed February 12, 1903, and later was divided, the second application having been filed February 9, 1904. The first patent is for Improvements in Talking Machines and the second for Improvements in Amplifying Horns. Claim 42 of Patent No. 814,786 and claims 7 and 11 of Patent No. 814,848 are here in issue and are as follows:

"42.—A talking-machine, comprising a tapering sound-conveyer means for attaching sound-reproducing means to the small end thereof, and horn-coupling and supporting means with which the other end of said conveyer is movably connected."

"7.—An amplifying-horn, comprising a continuously-tapering tube having a joint to allow a movement of one end of said horn in relation to the other, said horn being supported at said joint."

"11.—An amplifying-horn, comprising a tapering curved tube, said tube being pivoted on a substantially vertical axis to allow a horizontal movement of the smaller end of said tube, the curved portion of said horn connecting sections thereof lying in substantially parallel planes, said axis passing through or adjacent to said curved portion."

The defenses relied upon are: (1) That the claims declared upon are invalid for want of invention; (2) non-infringement; and (3) laches.

1. Validity

The gist and substance of Johnson's invention (described, defined and embodied in the patents and the claims here in issue) consisted of the production of a talking machine having an amplifying horn tapered or flared outwardly from its connection with the sound box, curved or bent upon itself in the form of the letter "U" and so joined and supported as to permit movement of the inner and smaller section thereof independently of the outer and larger section and thus to relieve the needle or stylus of the burden, weight and inertia of the heavier and larger part of the horn. The invention of the patents marked a distinct and substantial advance over the prior art. Before Johnson's discovery, amplifying horns of talking machines which tapered or flared from a point at or near the connection with the sound box were constructed either in a single piece or in parts rigidly connected and were movable only as a whole upon or across the record disc. The earlier machines were cumbersome, unwieldy and inconvenient and, by their weight and inertia, cast a heavy burden upon the needle or stylus. Talking machines in which the amplifying horn was located at a distance from the sound box and connected therewith by a sound conveyer of constant diameter were admittedly inferior in both volume and quality of tone reproduced. The utility of the invention, both as a commercial product and an aooustical achievement, was at once recognized. Its success has been marvelous. In this connection, it is to be noted that, while probably the inventor did not anticipate such result, his invention has made possible the modern inclosed or cabinet talking machine. These patents have been held valid in the courts of this country and England in both contested and pro-confesso cases. In this suit, nothing new has been presented which tends to destroy or modify the force and reasoning of the earlier decisions.

2. Infringement

Claim 42 reads definitely, specifically and literally upon defendant's talking machine. The "tone arm" or "sound conveyer" of defendant's machine is tapering, its small end is attached to and connected with the sound box or reproducer by a mechanical device and its large end is movably connected with the structure by which it is supported and by which it is coupled in the amplifying horn proper. While defendant's tone arm or sound conveyer is composed of short octagonal sections, each of which has parallel sides and is straight, yet each section is larger than the preceding one and the assembled sections constitute a tapering structure which is the exact mechanical if not acoustical equivalent of a conical sound conveyer. The contention of the defendant that the means for attaching the sound reproducer to the small end of the sound conveyer must be confined and limited to the "goose-neck" connection shown in the drawings and described in tbe specifications of the patent is without merit. There is nothing contained in the drawings, specifications or history of the patent which requires such limitations. This contention is also negatived by the fact that the "goose-neck" connection is itself made the basis of other claims of the patents. The fact that the amplifying born of defendant's structure for a considerable distance from the larger end of the tone arm is not tapered is quite immaterial. Claim 42 does not call for a horn tapered in its entire length. Nor is it material whether the amplifying horn is supported by the top of the cabinet or by the bracket of the preferred form shown in the drawings of the patent. In either case the horn coupling and supporting device is located at the larger end of the tone arm or sound conveyer, whicb is movably connected therewith, and so meets the requirements of this claim.

Claim 7 calls for "an amplifying horn, comprising a continuously tapering tube" etc. By no stretch of construction can defendant's amplifying born, viewed as a unitary structure, be regarded as "a continuously tapering tube." The tone arm portion of the horn composed of octagonal straight sections and that portion composed of the so-called orchestral sections may fairly be said to be tapering within the purview and meaning of this claim, but that portion of tbe tube lying between the tone arm and the orchestral sections, which is approximately of the same length as the tone arm itself, is of constant and slightly less diameter than the larger end of the tone arm. Such a tube cannot be said to be continuously tapering within any definition of the term. A voluntary limitation of this character is binding upon the patentee and those claiming under him. *D'Arcy Spring Company vs. Marshall Ventilated Mattress Company* (C. C. A. 6) 259 *Fed.* 236.

It is also clear that claim 11 is not infringed. This claim calls for "a tapering curved tube, * * * * the curved portion of said horn connecting sections thereof lying in substantially parallel planes." The connecting portion of the tube of defendant's machine is not tapered and is not curved. The lower turn or bend of the tube is at the junction of two straight sections and is abrupt and forms a right angle. There is no evidence tending to indicate the adoption of this form of sound conveying tube for the purpose of avoiding infringement. The designer of defendant's machine, who is both a noted and accomplished musician and has had long experience in the construction of musical instruments, testifies that this form of construction was adopted by him after many experiments whicb led him to believe that the quality of the tones reproduced was greatly improved thereby. The so-called "Mechanical Throat" of defendant's amplifying horn is the subject of Patent No. 1,170,801, granted to Cheney February 8, 1916.

If the question of infringement of claims 7 and 11 were otherwise doubtful, all doubt is removed by an examination of the specifications of the patents in suit, from which it appears that the curvature and continuous taper of the second conveying tube of the amplifying horn are prominent and basic features and elements of the invention. The patentee says:

> "By locating the small end of the horn in this manner so that the sound-conducting tube or horn flares outwardly practically from the sound box I have found that it allows the sound-waves to advance with a regular, steady and natural increase in their wave fronts in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter. It is also desirable to avoid abrupt turns in the sound-conducting tube or passage.
>
> "It is therefore the object of my invention to provide a talking machine witb an amplifying horn meeting these requirements * * * *
>
> "It is further to be noted that I have avoided to the greatest degree any abrupt turns, * * * * I have produced, in effect, a sectional horn tapering from end to end."
>
> "The object of this form of my invention is to provide an amplifying horn * * * of such a character that the same will have all the material advantages of a single horn connected directly to the sound box, but without having the disadvantages due to long passages of small and practically constant diameter, to the weight of the bell portion of the amplifying horn, and to abrupt turns in connecting-tubes."
>
> "The fact that all portions of the conducting tube or horn are tapered allows the sound-waves to advance with a regular and natural increase in their wave fronts in a manner similar to that of ordinary musical instruments, obviating the disadvantages due to long passages of small and practically constant diameter having abrupt turns."

3. Laches

Upon this subject little need be said. A former suit by the same plaintiff against the same defendant for infringement of the same patents was begun in November, 1915, in the District Court for the Northern District of Illinois. In March, 1917, after proofs bad been taken and the case had been made ready for hearing, upon motion of plaintiff and with the consent of defendant, the suit was dismissed without prejudice and upon condition, imposed for the benefit of both plaintiff and defendant, that the testimony theretofore taken might be used in any subsequent suit between the same parties. In the present suit defendant bas taken full advantage of the condition so imposed. Tbe proofs show and courts will take judicial notice of the extraordinary and abnormal conditions which existed in this country and in the world at large from the Spring of 1917 to the Spring of 1919, and, in a lesser degree, to the present time. Litigation of this character was frowned upon by public officials, was discouraged by the courts and, as far as possible was avoided by everyone. Under these circumstances, it cannot be said that plaintiff has been guilty of such laches as to preclude it from asserting its rights and prosecuting suits for trespasses thereon.

A decree will be entered finding claims 7 and 11 of Patent No. 814,848 valid but not infringed and claim 42 of Patent No. 814,786 valid and infringed; granting an injunction; directing an accounting; and referring the case to John S. Lawrence, Master in Chancery for such accounting. Neither party will recover costs.

C. W. SESSIONS,
District Judge.

Dated, August 5, 1920.

WORKING FOR MUSIC IN TEXAS

Texas Music Merchants' Association Making a Strong Bid for Support from the Trade

The officials of the Texas Music Merchants' Association, with headquarters in Dallas, are making a strong effort to enlist all music merchants in the State in support of the work of the association in developing a more general interest in music on the part of the public. In this connection Robert N. Watkin, secretary and treasurer of the association, recently sent the following letter to the various music merchants in the State:

"As you know, the work of our association is primarily to spread the interest in music more widely among the people of Texas.

"To do this it is important that each one of us should tie up with the work being donè by the music clubs, city music commissions, music patrons and the business men of our communities who are especially interested in music.

"It is also important that we tie up with local association, State association and national association.

"There are changes now on the way evident to all, which make it important, too, that we should follow the principles of good merchandising. The evils which were prevalent in our business, such as cut prices, over-long instalment accounts and lack of interest on such accounts, have been proved to be not profitable business methods.

"With better trained salesmen, more and better advertising, better terms and better collections, the music merchants of Texas will stand out as the best in the United States.

"During the past few years those in the music business have enjoyed their work and gotten pleasure out of it.

"Let this be our pledge for the remainder of the year: 'I will co-operate and strive to enlist the co-operation of my fellow-workers in the upbuilding of high ideals in the music business'."

46 in. high
19½ in. wide
21½ in. deep

Phonograph Cabinets

that are the product of master-craftsmen—skilled in fine cabinet work for twenty-five years. Only five-ply selected woods are used—Genuine Mahogany—Quartered Oak—American Walnut. The finish is high grade and permanent. Eight different styles at reasonable prices.

A word from you will bring full information immediately.

The Celina Specialty Company
Celina, Ohio

SECOND BUSH & LANE CO. OUTING

Employes of Talking Machine and Piano Institution Had a Most Enjoyable Re-union on July 24—Walter Lane Wins Distinction

Holland, Mich., August 7.—When The World representative made a trip to Holland, Mich., last year to take in the Bush & Lane picnic he came back and said that it was a "tremendous success all around." It was Bush & Lane's first picnic and was merely a "try it on the dog" affair, as they wanted to find out how the employes would fall into line as regards an annual event. It was so successful that plans were made then and there for an annual affair, with prizes and everything. Their second picnic was held on Saturday, July 24. In all, there were 800 tickets given out. The interurban cars chartered by the Bush & Lane Co. to take the people from the depot at Holland to the picnic grounds at Jenison Park had picnickers hanging all over them. When the park was reached the American Legion Band of Holland struck up a lively march and everybody fell in line, marched into the park and then they broke loose. Candy, ice cream, cakes, amusements of all sorts, fried

Mr. and Mrs. Walter Lane at Picnic

chicken and sandwiches were attacked in systematic order. Big eats had been prepared personally by Mrs. Walter Lane, Mrs. Frank J. Congleton, Mrs. W. H. Beach, Mrs. O. W. DeMauriac, Mrs. Dempsey and Mrs. Davis, and if

Mrs. Congleton Was an Active Picnicker

we may be permitted to use the parlance of the street, they were "sure some eats."

Everyone was out for a good old time and the air was full of the spirit of good fellowship and co-operation. One of the most amusing incidents of the day happened when the fat men's race was pulled off, Walter Lane, president of the company, being eligible, as every one knows, decided to do a little running. He started off at a 2:40 gait and everything went well until the finishing line was almost reached, when he got tangled up with the long legs of "Big Pete," of the finishing department. The result was what our Friend Walter copped the second prize by taking a high dive, landing on his stomach and bouncing across the tape. In all, there were thirty-one events, in which everyone participated and had a share of the fun and the numerous prizes.

A NEW EMERSON ARRIVAL

J. I. Bernat, advertising manager of the Emerson Phonograph Co., New York, has been receiving the congratulations and good wishes of his friends upon the arrival of a baby girl at the Bernat home, 2071 Fifth avenue, New York. This little girl has been christened Janice Emerson, and Mr. Bernat's friends have been favored with unique announcements telling of the arrival of Miss Bernat.

OUTING OF GOOLD BROS. FORCES

Buffalo, N. Y., August 9.—The outing of the employes of Goold Bros., 1367 Main street, at Bowansville last Saturday was an immense success. There were seventy-five present from the Buffalo and Niagara Falls stores. There was a luncheon at the Pavilion followed by athletic games. C. N. Andrews, the well-known jobber of Buffalo, was a guest.

STOP!

Read These Bargains

Springs, ¾ inch ..... $2.40 doz.
" 1 " ..... 3.00 "
Good for any motor.

Steel Turntables

10 inch ..... $2.40 doz.
12 " ..... 5.00 "

Motors

Steel frame, single spring, 10 inch turntable ..... $2.40 each
Iron frame, single spring, 10 inch turntable ..... 2.87 "
Extra good, single spring, plays three records, 12 inch turntable 3.25 "
Double spring, 12 inch turntable, plays three records ..... 4.50 "
Guaranteed the best on the market, five records ..... 13.50 "

Talking Machines—Table Models

Model "B," size 12x12x5½ in. $ 6.50 each
" "C," " 16x18x8 in. 12.50 "
" "D," " 17x20x14 in. with cover; double spring 25.00 "

Floor Cabinet Machines

Model 85, size 18x18x46 in. ..... $37.50 each
" 110, " 19x19x46 in. ..... 55.00 "
Equipped with a guaranteed double spring Wollman Motor.

To Manufacturers

Turntable shafts with fibre wheels complete for double motor.
Gear wheel for single and double spring motors.
Spindles for double motors.
10 and 12 inch steel turntables.
All size iron screws.
1¼ inch nickel-plated wood screws.
At bargain prices.

Something New — Something Better

2 in 1 Magic-Tone Needles

Each needle plays 10 records

Sold a 100 in a package, 50c a thousand
200 in a metal box $1.50 per dz. boxes
The best sellers for the retail trade.
Show cards with every order.

Write for particulars
A reasonable deposit must accompany all orders.

Wollman Talking Machine Mfg. Co.
560-562 Grand St., BROOKLYN, N. Y.
25 Years in the same location. Tel. Stagg 918

FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at $50.00 per 100.

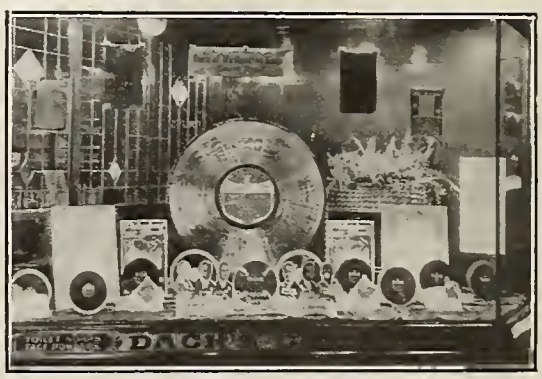
Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

CLEVER WINDOW DISPLAY

Columbus, Nebr., Dealer Gets Good Results from Window Display Featuring New Song

Herewith is shown a picture of an attractive Emerson window display which was designed and executed by Chas. H. Dack, an Emerson dealer of Columbus, Neb. The large Emerson record in the center of the display was made by Mr. Dack out of beaver board and is a representation of the song hit, "The Bells of



Unusual Record Display

St. Mary's." Considerable attention was attracted by the display and a large sale of records was traced directly to it.

CARPENTER CO. DISPLAYS EMERSON

Omaha, Neb., August 6.—On August 2 and 3, the Carpenter Paper Co., distributors of the Emerson line of phonographs and records, for territory including Nebraska and parts of Iowa, held an exhibition of the new Emerson phonographs. During these days a large number of dealers handling Emerson records and other talking machine dealers visited the Carpenter Paper Co. in order to become familiar with the new Emerson product. P. S. Spitz, manager of the talking machine division, was in charge and explained to his visitors the exclusive features of the new instruments. This coming week Mr. Spitz expects to start on a tour of the territory with one of the machines in order to demonstrate it to those who were not fortunate enough to attend the exhibition.

G. E. Corson, of The Dalles, Ore., is one dealer who is commanding a good phonograph business during the Summer months.

Some dealers think that if they sold more goods they would have more life. They seem to forget that if they had more life they would sell more goods.

Convention of Tri-State Association

Annual Meeting of Tri-State Victor Dealers' Association Held in St. Louis on August 6th Proves a Notable Success—Delegates Listen to Some Good Business Talks and Discussions and Enjoy Live Entertainment

St. Louis, Mo., August 9.—Talking machine men of St. Louis and Missouri and adjacent States, members of the Tri-State Victor Dealers' Association, held their annual meeting Friday, August 6, at the Century Boat Club, in this city. It was completely successful in attendance, the excellence of the program, importance of the business transacted and the abundance and high quality of the entertainment provided by the Koerber-Brenner Co., Victor distributors.

The members assembled Friday morning, by invitation, at the Koerber-Brenner Co. establishment, from where they were taken in private parlor cars to the clubhouse, on the bluffs overlooking the Mississippi River.

The business meeting, held in the auditorium, was called to order by Val A. Reis, president of the Association. After the roll call and the reading of the minutes of the last meeting, Theodore Maetten, secretary of the organization, explained the working of the exchange bureau. He stated that in the past month 7,000 records were listed for exchange, of which more than 6,000 were exchanged. E. C. Rauth, vice-president of the Koerber-Brenner Co., and E. A. Parks, of Hannibal, Mo., also spoke appreciatively of the bureau. Mr. Rauth said that, although the bureau represented no gain to his firm as a distributor, he knew that it was a benefit to the dealers and he was glad that it was in operation. It was decided to continue it. It is supported by contributions of the members.

P. W. Simon, of New York, called attention to the opportunity of getting the eight famous Victor artists, Henry Burr, Albert Campbell, John Meyers, Billy Murray, Fred Van Eps, Frank Croxton, Monroe Silver and Frank Banta, for concerts and entertainments.

After luncheon the delegates and the ladies strolled about the club grounds until 2.30, when the afternoon conference began in the auditorium. Mr. Rauth presided at this and in calling the conference to order told the delegates something about the Victor merchandising methods.

C. B. Gilbert, of the Koerber-Brenner Co., the next speaker, devoted himself to a discussion of the record situation, reviewing what had occurred during the past few years to keep down production below the level of demand, and offering some excellent advice to dealers in the matter of record ordering and handling in the immediate future, when an improvement in conditions was to be expected. He emphasized particularly the fact that guesswork in record ordering would not do and that something more than memory was required to keep record stocks in the proper condition.

Mr. Gilbert outlined a new stock-keeping system endorsed by the Koerber-Brenner Co., designed to enable the dealer to keep a perpetual inventory, adding receipts and deducting sales from day to day. The system acts as a guide and gives instant warning of the decreasing popularity of any record.

One of the most interesting addresses of the series was that on the subject of "Record Salesmanship," delivered by Miss G. Airy, of the Koerber-Brenner Co., who presented the selling question to the managers in a manner worthy of much thought and consideration. Miss Airy declared that it was the manager's business to see that the sales people were properly trained and that for the sales person to mispronounce the name of an opera or artist was a reflection upon the management rather than upon the sales person employed by the house.

She declared that more reliance should be placed upon the store managers, for they were in a position to keep in closer touch with stock and with trade conditions than the average proprietor, who generally has other interests to take his attention.

Miss Airy stated that one of the chief faults with record sales people is that of playing the same records for everybody who comes into the store without making any effort to select such records as would most likely appeal to particular classes of buyers. She pleaded that record sales people be left free to study the record catalog and the records therein, and not be expected to be called at any minute to take up other work in the store.

In every department of the store, and particularly in record department, said Miss Airy in closing, the chief requisite was the properly trained sales force.

President Reis was on the program for a talk on "Dealer Co-operation," but he yielded his time to Joseph Leopold, of the St. Louis Chamber of Commerce, who gave a thoroughgoing address on "Co-operation," in which he gave a talking machine demonstration at the close, emphasizing the part that it can play in community co-operation by contributing the music which is essential to community development.

The talk of E. W. Jamerson, of Lehman's Music House, East St. Louis, was devoted chiefly to the value of his experiences at the Victor school of salesmanship. Mr. Jamerson explained in detail the various features of the Victor course and how each feature is calculated to improve the salesman's ability to a definite

(*Continued on page* 216)

Attendants at the Annual Meeting of the Tri-State Victor Dealers' Association

Sitting from left to right are: J. G. Paine, Victor Co.; F. W. Lehman, Association Treasurer; Val A. Reis, Association President; E. A. Parks, Vice-President; Theo. Maetten, Secretary, and E. C. Rauth, of the Koerber-Brenner Co.

Quality *Distinction*

THE "VICSONIA" REPRODUCER

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both **Edison** and **Pathe** records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET **NEW YORK, N. Y.**

ANNUAL CONVENTION OF TRI-STATE ASSOCIATION—(Continued from page 215)

degree. He explained that the course is particularly valuable in giving to the salesman a new conception of the wealth of music in the Victor catalog and how to make the best use of the material thus offered.

The broad subject of advertising was handled by A. E. Schnauel, of the Roeder & Schnauel Agency, who gave to the dealer some excellent advice upon the proper handling in their advertising of the various Victor talking points, including the trade-mark, the record catalog and the many other features. The talk was a distinctly practical one, and in closing Mr. Schnauel emphasized the value of the slogan as a means of readily identifying the store and its personnel. He declared that Victrolas should be featured by themselves in advertising, rather than in connection with perhaps a half-dozen or more lines which the store handled.

Ferd Binder, of the Binder Display Service, St. Louis, gave a window-trimming demonstration. He quickly designed an attractive Victor window, demonstrating how easy and simple it is. He advised that the Victor dog be always used; that not too much be placed in the window; that the general appearance be not too stiff; that a harmonious arrangement be sought, and that a few flowers or branches be used to make a good background.

Before dinner the guests had time for a promenade about the grounds and a descent to the river shore.

Dinner Closes Business Session

At the dinner, which was on the veranda, the menu was divided into overture, prelude, Red Seal rhapsody, Purple Seal potpourri, intermezzo and finale. Mr. Rauth was toastmaster. He said it had been a great day for the Koerber-Brenner Co. and thanked the officers, members and guests for their co-operation. He introduced the exclusive Billy Murray himself, who "obliged" and was obliged to keep on obliging until he obtained temporary surcease by promising to sing again later.

Edward Lyman Bill, Jr., of The Talking Machine World, although not on the program, was introduced by Mr. Rauth and spoke pleasantly on the advantages of organization and the service rendered by talking machine men in putting music into the homes of the people.

Mr. Rauth read a letter from Charles K. Haddon, vice-president of the Victor Co., regretting that he could not be present, and a telegram of greeting from Harry Koerber, president of the Koerber-Brenner Co., who is traveling in Alaska.

J. G. Paine's Address

John G. Paine, who represented the Victor Co., confessed that he was an "exclusive" Victor man. Living in the atmosphere of the broad gauge Victor policy, feeling the inspiration of the vision that actuated the Victor organization, he could not be anything else. He praised the constructiveness and quality of the Tri-State program. He admonished the dealers to have a thorough knowledge of the merchandise that they sell.

He realized, he said, that the dealers wanted to know what was going on at Camden. He told of the conditions since the end of the war and the difficulty of obtaining the raw material. Finding that needed materials could not be obtained by ordering them, as had been done before the war, the company had been compelled to provide warehousing facilities and accumulate a great store of materials to safeguard continuity of production.

The company, he said, had gone through a long period of disappointment and struggle. It could have increased production by lowering the standard, but that it would not do. It would not send out anything not worthy of the little dog and its master's voice.

The company felt that it was the trustee of the dealers' investment and it aimed to secure it by holding up the quality of the merchandise.

"But," he said, "the night has gone. The dawn is here. We have ample material. We are gathering a tremendous manufacturing force of 10,000. We are equipped to employ 5,000 more. Our weekly payroll, and we have a monthly payroll, too, is $300,000. We believe in paying for quality workmen. Our policy is to increase the payroll to $450,000. We have a tremendous program for physical expansion. Our board of directors last week allowed bills for $1,200,000 for new buildings and equipment.

"We do not believe that the time will ever come when we will build more machines and records than you need. When we were making a million records a month the demand was for 2,000,000. When we made 2,000,000 the demand was for 4,000,000. No matter how many machines we build and how many records we make the ratio remains the same."

Theodore Maetten proposed Mr. Paine for honorary membership and he was elected by a rising vote.

Billy Murray sang some more and the Overseas Quartet and a jazz orchestra provided the rest of the musical entertainment. After the banquet there was dancing.

The officers of the Tri-State Association are: President, Val A. Reis; vice-president, E. A. Parks; secretary, Theodore Maetten; treasurer, F. W. Lehman; executive committee, Val A. Reis, E. A. Parks, Theodore Maetten, F. W. Lehman, Charles Lippman and E. C. Rauth.

WINDOW WINS MUCH ATTENTION

Window Display of the "Love Nest" Records by P. W. Simon, of Uniontown, Pa., Wins a Front-page Story in the Local Newspaper

P. W. Simon, the aggressive Victor dealer of Uniontown, Pa., prides himself upon the attractiveness of his window display and put one over recently that won a front-page story in the local newspaper. The window display referred

Striking "Love Nest" Display

to featured the big song hit, "Love Nest," amid surroundings that were particularly appropriate. There was a miniature cottage with the interior lighted and with a happy couple seated on the porch and immediately opposite a large dog kennel, from which proceeded a long line of Victor dogs. Signs and posters about the window called attention to the fact that records of the "Love Nest" were on sale and were recommended. Figuring the cost of advertising space on the front page of the paper, Mr. Simon figures that the window display won for him several dollars' worth of perfectly good publicity through the printed word in addition to the direct results from the window itself.

JOINS WESTERN ORGANIZATION

Einson Litho, Inc., has announced that, owing to the large increase in its Western business it has appointed Leo Einson to the company's Chicago office to join C. N. Beazy, where he will expand the present force and organize a complete service for the company's Western clientele.

Leo Einson is well known in the talking machine trade, having been in charge of sales and promotion in the New York office for some time past. He has had a thorough training in practical lithography and window display advertising and the Chicago organization of Einson Litho, Inc., will be greatly strengthened by his acquisition.

Don't inflict your troubles upon your customer—he probably has troubles of his own.

We have proven that you can sell the— Adora

45" HIGH
MODEL No. 6, $75

The Clearer Phonograph

The ADORA phonograph has attractive sales possibilities for you as a phonograph retailer. We have proven this fact conclusively during the past year in our Detroit stores.

Slightly over a year ago we introduced it to the Detroit public. Since then we have sold more than 5,000 ADORA phonographs to as many satisfied buyers in the city of Detroit.

You can sell proportionately as many ADORA phonographs in your city, because it is an unusually good phonograph at an unusually low price for such a quality instrument.

The public has shown an immediate and constantly increasing appreciation for the ADORA. Its owners are its greatest advertisers. We find that innumerable ADORAS are sold solely on the recommendations of people who already have purchased this instrument.

The tone of the ADORA is mellow, full, true and so clear that it has earned the title "The Clearer Phonograph" in exacting tone tests against many other and much higher priced phonographs. The various models are handsomely designed, exquisitely finished and come in a wide variety of upright and period designs.

Every ADORA phonograph you sell is guaranteed to give perfect satisfaction over a long period of years.

We have a very attractive proposition to offer reliable phonograph dealers throughout the United States and Canada. Full information, prices, discounts, terms and all details upon request.

Adora Phonograph Co.

242 East Jefferson Avenue, Detroit, Mich.

Wholesale Distributors: Adora Phonographs, Lyric Records, U. S. Rolls and Supplies

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

INSIDE Victrola salesman wishes position in New York City or vicinity, also experienced in selling pianos. "Box 839," care The Talking Machine World, 373 Fourth Ave., New York City.

MECHANIC, age 32, ten years' experience repairing and assembling all makes of motors and sound boxes, wishes position with reliable concern. B. Jacobsen, 133 Johnson St., Brooklyn, N. Y.

SITUATION WANTED—Thoroughly reliable and experienced small goods man open for engagement in the Southwest. Capable of taking full charge or installing department. "Box 826," care The Taking Machine World, 373 Fourth Ave., New York City.

SALESMAN thoroughly familiar with wholesale talking machine trade desires position with manufacturer of standard reliable talking machines. Pennsylvania territory preferred, or any other Eastern territory. First class references. "Box 838," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED—Wanted, six experienced talking machine salesmen; salary per week, $50 and commission. Also six record salesmen; salary, $25 and commission. Permanent positions to right parties. Call any morning before 12. Saul Birns, 111 Second Ave., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

SALESMEN WANTED—By manufacturer of high-grade phonographs; wholesale. Good proposition. Live wires write Olympic Co., Columbia Bldg., St. Louis, Mo.

WANTED—A thoroughly experienced Victor record salesman to take charge of record department. Must have a thorough knowledge of the Victor catalog. Goldsmith's Music Store Co., Columbus, O.

WANTED — An experienced phonograph salesman to sell Kimball and Pathé. Must be a hustler and able to produce results; $150.00 per month and commission. Cammack Piano Co., 728 Marquette Ave., Minneapolis, Minn.

WANTED — Experienced talking machine salesmen in several States to sell to the retail trade a popular-priced talking machine of excellent quality; good commission to the right men. Give us experience and references. Saginaw Sectional Book Case Co., Saginaw, Mich.

RECORDING EXPERT disengaged; 18 to 20 years' experience in needle cut and phono cut recording with factory supervision, both London and abroad. Specialty, smooth surface in phono cut production. "J. D. C.," 77 Lauriston Road, London, E. 9, England.

EXPERT lateral recording manager desires to connect with reliable, established concern manufacturing commercial phonograph records. Will make sample recordings in your own laboratory. "Box 832," care The Talking Machine World, 373 Fourth Ave., New York City.

MAN experienced in several lines of manufacture desires to locate with a progressive phonograph concern. Capable designer, experimenter, production man and superintendent. Posted on many makes of phonographs, motors, tone arms, electric equipment, etc.; now engaged. Address "H. H. R.," 773 75th Ave., West Allis, Wis.

MANAGER WANTED to take complete charge of well-established talking machine business in largest store in Birmingham, Ala. Exclusive Edison dealers. Good proposition to right man. Apply immediately to Loveman, Joseph & Loeb, Birmingham, Ala.

POSITION WANTED—Experienced production manager in the talking machine field now open for engagement. Intimately familiar with every detail of production from start to finish. In charge of inspection for several years in factory of one of the largest companies in the talking machine field. An excellent record of accomplishments. Address "Box 831," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman to visit the entire trade. One well acquainted in the metropolitan district will be preferred. An excellent opportunity to represent a quality line of phonographs with special sales features awaits a man of initiative and sales ability. Future is assured to successful applicant. "Box 835," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN to cover the wholesale trade with a high-grade line of phonographs. Excellent opportunity. All communications will be treated confidentially. The Regina Co., 47 West 34th St., New York City.

WORKS MANAGER—Experienced executive with successful record and technical and business development open for position. Thoroughly familiar with present progress in phonograph acoustics. Highest references. Address "Box 827," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED in every State to handle one of the best phonograph accessories as a side line on a liberal commission basis. Address Alto Mfg. Co., 3801 Rokeby St., Chicago, Ill.

WANTED—Position by experienced talking machine man. Can take full charge; understands the talking machine business from A to Z. Expert in repairs; acquainted with all makes of motors, reproducers and non-set automatic stops. E. E. Hardie, Walkerville, Butte, Mont.

WANTED—Experienced assembler; one who can install motors in cabinets and fully equip mechanical parts to same. State experience and salary in first letter. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

SALESMEN WANTED—A New York talking machine factory of unquestioned financial standing and possessing high-grade product is open for engagement of experienced sales representatives for the following territories: New England, upper New York State, western Pennsylvania. Also could use one or two good men neighboring New York City. Substantial salaries, plus commissions; permanent positions ready for men of character and ability. Write in detail; confidences respected. We are prepared for a splendid Autumn business. "Box 836," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Two salesmen for a well-known make of talking machine. The men we want must be salesmen, not order takers, and must be able to show a record of things accomplished and a good following in the trade. They must be men who are making big money. To the right men we will make an attractive proposition. "Box 837," care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRMAN on all makes of motors would like to hear from phonograph manufacturers and dealers who are looking for a repairman to keep their machines repaired in their New York and New Jersey trade. "Box 833," care The Talking Machine World, 373 Fourth Ave., New York City.

WE WANT a representative in every State in the United States, with the exception of a few States, which are now covered by competent men. We want only men who can show a successful record. What we have to offer is a high-grade line of talking machines which are advertised extensively and which have numerous improvements over the standard brands, and sold successfully on its merits and guarantee. All applications will be treated strictly confidential. State territory desired, experience, references, and whether you are able to employ subsalesmen. We want good men only, and for such we have a mighty interesting proposition. Address A. M. Druckman, 140 West 23rd St., New York City.

WANTED—Salesman for pianos and Victrolas to work in city and country. Splendid opening; $150 per month and better for a hustler. State age and experience. "B. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good high-notcher talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

WANTED—An up-to-date, active, experienced phonograph salesman. A good opportunity for the right kind of man. Blue Bird Talking Machine Co., 5607 Santa Fe Ave., Los Angeles, Cal.

OPPORTUNITY for phonograph salesman covering the Middle West and the South to sell standard make records, player rolls and accessories as a side line. You get real co-operation. "Box 811," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—An experienced talking machine salesman, with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

SALES MANAGER

In the near future a substantial going corporation in the Northwest will have open the position of sales manager.

The concern manufactures a de luxe instrument capable of holding its own in every way with the world's recognized standards of appearance and achievement.

The selling program is working out in a big way on a bed rock foundation of cold, common business sense.

This is a ground floor opportunity for a man with vision to see the future, together with positive knowledge of marketing that is the reflection of his past practical experience.

Applications will be received in absolute confidence, but should enclose photographs and such references and credentials as will establish the calibre and character of the applicant beyond a doubt. Address "Box 829," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
ENTIRE STOCK OF
Domestic Talking Machines
also
Motors and Motor Parts

Also complete recording machine and dies for manufacturing small motors.

E. BAUER
723 North 26th Street, Philadelphia, Pa.
(Near Fairmount Avenue)

(*Continued on page* 218)

SALESMEN WANTED!

for the

REPEATOGRAPH

TRADE MARK REGISTERED

The Repeatograph automatically repeats phonograph records—the most salable accessory in the talking machine field. Salesmen calling on Dealers can add to their income by carrying the Repeatograph as a side line. Liberal commission. Write today for full information. Address office nearest you.

THE REPEATOGRAPH CO.

New York: 311 Hudson St., Chicago: 664 West Randolph St.

TO VICTOR JOBBERS AND DEALERS

Send us your list of Domestic and German Victor records you wish to dispose of at regular Victor discount.

Credit Reference:
New York Talking Machine Co.
119 West 40th St. New York

E. A. SCHWEIGER, Inc.
1525 Broadway Brooklyn, N. Y.

WANTED

Victor and Columbia records. Job lots, any quantity. Spot eash paid for them. Address

Standard Phonograph House

1414 Franklin Ave. St. Louis, Mo.

Retail Phonograph Sales Contracts

Legal in all States. Absolutely protects the seller. Just what you have been looking for. No great investment. 75 contracts, $1.00. Serenado Phonograph Co., 164 East Broadway, Portland, Oregon.

FOR SALE

Phonograph store. Columbia agency. Reason, two stores. Inquire 2741 Atlantic Ave., Brooklyn, N. Y. Tel. 6380 Glenmore. Nostrand Phono. Co.

WILL BUY and SELL

I will buy and sell for eash anything in the phonograph line. Tell us what you have to sell or you want to buy. Mandell & Co., 88 Rivington St., New York City.

FOR SALE

New Victor Victrolas, Columbia Grafonolas, Victor Red Seal records. Large $275 size cabinets for $60. 3,000 Crescent records at 20c. Other bargains. Mandell & Co., 88 Rivington St., New York City.

CABINETS

We have several hundred, all crated, ready for immediate shipment in 46-inch and 47-inch. Sold in small or large lots. Send for circular. Address Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

Bargain Lot of Library Table Phonographs

Finish—Mahogany
Dimension—4" long, 2'8" high, 2'1½" deep.
Equipment—Meisselbach No. 16 gold-plated motor, high-grade, gold-plated tone arm.

Will sell entire lot, or in small quantities, at big sacrifice to cash buyer.

Write for price and illustration.

M. D. BOWERS
135th and Willow Avenue
New York City

WANTED

Victor and Columbia records. Job lots any quantity. *Spot cash* paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

MODERN PHONOGRAPH CABINET FACTORY

Will accept contract for cabinets to your design or ours; for shipment this year. Address Everett Hunter Mfg. Co., McHenry, Ill.

Wholesale Agency Wanted

An aggressive organization selling to phonograph manufacturers, jobbers and dealers, desires the exclusive distribution of a meritorious phonograph specialty. Commission basis. "A. U. 3," care The Talking Machine World, 209 So. State St., Chicago, Ill.

Will Buy and Sell for Cash

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers tell us what you have to sell or want to buy. The Benjamin Weil Co., 20 South Second St., Philadelphia, Pa.

Monthly Price List of Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18	Each	$1.25
1½ in. x 0.27 x 21 ft., for Edisou Disc	Each	1.50
1¼ in. x 0.22 x 17 ft., reg. Victor	Each	0.75
1¼ In. x 0.22 x 17 ft., Victor new style	Each	0.75
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44		0.90
1 in. x 0.25 x 16 ft., sq. or round hole	Each	0.75
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77		0.50
1 in. x 0.28 x 10 ft., for Columbia	Each	0.50
1 in. x 0.20 x 13 ft., Victor	Each	0.50
1 in. x 0.20 x 13 ft., Victor new style	Each	0.50
⅞ in. x 0.23 x 10 ft., for Blick motor	Each	0.38
¾ in. x 0.23 x 10 ft., oval hole	Each	0.35
⅝ in. x 0.22 x 8 ft., for Swiss motor	Each	0.27
⅝ in. x 0.25 x 11 ft., for Edison	Each	0.27

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade	Each	0.15
1⅞ in., new Victor No. 2 very best	Each	0.18
1 31/32 in., for Sonora	Each	0.20
2 3/16 in., for Columbia No. 6	Each	0.25
2 9/16 In., for Pathé or Brunswick	Each	0.45

SAPPHIRES

Pathé, very best loud tone, genuine	Each	0.15
Pathé soft tone	Each	0.18
Edison, very best, medium tone	Each	0.15
Edison, very best, loud tone	Each	0.18
Edison, genuine diamond	Each	1.90

STEEL NEEDLES

AMERICAN MADE extra loud, loud, medium and soft needles	Per 1,000	0.50

ATTACHMENTS

In Gold or Nickel-plated

Kent attachments for Victor arm	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Victor, Universal old style	Each	1.15

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

TONE ARMS

No. K with sound box	Each	$3.25
No. E with sound box, very loud	Each	6.00
No. M with sound box, very loud	Each	4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor	Each	$1.75
No. B Balance, fit Victor	Each	0.75
No. C Balance, fit Victor	Each	1.00
No. F Favorite, fit Victor	Each	1.90
No. F Favorite, fit Columbia	Each	1.90
No. P Favorite, fit Victor	Each	2.00
No. G Glory, fit Victor	Each	3.25

LID SUPPORTS

Automatic, nickel-plated	Each	0.30

NEEDLE CUPS

Highly nickel plated	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold plated	Per 100	7.00
Cover gold plated	Per 100	5.00

REPAIR PARTS

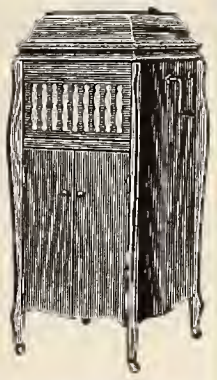
Columbia driving shaft, No. 11778	Each	0.50
Columbia bevel pinion, No. 12333	Each	0.90
Columbia bevel pinion, latest style	Each	0.90
Columbia bevel pinion, No. 3189	Each	0.35
Columbia worm gear No. 6409	Each	0.30
Columbia Stylus bar	Each	0.50
Columbia driving gear ratchet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights	Each	0.08
Columbia governor shaft, No. 3004	Each	0.40
Columbia gov'r bearing, No. 11923	Each	0.25
Columbia governor springs	Per 100	1.00
Columbia governor screws	Each	0.01
Columbia barrel screws, No. 2621	Per 100	1.00
Columbia so'dbox thumb screws	Per 100	1.50
Victor cranks, short or long	Each	0.45
Victor Stylus bar (needle arm)	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Each	0.01
Victor governor balls, new style	Each	0.10
Turn-table felts, 10 in., round	Each	0.15
Turn-table felts, 12 in., round	Each	0.20
Motor bottom gear for Triton motor	Each	0.20

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

CABINETS

At Prices That Are Right

STYLE 200
49x21x23



Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries. Send $42.50 for sample.

BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

EMERSON WANTS PHONOGRAPH SALESMEN

Emerson Records and Phonographs

Producers who understand the education and development of machine business with both distributor and retailer.

Men with actual field experience able to show distributor's salesmen how to close contracts and keep business coming thereafter.

We need three men only. These must be exceptional in order to qualify for an equally exceptional opportunity.

Apply by letter only. Give complete information which will be held in confidence. Emerson Phonograph Co., Inc., 206 Fifth Avenue, New York City.

FOR SALE

20,000 Pathé Points at $60 per M. 500 genuine diamonds at $80 per C. Owing to other interests am selling out my stock of sapphires and diamonds. E. C. Howard, 215 Lafayette Blvd., East Grand Rapids, Mich.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

FOR SALE

Rent, or will place with responsible manufacturer on royalty basis, all tools jigs, models, patterns and other equipment necessary for big production of high-class 1, 2 or 3 spring phonograph motors and all other cabinet hardware. S. M. Howell, 5925 Kenmore Ave., Chicago, Ill.

FOR SALE

One thousand complete two-spring phonograph motors of Meisselbach type, finished; together with 4,000 finished and semi-finished frames; 4,000 rough castings and winding shafts; 3,000 spindles; 2,000 governors; and all tools, dies, jigs and fixtures for the manufacture of these motors. Offered at a bargain for immediate sale. Address "J. L. 21," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

PHONOGRAPH CABINETS

Modern, completely equipped phonograph cabinet factory in the Middle West is in position to accept contracts for cabinets made to your designs. Prompt deliveries can be made for the Christmas trade. "Box 830," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

Recording Sapphires

FINEST QUALITY

Special Prices In Quantity

H. J. SEWETT
2750 West Polk St., Chicago, Ill.

WANTED

To buy established music shop or Victor agency in Greater New York. Will consider partnership. L. A. DeSantis, 1442 46th St., Brooklyn, N. Y.

FOR SALE

35,000 green turntable felts 12 in. diameter, 40,000 pieces ½-in. felt discs, 50,000 pieces ⅜-in. felt discs, 70,000 pieces felt pads for motor boards, 1,100 record albums 14-in. size. "Box 825," care The Talking Machine World, 373 Fourth Ave., New York City.

Booths For Sale

We have on hand three Unico booths, white enamel, sound proof, double glass; 9 feet 4½ inches long, 5 feet 5 inches wide and 8 feet 2 inches high. Can be installed anywhere, and are offered at a price that represents a real bargain. L. Kay, 97 Chambers St., New York City.

Mahogany Cabinets

We have 100 cabinets for immediate shipment. We own these cabinets at 1919 prices and in order to make a quick sale we will give the purchaser the benefit. Dimensions, 47 in. high, 43 in. wide, 24 in. deep. Molino & Farina, 1231-33 Federal St., Philadelphia, Pa.

FOR SALE

Cheap if taken at once, two complete sets of up-to-date mahogany record racks. Details on request. Can be seen at Bryant Music House, Inc., 915-917 Eighth Ave., between 54th and 55th streets, New York City. Telephone 5880 Circle.

FOR SALE

100 talking machines at manufacturers' cost. Mahogany finish, very desirable size, nice style. No. 77 Heineman Motor equipment, best tone arm and reproducer. Immediate delivery. Chance to double your money. For full particulars address The Houghton Mfg. Co., Marion, Ohio.

WANTED

Columbia and Victor records in all languages in large lots. Spot cash paid. Bank references. Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

AN EXCEPTIONAL OFFER

Are you interested in quality applied to talking machines? We are manufacturers—our line has been sold direct to dealers for past four years. Our product is well-known—and possesses exclusive features found on no other machine.

We have an exceptional offer to make a few active or prospective jobbers. We will allot exclusive territory. Turn over any accounts.

We are now selling direct and advertise extensively in jobbers' territory.

Inquiries solicited.

Address for particulars.

A. U. 9, TALKING MACHINE WORLD
209 So. State St.
Chicago, Ill.

Will Exchange

80 acres of land, clear of debt, good title, unimproved, when timber is cut off will make a good poultry and hog ranch. This lays about 12 or 14 miles Southwest of Mammoth Springs, Arkansas, in Fulton Co. Winters mild. Wish to trade this for a stock of pianos. My price on this 80 acres is $2,000 and will take pianos to that amount. Address P. O. Box 408, Haddam, Kansas.

FOR SALE

Phonograph cabinets, thoroughly constructed, extraordinary in finish, made in a leading piano factory where efficiency makes possible both quality and right price. Write for particulars. Address "Box 834," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Will sell several cabinets, Ogden Sectional type, for both 10 and 12-inch records; cabinets finished in white enamel; will sell at a very reasonable price. Address "XYZ," care The Talking Machine World, 373 Fourth Ave., New York City.

Unusual Opportunity

Will sell two established stores, finest locations in New York, handling Victor and Columbia records in all languages, doing cash business $35,000 and up annually, or will consider partner. Owner interested in manufacturing. Highest references. "Box 828," care The Talking Machine World, 373 Fourth Ave., New York City.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Business in the Talking Machine Trade Has Slowed Up Materially—Interesting Analysis of Conditions—Time for the Retailer to Inaugurate an Aggressive Campaign for Sales—The Record Situation—Enormous Import Duties—Gramophone Association Meets——Portable Models in Favor—W. R. Steel Expands—Business to Stand Some Heavy Taxes These Days—The Winner Forces Have Enjoyable Time—Columbia Dance Records Greatly in Favor—Other News of the Month

London, E. C., Eng., August 3.—In British gramophone trade circles there exists an unmistakable sales depression. To many traders it is nothing less than a slump, for, while in some districts business is just "going slow," in other quarters, particularly in and around this great city, trade is as flat as it well can be. Naturally, this condition of things occasions much comment throughout the trade; all sorts of theories being advanced to account for what, after all is said and done, is but the reflex of a reaction of the very extraordinary conditions prevalent during the last few years. In the aggregate Great Britain is maintaining an enormous trade turnover reckoned in avoirdupois. In pounds sterling the position is not by any means so satisfactory. Comparisons are made on artificial values. We juggle with ever increasing figures coincident with decreasing quantities. There is a sort of competitive race between the two and at the helm is the mighty driving power of labor.

In these circumstances, industrial stability and general confidence are being sadly undermined. In industries supplying articles of necessity and produce, enterprise and expansion are not so much affected by adverse economic influences as in trades and professions dependent for prosperity on a contented people with money.

Now, we cannot say that the people are any too well contented, and we must recognize the serious depletion of the domestic exchequer following upon heavy taxes and exorbitantly high costs of living. These are facts which exert a special influence on the sale of gramophone goods at a time when the tendency of the people is to take outdoor recreation. The real busy season for our industry is throughout the Autumn and Winter months. That is the normal pre-war experience and certainly excludes any consideration of comparisons based upon war-period sales. But this is not to say that a nice business is not possible during the Summer months, for instance. For this purpose there are special records and special machines. Portables, I am told, fail to make any great appeal at the moment, but as every gramophone concern, small or large, features one or more models of this class of instrument, it follows that with a wider distribution a bigger trade can be done in the aggregate than perhaps would be apparent to any one source of supply. In the direction of featuring the handy portable for outdoor entertainment, there is plenty of scope for enterprising activity in retail circles in co-operating with the present publicity of manufacturers like "His Master's Voice," Columbia, Craies & Stavridi, Pathé, etc. A noted aspect of retail efforts to stimulate trade is the inauguration of "special sale" weeks. This involves price reductions on all goods other than proprietary, and as the public loves a bargain, success in not a few cases has demonstrated that it was worth the dealers' while to adopt this course of business propulsion.

Reduce Record Prices—A Lesson

There is little possibility of a reduction in the price of British gramophone records; it will be a credit to our manufacturers if present figures can be maintained in the light of increased taxation, manufacturing, rail-carriage, and other charges. And if there is any lesson taught by the recent experience of German manufacturers, it would seem inadvisable to reduce our prices here. Following a big increase in the retail price of German discs, the retail association of distributing houses approached manufacturers for a reconsideration of the whole question. Their main argument was centered in a belief that with the advent of the quiet season some action was really necessary to stimulate trade. What better stimulus, thought the association, than a substantial reduction in prices? To this the German manufacturers were eventually persuaded, and a reduction of something like 40 per cent resulted. Dealers immediately got ready to handle a big trade. Much to their astonishment exactly the reverse happened. Sales at once declined almost to vanishing point. The most logical explanation is that the German public, hoping for a further reduction, decided not to buy. Their records will now probably cost them more since the manufacturers are expected to revert to the prices prevailing before the reduction.

Amount of Import Duty for 1919-20

For the fiscal trading year ended March 31 last the moneys collected by way of customs duty are now available for publication. The figures were disclosed in Parliamentary papers, and

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktieholaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Novsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovlusky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL WINNER GRAMOPHONE RECORDS

TRADE MARK

CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH DOUBLE SIDED NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

are as follows: Musical instruments, including gramophones, player-pianos and other similar instruments, £72,000; accessories, component parts of musical instruments, and records and other means of reproducing music, £165,000; total, £237,000. This is the approximate yield of the new import duties contained in section 1 of the finance bill. The proportionate cost of collection cannot be ascertained. It only remains to add that as the above figure, not in itself very great, covers musical imports from America, Switzerland and all other countries, it follows that the proportion of imports from late enemy countries could not have been large. Imports from the latter countries, however, are now known to be increasingly heavier each succeeding month.

Darewski Absorbs Metzler Co.

It is announced that the old-established firm of Metzler, Gt. Marlboro street, London, W., has been absorbed by the firm of Herman Darewski. This purchase amalgamates the oldest and the youngest music publishing houses.

Annual Meeting of the Gramophone Association

The annual general meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held on Tuesday, June 29, at Midland Grand Hotel, St. Pancras, a good number of members, both London and provincial, attending. Frank Samuel (Barnett Samuel & Sons, Ltd.) presided.

The annual report presented by the secretary, C. E. Timms, recorded that the total membership of the Association at date is 122, six houses having been admitted during the year. All the General Committee meetings had been well attended, and a quorum was always present. The questions dealt with and the work undertaken by the General Committee on behalf of associates has been fully reported in the Association Newsletter, and in the trade press, and proves that the Association continues actively to pursue the aims and objects for which it was formed.

FROM OUR LONDON HEADQUARTERS—(Continued from page 220)

The Association is directly represented on the Federation of the British Music Industries by H. J. Cullum, M. B. E.; Herbert W. Dawkins, A. J. Mason, W. Manson, Frank Samuel, Louis Sterling and the secretary.

The accounts showed a balance in hand of £166.5.0, and these, together with the report, were unanimously adopted on the motion of A. E. Beckett (Pathé Frères Pathephone, Ltd.), seconded by G. Wallis (Messrs. Jos. Wallis & Son, Ltd.).

The retiring president, Frank Samuel, after reviewing the work of the past year and referring to the valuable monthly statistics of exports and imports now being furnished to members, emphasized the importance of paying special attention to export trade, and, with even greater emphasis, the desirability of supporting home industries, both from the broad-minded and patriotic standpoint, and not only to benefit the home manufacturers but to benefit themselves. His remarks were warmly endorsed and a very hearty vote of thanks was accorded to him and to the other officers and General Committee on the motion of Billy Newton (Newcastle-on-Tyne), seconded by G. F. Long (Long's, Ltd.).

The following officers and General Committee were elected for the ensuing year: President, W. Manson (The Gramophone Co., Ltd.); vice-president, M. F. Cooksey (Messrs. J. Thibouville-Lemy & Co.); honorary treasurer, W. B. Beare (Beare & Son). General Committee: Gramophone section, H. J. Cullum, M. B. E.; J. E. Hough, A. J. Mason, George Murdoch, E. C. Paskell, Louis Sterling; musical instrument section, D. J. Blaikley, Herbert W. Dawkins, A. G. Houghton, H. Hinks-Martin, Frank Samuel.

At a subsequent meeting of wholesale factors, members of the Association, an attempt was made to decide on a definite policy on the question of railway carriage and packing charges. After a lengthy discussion, a resolution with no less than four amendments displayed the lack of unanimity on the subject. The motion in most general favor appeared to be on the basis of: All orders under the value of £3 to be sent carriage forward and packing charged for. All orders over the value of £3, packing and carriage free. Eventually it was resolved to adjourn the discussion sine die.

The "His Master's Voice" Portable Model

A very welcome departure has been made by the Gramophone Co., Ltd. Recognizing that the portable style of instrument has come to stay, they intend to cater to this side of the trade. Though compact, the new model makes no special claim to distinction on the question of size, for its measurements are 10⅜"x11⅝"x 14¾". It is, in fact, one of the most complete portables on this market for power of tone, general capacity and equipment. At £15 retail the new model is good value, and backed by the company's extensive press publicity is meeting with a satisfactory demand.

"Never Again" Movement Expires Peacefully

"We are informed that through effluxion of time, the arrangement has now lapsed of the representative London small goods houses who agreed together not to sell German goods for twelve months after the peace treaty; this was the group known as the 'Never Again' movement. The arrangement was found to be a wise one in the interests of British trade, but to-day it is opposed to Government policy. The houses concerned will henceforth decide individually on their course of action."

We think it advisable to say that the above is an ex parte statement issued to us, in common with other members of the press, for publication. We are entitled to assume that it represents the considered decision of all those privy to the

(Continued on page 222)

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES SELL - - - and carry with them a reputation of sound business for the Agent. - - -

THE whole output of **Perophone Machines** is practically booked up month by month

Watch the New Models we are introducing to the gramophone public during the present season They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,

Cable Address—Perowood, London. Immediate Shipments. LONDON, E. C., ENGLAND.

A. B. C. Codes.

FROM OUR LONDON HEADQUARTERS—(Continued from page 221)

definite agreement. For this reason, and more particularly in fairness to the many interests involved, we publish it. More wisdom is shown by the abandonment of the scheme than in its conception. We do not doubt the sincerity of the signatories; they were animated, rightly or wrongly, by what they thought best advisable at the time, but we cannot help saying that it is a poor reflection on the intelligence of the trade and our readers to excuse the abandonment of this movement on the grounds of its being opposed to Government policy when all along the Government has openly advocated resumption of trade with our late enemies. It all goes to show that, in practice, it is impossible to subdue international trade relations even by tariff, let alone agreements or sentiment. The best answer to it all is—increased production of British goods on quality lines consistent with competitive prices!

W. R. Steel (Redditch), Ltd.

Owing to expansion of trade and the consequent need of increased facilities of manufacture, W. R. Steel, the well-known gramophone needle expert, has formed his business into a limited liability concern under the above title and description. With the enlargement of the factory and the installation of specially designed up-to-date machinery, Messrs. Steel will shortly be in a position to widen the scope of their trading activities and increase their output.

It may be mentioned that most of the tip-top gramophone manufacturers have entrusted this firm with large orders for needles. These orders lay down strict conditions of acceptance. In each case Messrs. Steel are under obligation to work to a stipulated standard of steel-wire composition, quality workmanship throughout each process of manufacture and finish. That is, or should be, the best possible confirmation of this firm's slogan, "Perfect Points."

The capital of the newly registered undertaking is £10,000 in £1 shares. Its objects are to carry on the business of manufacturers of and dealers in needles and pins, scissors, knives, thimbles, springs, steel toys and other similar ware, fish and other hooks, and fishing tackle, etc., and to adopt an agreement with W. R. Steel. The permanent directors are G. W. Williams, H. W. Williams, J. G. Newey and W. R. Steel, with registered office at Queen street, Redditch. All success to the new company!

Paragraphs of General Trade Interest

This year's president of the Gramophone Association is W. Manson, sales manager of the "His Master's Voice" Co. All will endorse the retiring president's eulogy that "Nobody could occupy the chair with such dignity as Mr. Manson. . . . The Association could look forward to a successful year under his chairmanship."

At the annual meeting of the Association some highly interesting statements were made by members. One influential member predicted, "on good authority," that the rail goods rates were likely to be increased by 20 per cent within a few weeks.

Another member produced statistics showing that on consignments of gramophone goods (to various districts) of the invoice value of £1600 the approximate cost of packing and carriage charges amounted to 5 per cent.

O. Ruhl advises me of his removal from 70 Finsbury Pavement to 15, 16 and 17 Middle street, Aldersgate, London, E. C. I.

This being the quiet season, it is perhaps natural that great minds should soar high for inspiration. A journalistic friend of mine made a very important discovery on one of his flights of fancy. And the result is embodied in a paragraph in the London Music Trades Review, as follows: "Is it true that the searchlights are to be used during the Winter months to determine exactly where Messrs. Darewski's 'Flies Go in the Wintertime?'"

Traders Are in the Grip of Meteoric Prices

It is officially admitted that Great Britain is the most heavily taxed nation in the world. To many business men the biggest item is the 60 per cent excess profits tax. Every company is under toll. The burden of taxation and rising prices is so crushing that ordinarily keen business men are becoming more or less indifferent to wise expenditure and progressive action. Various commercial organizations have protested in vain about the E. P. D., regarding it as nothing less than a heavy premium upon industrial development.

This is not all. There is the corporation profits tax of 1s. in the pound, another 5 per cent off what would otherwise figure as gross profit. Presently there will be nothing left to tax. Everyone admits the seriousness of the situation. Wherever business men turn costs are on the move upward.

The recent revision of the postal charges by an average of 25 per cent is followed by a big jump in the rate for telephone services. In addition to a fixed annual rental rate (varying according to district), a message fee based on mileage will be inaugurated.

And finally it is announced that a big increase, being an average of 100 per cent above pre-war level, is fixed on railway goods rates. It will operate early in August. One effect will be to increase the value of coal by 2s. per ton. For small parcels traders will doubtless find that the increased transit rate is nearer 150 per cent. That probably means 1d. per record.

The foregoing is sufficient to indicate in some measure the jumpiness of general conditions on this side.

B. G. M. Developments

In various ways the organization of the Brit-

GRAMOPHONES

Complete—Fittings—Sundries—Repair Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

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Ye "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
'Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

IMPORTANT We can give customers their own design Labels for LARGE Parcels.

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

POINTS

- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestrals
- Lightning Shipments
- Packing by Experts
- **Rock Quotations "Always"**
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, **this Side FREE**

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EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox" London
"QUOTATIONS CABLED FREE"

ish Gramophone Motors, Ltd., has been undergoing a process of speeding up. Important news of extreme trade interest may be available by the time these lines appear. To comment beyond this would be premature. The company has been in existence about eighteen months, and was formed with the sole object of manufacturing all-British gramophone motors. During this comparatively short period it has successfully weathered a thousand-an'-one difficulties, and not a little of the credit for this consistent effort is undoubtedly due to Mr. Gidino, the firm's engineer and factory manager. Constant study of the problem of motor mechanism production has resulted in the adoption of many little ideas and improvements which are embodied in the latest 1920 model. This is a single-spring motor and is claimed to give an all-round satisfactory efficiency equal to similar types of foreign manufacture. At the present time there seems a little over-eagerness on the part of British gramophone assemblers to again favor the continental article. Recognizing the importance of producing the goods here, we think the trade should continue to co-operate as closely as possible with any reasonable British effort, such as the B. G. M. are making. An ounce of sympathetic support now is worth a ton of it later on!

The "Winner" Employes Make Merry

June 26 was one of those happy days that will live long in the memory of the staff of Messrs. J. E. Hough, Ltd., manufacturers of the Winner and Edison-Bell products. On this day the whole factory closed down so that every member of the firm could participate in the annual outing by char-à-bancs to the popular holiday resort, Brighton. Seven of these motor vehicles had been requisitioned to transport the party of over 250, but at the last minute advice came that only six were available. With praiseworthy zeal some of the Winner mechanics got to work and quickly equipped with comfortable seats the company's large motor lorry. Gayly decorated with flags and bunting, the lorry headed the procession at the start—about 8 a. m.—from that famous South London artery known as the "Elephant and Castle."

It was at once apparent that the skillful manipulator of the Winner lorry, encouraged by his enthusiastic passengers, meant to put up a big fight for first arrival. He very nearly succeeded. The Sunbeam, carrying members of the press and executive staff, just managed to complete the sixty mile course by the width of its front tire! A most enjoyable journey through magnificent country gave to all a big appetite for the excellent luncheon served at 12:30 in the Hove Town Hall.

Two directors of the firm, J. E. Hough and Mr. Hesford, also Mrs. Hough and daughter, caused much gratification by their presence. After lunch, Mr. Hough preceded a happy little speech by announcing something in the nature of a surprise to his smiling audience. To each member of the staff were distributed envelopes containing a draft on the firm for an amount representing their weekly subscriptions towards the expenses of the outing, and in other cases a present of 10s. to those indirectly associated with the company. In the aggregate this represented quite a large sum of money, and faces wreathed in "the smile that won't come off" eloquently told of appreciation of such generosity.

It was fitting that the head of the firm should pay tribute to the organizing ability of Charles Lawreen, who alone had borne the responsibility of consummating all the arrangements. His success in this regard fully merited Mr. Hough's liberal recognition and the hearty cheers of the assembled company when a vote of thanks was moved. The afternoon was spent according to individual inclination. Much interest was taken in the ex-German submarine "Deutschland," anchored off the West Pier. This is the boat that made a sensational voyage to the States.

A start was made for home about 6 p. m., and except for the triumphant disappearance of the Winner lorry the journey was uneventful. A slight drizzle towards the end only served to emphasize the beautiful weather and fine time which all undoubtedly experienced.

FROM OUR LONDON HEADQUARTERS—(Continued from page 222)

Columbia Dance Records Still Going Strong

Much is being written on the undiminished craze for dancing, endless discussions take place as to the why or wherefore of this, and the respective merits of particular styles and steps; conferences of experts are being held; all of which leads us to hope that the boom has come to stay. The popularity of the gramophone, with its power of bringing orchestras and bands to the aid of terpsichorean enthusiasts, has resulted in enormous sales of dance records. The Columbia Co. has played no small part in creating and fostering this demand. When the boom was in its infancy there was an extraordinary dearth of up-to-date dance records. The Columbia Co. stepped into the breach with a remarkable issue of all the dance successes of the season, which was truly "corn in Egypt" for the dancing public. This pre-eminence has been fully maintained. Month after month more and still more dance hits are issued on Columbia records. The most recent triumphs include "Dardanella," fox-trot; "Wyoming," waltz; "Tell Me," fox-trot; "Love in Lilac Time," waltz; "Everybody Wants a Key to My Cellar," one-step; "Sweet Hawaiian Moonlight," waltz; "Patches," fox-trot; "On Miami Shore," waltz; "I'm Always Chasing Rainbows," fox-trot, etc. A feature of the latest Columbia issues is the new ten-inch record of "Dardanella" fox-trot. This will supplement the enormous success which Columbia scored with this chef d'œuvre by its

(*Continued on page 224*)

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

Export Quotations for Quantities at Extraordinarily Low Prices.

LARGEST OUTPUT IN UNITED KINGDOM

Vernon Lockwood Manufacturing Co., Ltd.
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HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F. (one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, $5 (DOLLARS)

FROM OUR LONDON HEADQUARTERS

(Continued from page 223)

timely issue on a twelve-inch record a month or so ago.

Two Big Hits by Delysia

Another triumph for Columbia is the issue of the two big hits, "You'd Be Surprised" and "Dardanella Song," sung by the original artist, Delysia, who created these successes in "Afgar."

Barrientos Sings "The Voices of Spring"

The fine series of operatic excerpts by Mme. Maria Barrientos already issued on Columbia have made us familiar with the artistic qualities of this famous coloratura soprano from the Metropolitan Opera House, New York. The new Columbia list includes a twelve-inch record on which Mme. Barrientos sings "Voci di Primavera" (Voices of Spring), with flute obbligato. This entrancing chanson is exactly suited to her glorious voice and she certainly gives an unforgettable performance, full of natural charm and effectiveness.

New Zonophone Issues Popular

The latest record issues of the British Zonophone Co. have been acclaimed by the trade as fine examples of the recording art. As usual, the program typifies the firm's successful endeavor to cater to all musical tastes, and in these recent issues we are provided with a really charming variety of vocal and instrumental numbers. The following are representative of the value offered: "Irene Selection," parts 1 and 2, Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustel organ; "Deep in My Heart" and "Flower of Brittany," by Sidney Coltham, tenor; "Love, Could I Only Tell Thee," and "My Baby Soldier Boy," by Foster Richardson, bass; "Unconquered" and "A Plantation Episode," banjo selections by James Pidoux; "I'm Forever Blowing Bubbles" and "Oh, What a Pal Was Mary," by the Royal Cremona Orchestra.

Collection and Dispatch of Musical Instruments

The goods-rail service for the collection and dispatch of musical instruments leaves much to be desired. The trade press is calling special attention to the necessity for a speeding up in collection and delivery. A more adequate service is absolutely essential to good business. The Music Trades Review points out that, despite representations made by a deputation of traders who recently waited upon the Great Northern Railway Co., there has apparently been no good result. As the trade of the country depends upon the railways, this neglect is considered seriously by members of our industry and probably there will be some steps taken to appeal direct to the Government.

A Trade Tour of the British Dominion

The overseas department of the Board of Trade has organized a trade tour of the Dominions. The countries to be visited are as follows: Africa, Australia, New Zealand and Canada. The gramophone industry seems to be fully alive to the opportunities of such a bold scheme of advertising and also of opening up new fields for their output. Present plans show the trade commissioners are due at the following cities on the dates named: Durham, July 24-August 7, 1920; Johannesburg, September 11-25, 1920; Cape Town, October 25-November 8, 1920; Perth, January 1-15, 1921; Adelaide, February 19-March 5, 1921; Melbourne, April 4-16, 1921; Hobart, May 16-28, 1921; Brisbane, July 2-16, 1921; Sydney, August, 15-27, 1921; Christchurch, October 1-15, 1921; Auckland, November 14-26, 1921; Vancouver, January 16-30, 1922; Winnipeg, March 3-17, 1922; Toronto, April 17-May 1, 1922; Montreal, May 31-June 12, 1922; Halifax, July 12-26, 1922. Samples will be packed and carried in specially designed showcases. The scheme is to be self-supporting and the estimated initial charge to each exhibitor is 200 guineas. Freight, fares, rents, salaries of the necessary staffs and also the show cases are to be paid for by the firms exhibiting.

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)
IS MADE BY
W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

DECLARE BIG STOCK DIVIDENDS

Brunswick-Balke-Collender Co. Give Shareholders Benefit of 150 Per Cent Stock Dividend

A stock dividend of 150 per cent has been declared on the common stock of the Brunswick-Balke-Collender Co., payable in new class "B" stock. This is in addition to the regular quarterly dividend of 1¾ per cent on the common stock. It is understood that the stock dividend will not be paid until some time in October. The original intention, it is asserted, was to declare a 200 per cent stock dividend.

A new record was made for gross sales, which increased 50 per cent during the first half of the year. Stock dividends are to be paid from the new stock authorized last April. In the meantime the company has increased its common stock outstanding to $9,000,000 by sale of $3,000,000 common stock to stockholders at par.

ENJOYED STAY IN MAINE WOODS

Boston, Mass., August 7.—L. W. Hough, New England representative of Peerless record albums and Long cabinets, has just returned from the Maine woods, where he spent his vacation. Mr. Hough occupied a log cabin there and roughed it. He states that he has come back full of "pep" and ready for a big Fall season, and reports the present outlook tends to prove that he will not be disappointed.

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ITALY.
G. Menaboni, Via S. Sebastiano 2, LIVORNO.
SPAIN.
Ernesto Verdu, ALICANTE.
ENGLAND.
A. Waite & Co., Ltd., 15-17 Figtree Lane, SHEFFIELD.

Songster Talking Machine Needles

Manufactured by J. STEAD & Co Ltd.
MANOR WORKS. SHEFFIELD ENGLAND.

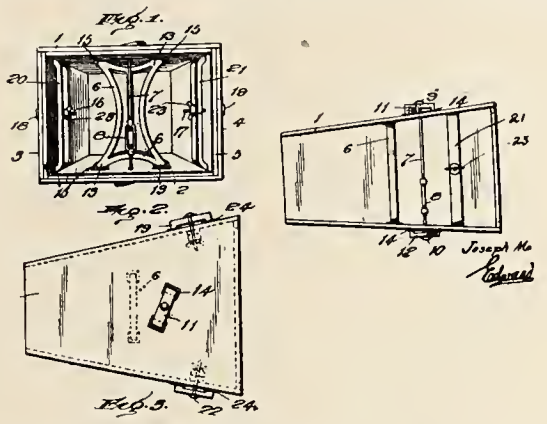
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Washington, D. C., August 7.—**Sound-Amplifier.** Joseph Mersman, Ottawa, Ohio. Patent No 1,344,307.

This invention relates to sound reproducing machines and more particularly to a horn or amplifier therefor.

An object of the invention is to provide a horn or amplifier which will amplify the sound reproduced by the sound box of the reproducing machine without affecting the purity of tone and without causing those harsh and blasting sounds which are sometimes produced to be magnified by the amplifier, and which at the same time will resonate in accord with the musical sounds being reproduced in a manner to enhance the quality of the tone.

A further object of the invention is to provide an amplifier having the above qualifications which are capable of being embodied in the form of a so-called concealed horn or amplifier for use in existing types of reproducing



machines without change in the structure of other parts of the machine.

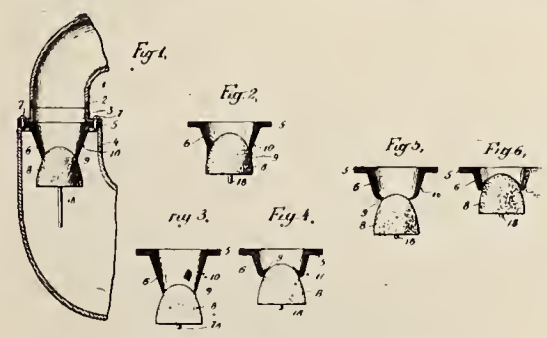
Various other objects of this invention will be apparent from a perusal of the following drawings:

Figure 1 is a front elevation, Figure 2 is a top plan view, Figure 3 is a side elevation with the near side of the horn removed to show the interior parts.

Talking Machine. Frederick James Empson, Sydney, N. S. W., Australia. Patent No. 1,340,-531.

The present invention relates to improvements in talking machines and the like and more particularly to a sound controller therefor. The advantages of the improvements will be apparent to those skilled in the art from an understanding of the following specification in connection with the annexed drawings which diagrammatically illustrate only some of the specific embodiments which the invention is adapted to take.

In these drawings, Fig. 1 shows one form of the invention arranged to control the sound passage in the tubular connection which operatively connects the tone arm with the horn of a talking machine, the valve parts being shown just closed. In the remaining figures the phonograph parts such as the tone arm and



horn are not repeated, but for simplicity are shown merely the valve parts. Continuing with a brief description of the drawings, Fig. 2 illustrates the valve parts of Fig. 1 still further seated or adjusted relative to each other; Figs. 3 and 5 show two modifications of the valve parts illustrated in their just seated position; and Figs. 4 and 6, respectively, illustrate the valve parts of Figs. 3 and 5 still further seated on each other.

Reproducer. Cyrus C. Shigley, Grand Rapids, Mich., assignor to Electric Phonograph Co., Kalamazoo, Mich. Patent No. 1,340,298.

This invention relates to improvements in reproducers. The main objects are: First, to provide in a reproducer an improved diaphragm securing means. Second, an improved floating weight for the stylus lever. Third, an improved floating weight mounting.

A structure which is a preferred embodiment of the invention is clearly illustrated in the accompanying drawing, forming a part of this specification, in which:

Fig. 1 is a vertical longitudinal section on a line corresponding to line 1—1 of Fig. 2, parts being shown in full lines. Fig. 2 is an inverted view of the sound box. Fig. 3 is a top view of the stylus carrying member or floating weight.

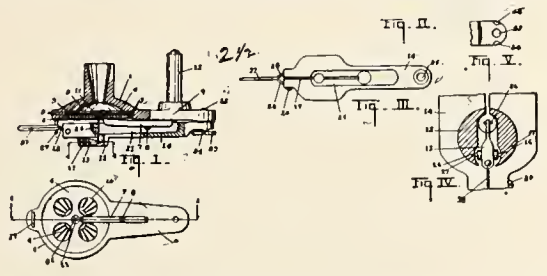


Fig. 4 is an enlarged detailed horizontal section on a line corresponding to line 4—4 of Fig. 1. Fig. 5 is a detail inverted view of the outer end of the floating weight.

Record Cleaner. Charles C. Prinz, Louisville, Ky. Patent No. 1,343,156.

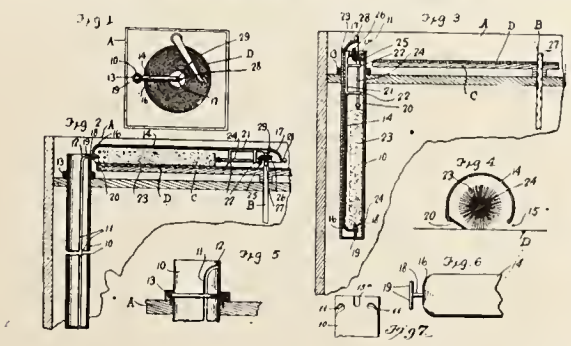
This invention relates to talking machines, particularly to attachments therefor, and has for its object the provision of a record cleaner in the nature of a rotary brush driven by a spindle carrying the turn table of the disk type of talking machine, whereby the brush will thoroughly clean the record during the playing thereof.

An important object is the provision of a cleaner of this character which may be slid into a casing or receptacle carried by the cabinet of a talking machine when the use of a brush is not desired.

Another object is the provision of a device of this character in which the rotary brush is mounted within a casing open at one side and provided with a rubber flap serving as a dust collector.

A further object is the provision of a cleaner of this character which is adapted for association with the drive spindle projecting through the turn table and which may be associated with the talking machine without making any appreciable alterations therein.

Fig. 1 is a plan view of a talking machine having the device associated therewith. Fig. 2 is a view on a larger scale showing a longi-



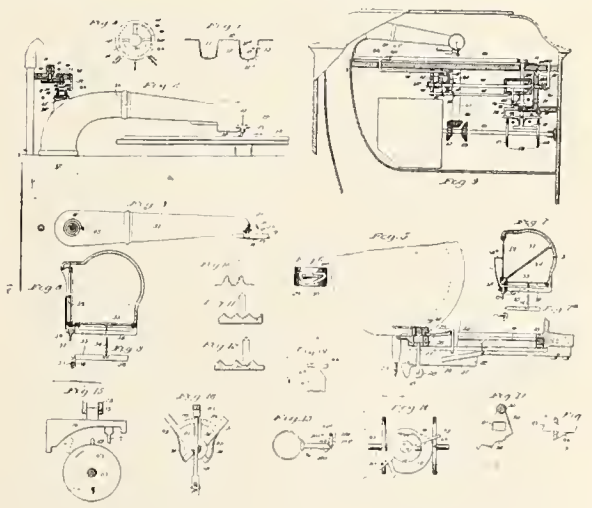
tudinal sectional view through a portion of the talking machine and showing the device in position for cleaning a record. Fig. 3 is a view similar to Fig. 2 showing the device moved out of engagement with the record and disposed within its housing. Fig. 4 is a cross sectional view taken through the brush and its casing, and Fig. 5 is a detail side elevation showing the upper end of the vertical housing. Fig. 6 is a fragmentary plan view showing the rear end of the brush holding casing, and Fig. 7 is a fragmentary elevation of the upper end of the tubular housing taken at right angles to Fig. 5.

Multiple - Record - Repeating Phonograph. Charles M. Heck, Raleigh, N. C. Patent No. 1,342,442.

This invention relates to records for sound reproducing mechanisms, and to apparatus employed in making and reproducing sounds from said records.

One of the objects of the invention is to provide a record body of any of the well-known types, with a multiple record groove, i. e., with a groove having side walls and a bottom wall, the surfaces of which walls have been treated to form independent sound records. A further object is to provide a record having a groove provided with means whereby lateral and vertical motions of a stylus may be obtained from one surface. A further object is to provide a sound recording and reproducing apparatus, and means co-operating therewith, to selectively make or reproduce records on the walls of said multiple record groove. A further object is to provide a sound reproducing apparatus which is capable of reproducing a record irrespective of whether the same is made with a groove varying vertically as to depth, or has its sides varying laterally. A further object is to provide a sound recording and reproducing apparatus, constructed to simultaneously or selectively record or reproduce, with a single groove, two or more recorded selections. A further object is to provide means whereby a groove that varies both vertically and laterally may be utilized for recording and reproducing sound.

Fig. 1 is a diagrammatic sectional view illustrating a sound record made in accordance



with the invention. Fig. 2 is a side view of a sound reproducing apparatus capable of use in connection with such a record. Fig. 3 is a plan view of a portion thereof. Fig. 4 is a detail view of the controlling device. Fig. 5 is an enlarged detail view illustrating diaphragms and styli co-operating therewith, for operating both vertically and laterally. Fig. 6 is an enlarged detail view thereof. Figs. 7 and 7a are detail views illustrating the method of recording both types of sound vibration. Figs. 8 and 8a show a modified form of reproducing instrument. Fig. 9 is a view of the automatic device by means of which the desired record within the record groove is selected. Figs. 10, 11 and 12 are detail views illustrating the manner in which the stylus engages the record. Figs. 13, 14, 15, 16 and 17 are enlarged views of details of the reversing mechanism. Fig. 18 is a detail view of one of the tappets. Fig.

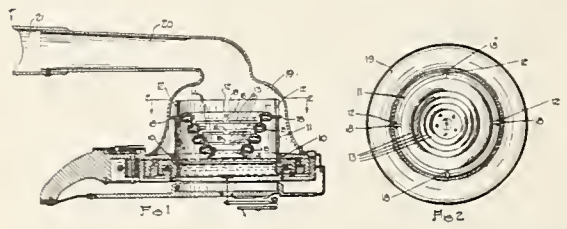
(*Continued on page 226*)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 225)

19 is a detail sectional view of the setting cam and its operating arm.

Sound Modifying Means. Erwin Cassca, Gloversville, N. Y. Patent No. 1,342,662.

This invention relates generally to sound boxes for phonographs or the like, and particularly to sound modifying means for receiving the diaphragm vibrations at the point of maximum amplitude, the minor vibration being absorbed or deadened, to thereby avoid the



interference which would otherwise impair the pure reproduction.

Fig. 1 is a section in elevation showing the improved sound modifier. Fig. 2 is a cross section taken on line 2—2 of Fig. 1.

Repeating Device for Sound Reproducing Machines. Edward Peremi, Brooklyn, N. Y. Patent No. 1,343,087.

The object of this invention is to provide a new and improved repeating device for phonographs and other sound reproducing machines and more especially designed for use in connection with disk or cylinder records containing foreign language matter to be reproduced with a view to enable a listener to acquire the language. Another object is to permit the user to cause the machine to repeat any particular word or words or a sentence or any small portion of the record whenever it is desired to do so, thereby enabling a person to quickly and accurately gain the desired knowledge. Another object is to permit the user to readily actuate the repeating device either by hand or by foot. Another object is to allow of conveniently attaching the repeating device to a phonograph or other reproducing machine without requiring any alteration in the construction of the machine.

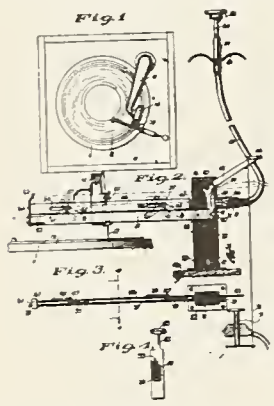


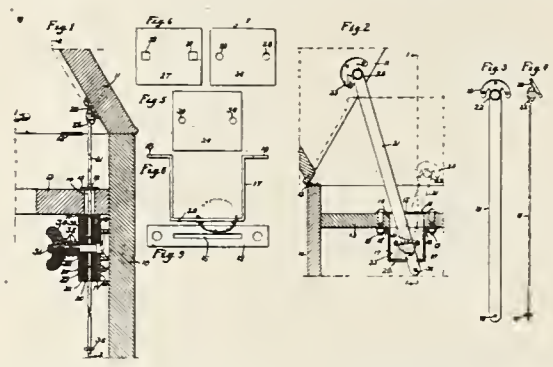
Fig. 1 is a reduced plan view of the repeating device as applied to a phonograph using disk records; Fig. 2 is a side elevation of the same with parts shown in section; Fig. 3 is a plan view of the repeating device with the cover of the hollow post removed; and Fig. 4 is a cross section on the line 4—4 of Fig. 3.

Friction Support for Lids. Isaac F. Burton, Philadelphia, Pa. Patent No. 1,343,347.

One object of this invention is to provide an improved friction support for lids which will be particularly adapted for use in connection with the hinged lids or covers on talking machine cabinets and will be so constructed that it will hold the lid or cover in various pivotal positions into which it is manually moved.

Another object is to so construct the invention that the supporting bar is free to move in various paths relatively to its friction engaging means so that various parts of said engaging means will be presented to said bar and thereby prevent the bar from wearing a groove in the friction engaging means which would soon cause the friction engaging means to lose its grip upon said bar.

Fig. 1 is a sectional elevation taken on the line 1—1 of Fig. 2 showing the invention applied to a talking machine cabinet and illustrating a lid or cover in a closed position. Fig. 2 is a sectional elevation taken on the line 2—2 of Fig. 1, drawn on a smaller scale and illustrating in full line position the lid in a raised position and in dot-and-dash line position, the lid closed. Figs. 3 and 4, respectively, represent face and edge views of the lid supporting bar shown in Figs. 1 and 2. Fig. 5 is a face view of one of two friction exerting pads which form a part of the invention. Figs. 6 and 7

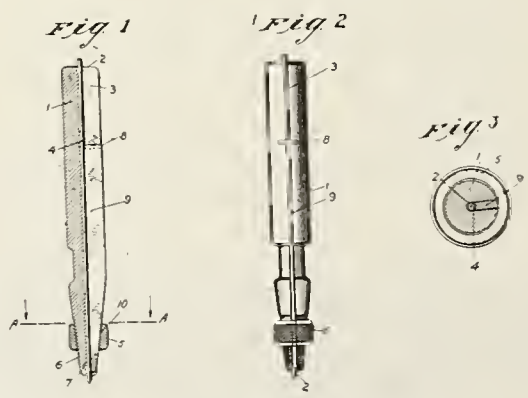


are face views of two side plates which form a part of the invention and between which the friction pads are adapted to be positioned. Fig. 8 is a side view of a hanger bracket which is preferably employed, and Fig. 9 is a top plan view of a slotted facing plate which is preferably used.

Phonograph Needle. John Heino, New York. Patent No. 1,343,507.

This invention pertains to a phonograph needle which it shall not be necessary to renew after each record has been played, as is now customary. It contemplates the provision of a needle which may be utilized any number of times, but in which the actual playing point is not of sufficient hardness to damage the record.

A further object is to provide a needle of this style in which the playing point may be renewed without the exercise of any mechanical skill whatsoever. A final object of this invention is the provision of a needle of the above-mentioned class which shall incorporate means for holding the playing point so firmly that it is impossible that any slipping of the same



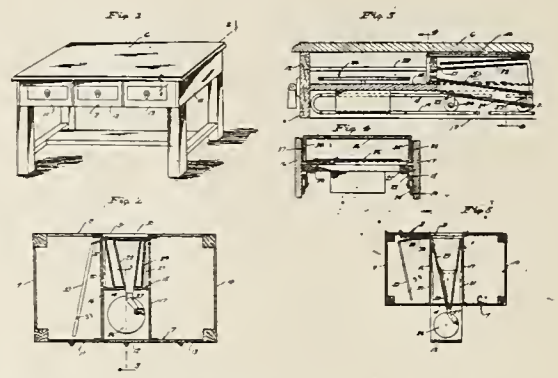
might occur, but which shall, nevertheless, be capable of being instantly loosened, so that the playing point may be fed forward and the needle be good for any number of subsequent playings.

Fig. 1 is a sectional side elevation of the improved needle; Fig. 2 is a plane side elevation; and Fig. 3 is a sectional view taken along the lines A—A of Fig. 1.

Phonograph Table Cabinet. Peter Kraushaar, Montebello, Cal. Patent No. 1,343,622.

The primary object of this invention is to provide a cabinet having the appearance of a table and so constructed that the phonograph and its horn are housed beneath the table top. It is another object of this invention to provide a cabinet of the class described with a phonograph and horn mounted to be drawn out and opened like an ordinary table drawer.

Fig. 1 is a perspective view of a table cabinet with the phonograph closed in; Fig. 2 is a horizontal section as seen on the line 2—2 of Fig. 1; Fig. 3 is an enlarged fragmentary section taken on the line 3—3 of Fig. 2; Fig. 4 is a section taken on the broken line 4—4 of Fig. 3; and Fig. 5 is a section similar to Fig. 2

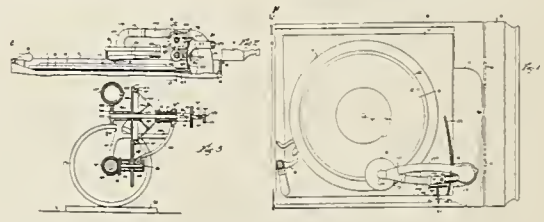


showing the phonograph in its open position and ready for playing.

Phonograph Attachment. Dennis McNeill, Huntington, W. Va. Patent No. 1,341,511.

This invention relates to phonographs, the particular purpose being to suppress as far as practicable the undesirable noises due to the mechanical scratching of the stylus upon the record disk or member equivalent thereto.

The invention aims to divide the sound waves into two parallel channels is so arranged as to cause the undesirable sounds passing through one channel to interfere with those passing through the other channel, and thus produce virtual silence. The length of one of these channels is varied, gradually, during the operation of the machine, so as to cause the sounds passing through it to travel a distance slightly



longer than the sounds passing through the other channel, and by so doing there is an interference of the sound waves, in passing through the two channels, to neutralize to a considerable extent the acoustical effect of the two groups of sound waves, and that, too, independently of the fact that the wave lengths of the sounds in question grow longer as the stylus approaches the center of the disk.

Fig. 1 is a plan view of a phonograph equipped with the attachment, certain parts being broken away, Fig. 2 is a side view of the same partly in elevation and partly in section; and Fig. 3 is an enlarged section on line 3—3 of Fig. 2 looking in direction of arrows.

HARDING RECORDS MORE SPEECHES

Candidate to Make Records of Salient Points in All Campaign Addresses

Senator Harding continues to record excerpts from his various campaign speeches in order that they may be reproduced before audiences in all sections of the country, and it is said that throughout the campaign he plans to thus record the salient points in each address. The records of the speeches of Mr. Harding and other Presidential and Vice-presidential candidates are being made by the Columbia Co. for the Nation's Forum, as announced in The World last month.

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Advance RECORD BULLETINS for September, 1920

COLUMBIA GRAPHOPHONE CO.

A6154 Dance of the Hours. Part I. From "La Gioconda," Gino Marinuzzi and his Symphony Orchestra 12
Dance of the Hours. Part II. From "La Gioconda," Gino Marinuzzi and his Symphony Orchestra 12
49804 Melody in F. Walter Golde at the piano, Pablo Casals, 'Cellist 12
49796 The Swan (Le Cygne). Walter Golde at the piano .....Pablo Casals, 'Cellist 12
79060 Mother (I Love You).....Charles Hackett 10
78760 Valse Bleue. Violin Solo. Harry Kaufman at the piano .....Toscha Seidel 10
79115 Sweetest Story Ever Told....Hulda Lashanska 10
A6156 Fiddle and I. Violin Obbligato by Sascha Jacobsen .....Barbara Maurel 12
Sing Me to Sleep. Obbligato by Sascha Jacobsen .....Barbara Maurel 12

MISCELLANEOUS

A6158 "Florodora." Vocal Gems, Orch. accomp., Columbia Light Opera Company 12
Intro.: 1. "Flora." 2. The Shade of the Palm. 3. Tell Me, Pretty Maiden. 4. I Want to Be a Military Man. 5. The Silver Star of Love.
"The Mikado." Vocal Gems, Orch. accomp., Columbia Light Opera Company 12
Intro.: 1. Behold the Lord High Executioner. 2. Three Little Maids from School. 3. Tit Willow. 4. The Flowers That Bloom in the Spring. 5. For He's Going to Marry Yum-Yum. 6. With Joyous Shouts.
E4658 Gypsy Love—Waltz, Olga Bibor's Gypsy Orchestra 10
Don Juan—Waltz, Olga Bibor's Gypsy Orchestra 10
A2947 County Fair at Punkin Center, Cal Stewart (Uncle Josh) 10
Jim Lawson's Hogs...Cal Stewart (Uncle Josh) 10
A6155 Our Director March.....Columbia Band 12
Centennial March .....Columbia Band 12
A2950 Long Ago—Hawaiian Guitar Duet, Ferera and Franchini 10
Hunika—Hawaiian Guitar Duet, Ferera and Franchini 10
A2951 Medley Horn Pipe—Accordion Solo, Joe Linder at the piano.....John J. Kimmel 10
Intro.: 1. Bryant's Favorite. 2. Birds in the Tree.
Medley Jigs—Accordion Solo, Joe Linder at the piano .....John J. Kimmel 10
Intro.: Rakes of Kildare and Devlin's Favorite

POPULAR HITS

A2954 Venetian Moon, Lewis James and Chas. Harrison 10
My Isle of Golden Dreams.....Chas. Harrison 10

DANCE RECORDS

A2955 The Love Nest—Medley Fox-trot, Art Hickman's Orchestra 10
Intro.: Mary from "Mary."
Song of the Orient—Fox-trot, Art Hickman's Orchestra 10
A2952 Chili Bean—Song Fox-trot, Paul Biese Trio and Frank Crumit 10
Bells of Monterey—Fox-trot. Saxophone, banjo and piano.....Paul Biese Trio 10
A2953 Ding Toes—Fox-trot. Piano duet, Banta and Akst 10
Intro.: "Cuddle Up."
Typhoon—Fox-trot. Piano duet, Orch. accomp. Banta and Akst 10

THE MID-MONTH RECORDS

A2939 Left All Alone Again Blues (from "The Night Boat").....Marion Harris, Comedienne 10
Everybody But Me..Marion Harris, Comedienne 10
A2944 The St. Louis Blues. Marion Harris, Comedienne 10
Homesickness Blues. Marion Harris, Comedienne 10
A2946 In Sweet September.....Al Jolson, Comedian 10
Early in the Morning (Down on the Farm). Frank Crumit 10
A2948 Marion (You'll Soon Be Marryin' Me) Frank Crumit 10
Pretty Kitty Kelly.....Charles Harrison 10

DANCE RECORDS

A2945 Somehow—Fox-trot.....Ted Lewis Jazz Band 10
I Know Why—Medley Fox-trot. Intro.: My Cuban Dreams.....Morrison's Jazz Orchestra 10
A2949 Dance-O-Mania—Fox-trot.....The Happy Six 10
Slow and Easy—Fox-trot. Intro.: I'm Sorry I Ain't Got It You Could Have It If I Had It Blues.....Louisiana Five Jazz Orchestra 10
A6157 Tripoli—Medley Waltz. Intro.: Let the Rest of the World Go By.....Prince's Orchestra 12
Romance—Waltz. Intro.: There'll Come a Day. Prince's Orchestra 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS AND DANCE RECORDS

18679 Pretty Kitty Kelly.....Charles Harrison 10
Drifting .....Peerless Quartet 10
18680 Slow and Easy.....Esther Walker 10
What-cha Gonna Do When There Ain't No Jazz, Esther Walker 10
18681 So Long Oo-Long—Fox-trot, Van Eps Quartet 10
Lovely Summertime—Waltz, Joseph C. Smith's Orchestra 10
18682 Hold Me—Medley Fox-trot.....Palace Trio 10
Wond'ring—Fox-trot..Selvin's Novelty Orchestra 10

VOCAL AND INSTRUMENTAL RECORDS

45179 Pickaninny Sleep-Song.....Lucy Isabelle Marsh 10
Damon (Bekehrte).....Lucy Isabelle Marsh 10
18683 Comrades of the Legion—March...Sousa's Band 10
Who's Who in Navy Blue—March..Sousa's Band 10
18684 Whirlwind (Tourbillon) (Krantz)—Flute Solo, Arthur Brooke 10
Hungarian Fantasie (Andante e Rondo) (Weber, Op. 35)—Bassoon Solo.....William Gruner 10

RED SEAL RECORDS

Frances Alda, *Soprano*
64893 I'd Build a World in "The Heart of a Rose," David-Nicholls 10

Gabriella Besanzoni, *Contralto—In Italian*
64876 La Gioconda—Voce di donna (Angelic Voice), Ponchielli 10

Enrico Caruso, *Tenor—In Italian*
87312 L'Addio a Napoli (Farewell to Naples), T. Cottrau 10

Mischa Elman, *Violinist*
(Piano accompaniment by Josef Bonime)
64894 The Dew Is Sparkling.....Rubinstein-Elman 10

Amelita Galli-Curci, *Soprano—In French*
74639 Villanelle (The Swallows).....Eva dell' Acqua 12

Orville Harrold, *Tenor*
64892 Values (Another Hour With Thee), Rittenhouse-Vanderpool 10

Jascha Heifetz, *Violinist*
(Piano accompaniment by André Benoist)
64769 Méditation .....Alexandre Glazounow 10

Edward Johnson, *Tenor*
64895 Land of the Long Ago, Charles Knight-Lillian Ray 10

Hans Kindler, *Violoncellist*
64896 Orientale (from "Kaléidoscope").....César Cui 10

Fritz Kreisler, *Violinist*
64902 Who Can Tell (from the operetta "Apple Blossoms") .....Kreisler 10

Sergei Rachmaninoff, *Pianist*
74630 Troika en Traineaux (In a Three-Horse Sleigh), Tschaikowsky 12

Renato Zanelli, *Baritone—In Italian*
74632 La Traviata—A tanto amor (Thou Flow'r Beloved) .....Donizetti 12

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

29058 Valse Sentimentale (Schubert-Franko). Violin, Albert Spalding
29059 Urna fatale del mio destino (Fatal Urn of My Destiny—La Forza del Destino (Verdi). Baritone, in Italian.....Mario Laurenti

REGULAR LIST

4060 Ages and Ages (Kendis-Brockman). Tenor, George Wilton Ballard
4061 I'll Always Keep a Corner in My Heart for Tennessee (Donaldson). Tenor, Reese Jones and Male Chorus
4062 That Naughty Waltz (Levy). Contralto and baritone.....Helen Clark and Joseph Phillips
4063 Moon Shines On the Moonshine (Bowers). Negro duet.....Al Bernard and Ernest Hare
4064 Who'll Take the Place of Mary? (Dubin-Gaskill-Mayo). Tenor .....Talbot O'Farrell
4065 Marion (You'll Soon Be Marryin' Me) (Ingham-McConnell). Soprano and tenor, Rachael Grant and Billy Murray
4066 My Sahara Rose Medley—Fox-trot (Clarke-Donaldson). Two saxophones and two pianos for dancing .....Wiedoeft-Wadsworth Quartet
4067 At the Moving Picture Ball (Santly), Maurice Burkhart
4068 Manila Waltz (Chofre), United States Marine Band
4069 Beautiful Hawaii Waltz (M. Earl), Waikiki Hawaiian Orchestra
4070 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Albert). Tenor....Reese Jones
4071 My Lovin' Sing Song Man (Bernard), Al Bernard and Frank M. Kamplain
4072 I'll See You in C-U-B-A (Berlin), Fred Hillebrand
4073 One Loving Caress (Wenrich). Soprano and contralto...Gladys Rice and Marion Evelyn Cox
4074 Ching-a-Ling's Jazz Bazaar (Bridges), Mack and Miller
4075 Karzan—Fox-trot (Dulmage). For dancing, Green Bros. Novelty Orchestra
4076 Haley's Fancy—Medley of Irish Jigs. Accordion, John J. Kimmel
4077 Uncle Josh and the Sailor (C. Stewart). A rural story .....Cal Stewart
4078 Sunshine and Cloud (Glover). Contralto and baritone .....Helen Clark and Joseph Phillips
4079 Oriental Stars—One-step (Monaco). For dancing .....Green Bros. Novelty Orchestra
4080 Come Into the Garden, Maud (Balfé). Tenor, Hardy Williamson

NORWEGIAN RECORDS

9246 Aa kjöre Vatten aa kjöre Ve (Come Haul the Water and Haul the Wood); and Kjaerringa med Staven (Here Comes Sally On Crutches). Tenor .....Carsten Woll
9247 Gamble Norge (Song of Norway) (Nilsson). Tenor .....Carsten Woll

AEOLIAN CO.

OPERATIC SELECTIONS

55008 Carmen-Habanera (Love is like a Wood Bird), in French (Bizet). Contralto, Vocalion orch. accomp. .....Mme. Marguerite D'Alvarez 12

STANDARD SELECTIONS

30101 Eili, Eili (Hebrew Traditional). Soprano. Vocalion orch. accomp.....Rosa Raisa 10
30105 Pecche? (Why?) in Italian (deFlavis-Pennino). Tenor. Vocalion orch. accomp....Giulio Crimi 10
14081 Gwine to Run All Night (Foster). Tenor. Vocalion orch. accomp.....Reed Miller 10
Plantation Songs, Medley. 1, In the Morning By the Bright Light; 2, My Old Kentucky Home; 3, I'se Gwine Back to Dixie; 4, Old Black Joe.....Aeolian Male Quartet 10

BAND SELECTIONS

14082 Commander in Chief (Losey). Played by.....Aeolian Military Band 10
March of the Marines (Brooke). Played by.....Aeolian Military Band 10

POPULAR SELECTIONS

14083 Blue Diamonds (Caddigan & Storey). Song Fox-trot, orch. accomp.....Henry Burr 10
I Know Why (Morgan). Ballad Fox-trot, orch. accomp.....Burr and Meyers 10
14084 Don't Take Away Those Blues (McKiernan-Spencer). Orch. accomp.....Ernest Hare 10
Le Wanna (Bernard). Orch. accomp. Ernest Hare 10
14085 If There's a Lover's Lane in Heaven (Fisher). Orch. accomp.....Reed Miller 10
My Dixie Rosary (F. Hanley). Orch. accomp. Sterling Trio 10
14086 Chili Bean (Von Tilzer). Orch. accomp. Billy Murray 10
The Simple Simon Party (Montgomery). Orch. accomp..... Billy Murray 10
14087 Mammy's Good-night Lullaby (Harry von Tilzer). Orch. accomp.....Peerless Quartet 10
Swanee (Caesar-Gershwin). Orch. accomp. Peerless Quartet 10

INSTRUMENTAL SELECTIONS

14088 Saxema (Wiedoeft). Saxophone, Rudy Wiedoeft 10
Valse Erica (Wiedoeft). Saxophone, Rudy Wiedoeft 10

DANCE SELECTIONS

14089 Louisiana (Wallace & Freed). Waltz, Played by Harry A. Yerkes' Dance Orchestra 10
Jean (Brooks-Kalmar-Ruby). Fox-trot. Intro.: So Long Oolong. Played by Harry A. Yerkes' Dance Orchestra 10
14090 Dreaming Blues (Edythe Baker). Fox-trot. Played by.....Thomas' Saxophone Sextette 10
Syncopated Vamp (Irving Berlin). Fox-trot. Played by.....Thomas' Saxophone Sextette 10
14091 The Moan (J. L. Shearer). Fox-trot. Played by.....Wiedoeft-Wadsworth Quartet 10
Just Like a Gypsy (Simons & Bayes). Fox-trot. Intro.: Rose of Bagdad. Played by.....Wiedoeft-Wadsworth Quartet 10

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT No. 36

POPULAR VOCAL

22403 I'm In Heaven When I'm In My Mother's Arms (Johnson-Hess-Ager). Tenor.....Lewis James 10
You're the Only Girl that Made Me Cry (Fisher). Tenor and baritone duet, Charles Hart and Elliott Shaw 10
22404 Chili Bean (Brown-Von Tilzer). Tenor, Billy Murray 10
When I Was the Village Jim Dandy, Mirandy (Lewis-Young).....Peerless Male Quartet 10
22405 Pretty Kitty Kelly (Pease-Nelson). Patricola, Comedienne 10
Since Mariella Learned the Dardanella (Jerome-Von Tilzer).....Patricola, Comedienne 10
22406 The Love Nest (from "Mary") (Harbach-Hirsch). Tenor.....Sam Ash 10
Tell Me Little Gypsy (from "Ziegfeld Follies of 1920") (Berlin). Baritone.....Elliott Shaw 10
22407 Ding-A-Ring-A-Ring (Wilson-Bide-Schuster). Soprano, with Piano accomp.....Aileen Stanley 10
I'm a Jazz Vampire (Swanstrom-Morgan). Soprano, with Piano accomp.....Aileen Stanley 10
22408 Little Town in the Ould County Down (Pascoe-Carlo-Sanders). Tenor.....Henry Burr 10
Sweet Little Mary Ann (Kilgour-Howard-King). Tenor and Baritone, duet, Henry Burr and John Meyer 10
22409 Marimba (Johnson-Hess-Black). Tenor, Billy Jones 10
My Dixie Rosary (Tracey-Goodwin-Hanley), Sterling Male Trio 10
22410 Don't Take Away Those Blues (McKiernan-Spencer). Baritone.....Ernest Hare 10
Mammy's Good-Night Lullaby (Jerome-Von Tilzer). Tenor and Baritone duet, Lewis James and Elliott Shaw 10

HAWAIIAN

22398 Honolulu Bay (Ferera). Hawaiian guitars, Ferera and Franchini 10
Mahaina Malamalama (Old Hawaiian Melody). Hawaiian guitars.....Ferera and Franchini 10

DANCE

22411 Grieving for You (Gibson-Gold-Ribaud). Fox-trot, (Joe Gibson, Dir.) White Way Novelty Orchestra 10
Down Sicily Way (Johnson-Cirina). Fox-trot, (Joe Gibson, Dir.) White Way Novelty Orchestra 10
40205 Just Like the House that Jack Built. Medley Fox-trot. Intro.: "Cindy," from "Cinderella on Broadway" (Grant-Atteridge), Della Robbia Orchestra (Max Fells, Dir.) 12
That Dreamy Oriental Melody (Bennett). One-step...Della Robbia Orchestra (Max Fells, Dir.) 12
22399 Scandal Walk (from "Scandals of 1920") (Gershwin). Fox-trot. (Saxophone, banjo, xylophone and piano).....Van Eps Quartet 10
Vanity (Schanes). Waltz, Duane Sawyer and His Novelty Orchestra 10
22412 The Love Nest (from "Mary") (Hirsch). Fox-trot.....Joseph Samuels' Music Masters 10
My Little Bimbo on the Bamboo Isle. Medley One-step. Intro.: "I Love the Land of Old Black Joe" (Donaldson), Joseph Samuels' Music Masters 10
20461 The Moan (Shearer). Fox-trot, Synco Jazz Band 10
Blacksmith Rag (Smith). Fox-trot, Synco Jazz Band 10

REGULAR SEPTEMBER PATHE LIST

54048 Comin' Thru the Rye (Hopekirk). Soprano, Yvonne Gall 12
54049 Santa Lucia (Daylight is Waning) (Gaetano Braga) in Italian. Tenor.....Tito Schipa 12
25043 The Low Back'd Car (Lover). Tenor, Thomas Egan 10
The Harp That Once Thru Tara's Hall (Moore). Tenor .....Thomas Egan 10

GOSPEL HYMN AND SACRED SOLO

22350 Stand Up For Jesus (Webb). Tenor, with chimes and organ.....Earle F. Wilde 10
Flee as a Bird (Dana-Root). Baritone, Turner Roe 10

NEW BAND AND ORCHESTRA RECORDS

22351 Through the Woods (Laigre). Descriptive, Garde Republicaine Band of France 10
Amina (Lincke). Egyptian serenade, Garde Republicaine Band of France 10
22352 Iris (Friml). Intermezzo, National Symphony Orchestra 10
At Dawning (I Love You) (Eberhart-Cadman). Transcription....National Symphony Orchestra 10

NEW INSTRUMENTAL RECORDS

22373 Underneath the Moon (Brancn-Plunkett). Saxophone solo.....Duane Sawyer 10
Some of the Time I'm Lonely (Hatch). Saxophone solo.....Duane Sawyer 10
22369 Cavalleria Rusticana (Mascagni). "Intermezzo." (Violin, harp, organ)...Pathé Symphonic Trio 10
Jocelyn (Godard). "Berceuse." (Violin, harp, organ).....Pathé Symphonic Trio 10

EMPIRE TALKING MACHINE CO.

SIXTH RELEASE

POPULAR SONG HITS

6001 Tell Me Pretty Maiden. Sextette from "Florodora".....Empire Light Opera Co.
Marion (You'll Soon Be Marryin' Me). Orch. accomp.....Crescent Trio

(*Continued on page 228*)

Victor Service That Helps

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ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 227)

6002 Who'll Take the Place of Mary? Tenor solo, orch accomp.....Charles Hart
Hiawatha's Melody of Love. Male duet, orch. accomp.....Charles Hart and Elliott Shaw
6003 In the Shade of the Sheltering Palm. From "Fiorodora".....Elliott Shaw
My Isle of Golden Dreams. Orch. accomp., Sterling Trio
6004 Bless My Swanee River Home. Orch. accomp., Peerless Quartet
Floating Down to Cotton Town. Orch. accomp., Shannon Four
6005 Oh! By Jingo. Tenor solo, orch. accomp., Billy Murray
Profiteering Blues. Tenor solo, orch. accomp., Billy Murray
6006 Just Like the Rose. Orch. accomp....Sterling Trio
Venetian Moon. Tenor solo, orch. accomp., Henry Burr

SACRED SELECTIONS

2003 He Leadeth Me. Male Duet, orch. accomp., Reed Miller and Royal Dadmun
I Need Thee Every Hour. Male Duet, orch. accomp.....Reed Miller and Royal Dadmun

CONCERT SELECTIONS

4004 Souvenir. Violin solo, piano accomp..Vera Barstow
Bird Voices. Whistling solo, orch. accomp., Sibyl Sanderson Fagan
4005 Sweet Genevieve. Violin, cello and piano, Taylor Trio
Valse Erica. Saxophone solo.....Rudy Wiedoeft

DANCE SELECTIONS

5004 La Veeda. Fox-trot.....Empire Jazz Orchestra
Oh My Lady (Listen to My Serenade). One-step.....Billy Murray's Melody Men
5005 Railroad Blues. Fox-trot....Empire Jazz Orchestra
Whose Baby Are You? One-step, Billy Murray's Melody Men
5006 Beautiful Ohio. Waltz....Rector's Dance Orchestra
I'm Forever Blowing Bubbles. Waltz, Choruses Sung .....Empire Jazz Band

PARAMOUNT RECORDS

20014 Blues (My Naughty Sweetie Gives to Me). Fox-trot .....Whiteway Jazz Band
Tiger Rag. One-step.....Whiteway Jazz Band
20015 I've Got the Blues for My Old Kentucky Home. Comedy with Orch.....Flo Bert
I'd Love to Fall Asleep and Wake Up in My Mammy's Arms. Comedy with Orch.....Flo Bert
20016 Venetia. One-step.....Selvin's Novelty Orchestra
In Sweet September. Fox-trot, Selvin's Novelty Orchestra
20017 Romance. Waltz.....Newport Society Orchestra
Young Man's Fancy. Music Box Novelty from "What's in a Name." Fox-trot, Newport Society Orchestra
20018 The Moon Shines on the Moonshine. Solo with Orch. .....Arthur Collins
Tired of Me. Solo with Orch.....Sam Ash
33062 Tenth Regimental March. Military Band, Lieut. Ridgeley's 69th Reg. Band
National Emblem March. Military Band, Lieut. Ridgeley's 69th Reg. Band
33064 Silver Threads Among the Gold. Violin, saxophone and piano.....Old Homestead Trio
When You and I Were Young, Maggie. Violin, saxophone and piano.....Old Homestead Trio
33031 Beautiful Isle of Somewhere. Vocal...Ernest Davis
Open the Gates of the Temple. Vocal..Ernest Davis

OKEH RECORDS

ELEVENTH RELEASE

4118 In Sweet September (Monaco). Fox-trot, Ray Miller's Black and White Melody Boys
My Sahara Rose (Clarke-Donaldson). Fox-trot, Harry Raderman's Jazz Orchestra
4119 Rose of Spain (Brown-Fazioli-Miller). Fox-trot, Ray Miller's Black and White Melody Boys
Kismet (Henlere). Fox-trot, Green Brothers' Novelty Band
4120 Tell Me Pretty Maiden (From Musical Comedy, "Florodora") (Stuart). Fox-trot, Rega Dance Orchestra
Polly (Richmond). One-step, Joseph Knecht's Waldorf-Astoria Dance Orchestra
4121 Le Wanna (Bernard). Fox-trot Green Brothers' Novelty Band
Jean (Brooks). Fox-trot, Harry Raderman's Jazz Orchestra
4146 The Love Nest (Introducing Chorus of "Mary") (From Musical Comedy "Mary") (Louis A. Hirsch). Fox-trot.....Lanin's Roseland Orchestra
Enticing (Seduisante) (Morris Benavente). Waltz, Joseph Knecht's Waldorf-Astoria Dance Orchestra
4128 Whistle a Song (From the Musical Romance "Chin Toy") (Z. Myers-Joe E. Howard-I. B. Kornblum). Tenor, with Orch.....Billy Murray
There's a Typical Tipperary Over Here (Alex. Gerber-Abner Silver). Vocal, with Orch., American Quartette
4129 When a Peach in Georgia Weds a Rose from Alabam (Clyde Hager-W. Goodwin). Tenor duet, with Orch.....Hart-James
I Love the Land of Old Black Joe (Grant Clark-Walter Donaldson). Vocal, with Orch., American Quartette
4130 Oh How I Love You (A. B. Sterling-Henry-Lewis-Dave Dreyer). Tenor, with Orch., Fred Whitehouse
Tiddle Dee Winks (At All the Men) (Garfield Kilgour-Lou Handman). Tenor, with Orch., Billy Murray
4131 Underneath the Southern Skies (A. E. Behim-H. Ruby-M. K. Jerome). Tenor, with Orch., Lewis James
Hiawatha's Melody of Love (Alfred Bryan-Artie Mehlinger-Geo. W. Meyer). Tenor-baritone duet, with Orch.....Hart-Shaw
4132 The Moon Shines on the Moonshine (Francis DeWitt-R. H. Bowers). Baritone, with Orch., Arthur Collins
Way Down Barcelona Way (That Diddle E-Um-De-Dum) (Fred Fisher-Harry Jentes). Baritone-tenor duet, with Orch.....Collins-Harlan
4140 In the Valley of Sunshine and Roses (F. W. Hager). Tenor, with Orch.....Henry Burr
Silver Threads Among the Gold (Eben E. Rexford-H. P. Danks). Vocal, with Orch., Crescent Trio
4122 Marriage Blues (Julius Berkin-Joseph Samuels-Herman Berkin). Fox-trot, Joseph Samuels' Jazz Band
Hunkatin (Sol. P. Levy). One-step, Green Brothers' Novelty Band
4123 The Crocodile (Otto Motzan-Harry Akst). Fox-trot, Joseph Knecht's Waldorf Astoria Dance Orchestra
Hullo, Home (Intro.: "My Indispensable Girl") (From Musical Comedy "Buddies") (B. C. Hilliam). Medley One-step.....All Star Trio
4124 Do Another Break (George H. Green). Fox-trot .....Green Brothers' Novelty Band
Slim Trombone (Henry Fillmore). One-step, Joseph Samuels' Jazz Band
4125 Railroad Blues (C. Luckeyth Roberts). One-step.....Harry Raderman's Jazz Orchestra
In Old Madeira (Alma Sanders-Monte Carlo). Fox-trot, Conway's Band (Capt. Pat Conway, Conductor)
4126 Sunny Southern Smiles (L. Wolfe Gilbert-Darl MacBoyle-Joseph Cooper). Vocal, with Orch., Crescent Trio
Hawaiian Twilight (Ray Sherwood-Carl D. Vandersloot). Tenor, Accomp. by Hawaiian Guitars .....Lewis James
4127 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (S. M. Lewis-Joe Young-Fred E. Ahlert). Vocal, with Orch..Peerless Quartette
Tripoli (On the Shores of Tripoli) (P. Cunningham-Al. Dubin-Irving Weill). Contralto-baritone duet, with Orch...Helen Clark-Joseph Phillips

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POPULAR VOCAL

21176 I'm the Good Man That Was So Hard to Find (Green-Piantadosi). Baritone, Orch. accomp., Ernest Hare
Chili Bean (Brown-Von Tilzer). Tenor, Orch. accomp. .....Billy Murray
21177 Ages and Ages (Kendis-Brockman). Tenor duet, Orch. accomp.....Lewis James and Charles Hart
I'll Be With You in Apple Blossom Time (Fleeson-Von Tilzer). Tenor, Orch. accomp., Billy Jones
21178 I'd Like to Take You Away (Smith-Riesenfeld) from "Betty Be Good." Contralto and tenor duet, Orch. accomp., Helen Burke and Charles Knapp
I'm In Heaven When I'm In My Mother's Arms (Johnson-Hess-Ager). Tenor...Lewis James
21179 Little Town in the Ould County Down (Pascoe-Carlo-Sanders). Tenor, Orch. accomp., Henry Burr
That Old Irish Mother of Mine (Jerome-Von Tilzer). Orch. accomp.....Sterling Trio
21180 Gee, I Wish I Had Some One to Rock Me in the Cradle of Love (Sissle-Blake). Tenor, Orch. accomp.....Douglas Scott
When a Peach in Georgia Weds a Rose from Alabam' (Hager-Goodwin). Orch. accomp., Peerless Quartet

DANCE

31154 Kismet (Henlere). Fox-trot..Nonpareil Novelty Band
Dancing Honeymoon (Janssen). Fox-trot, Nonpareil Novelty Band
31155 Sunbeams (Hussar). Fox-trot, Sam Rosner's Dance Orchestra
Abandonado (Posadas). Waltz, Sam Rosner's Dance Orchestra
31156 Korinthia (Kneight). One-step, Sam Rosner's Dance Orchestra
Gems (Broaker). Fox-trot, Jones's Novelty Dance Orchestra
31157 I'm Going Up to Mars (Willy White). One-step .....Sam Rosner's Dance Orchestra
I Love to Fox-trot, from "Honey Girl" (Von Tilzer). Fox-trot.....Dance Orchestra

INSTRUMENTAL

31138 Drifting (Lamb-Polla). Waltz, Hawaiian Instrumental Duet
Angel's Serenade (Braga). Violin, flute, piano, Mozart Concert Trio

STANDARD VOCALS

41112 Annie Laurie (Arr. by Lehmann). Baritone, Orch. accomp.....Andrew MacGregor
Loch Lomond (Lawson). Baritone, Orch. accomp.....Andrew MacGregor

SACRED

71108 The Lord Is My Light (Allitsen). Baritone, Orch. accomp.....Victor Churchill
Jerusalem (Parker-Nella). Baritone, Orch. accomp. .....Victor Churchill

GENNETT LATERAL RECORDS

9045 Old Man Jazz (Gene Quaw). Novelty Fox-trot, Saxi Holtsworth Harmony Hounds
Why Cry Blues (Durante and Baquet). Fox-trot .....Jimmy Durante's Jazz Band
9053 I'd Love to Fall Asleep (And Wake Up in My Mammy's Arms) (Ahlert-Lewis-Young). Contralto, Orch. accomp.....Flo Bert
I've Got the Blues for My Kentucky Home (Clarence Gaskill). Contralto, Orch. accomp., Flo Bert
9054 Pretty Little Cinderella (Franklyn and Vincent). Tenor and contralto duet, Orch. accomp., Ballard and Terall
Pretty Kitty Kelly (Pease and Nelson). Tenor, Orch. accomp.....Robert Hudson
9055 Hawaii Waltz. Hawaiian guitars, Ferera and Franchini
Hawaiian Hula Medley. Introducing (1) Mouanalua, (2) Mannawili, (3) Meleana. Hawaiian Guitars.....Ferera and Franchini
9056 Silver Moon (Charles Ernest). Yodling, Orch. accomp. .....Frank Kamplain
Emmet's Cuckoo Song (Emmet). Yodling, Orch. accomp.....Frank Kamplain

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LATEST SONG HITS

10210 I'm in Heaven When I'm in My Mother's Arms (I Don't Have to Die to Go to Heaven). Tenor solo, Orch. accomp.....Irving Kaufman
Drifting. Tenor and Baritone duet, Orch. accomp. .....Charles Hart-Elliott Shaw
10212 The Older They Get, the Younger They Want 'Em. Character song, Orch. accomp..Eddie Cantor
Snoops, the Lawyer. Comedy song, Orch. accomp. .....Eddie Cantor
10213 I'll Be With You in Apple Blossom Time. Tenor solo, Orch. accomp.....Reed Miller
My Dear Old Rose. Tenor solo, orch. accomp., Reed Miller

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RECORD BULLETINS FOR SEPT., 1920

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10214 For Ev'ry Boy Who's on the Level, There's a Girl Who's on the Square. Baritone solo, Orch. accomp. ..... Arthur Fields
My Dixie Rosary. Tenor solo, Orch. accomp., Irving Kaufman

10215 The Moon Shines on the Moonshine. Comedy song, Orch. accomp. ..... Ernest Hare
The Dardanella Blues. Blues Novelty song, Orch. accomp. ..... The Three Kaufields

LATEST DANCE HITS

10211 A Young Man's Fancy (Music Box Number, from musical production "What's in a Name"). Fox-trot ..... Van Eps Specialty Four
Scandals of 1920. Medley from "George White's Scandals of 1920." Intro.: "Scandal Walk" and "Idol Dreams." Fox-trot.. Van Eps Spec. Four

10216 In Sweet September. Fox-trot, Plantation Jazz Orchestra
Red Fox Trot. Fox-trot.... Wiedoeft's Palace Trio

10217 Stop It. One-step..... Green Bros.' Novelty Band
I'm a Jazz Vampire. Fox-trot..... Green Bros.' Band

10218 Anytime, Anyday, Anywhere. Fox-trot, Plantation Jazz Orchestra
Spanish Eyes. Fox-trot..... Wiedoeft's Palace Trio

10219 Bells, Medley. Intro.: "The Syncopated Vamp," from Musical Production "Ziegfeld's Follies of 1920." Fox-trot ..... Merry Melody Men
Spanish Moon. Fox-trot, Rudy Wiedoeft's Palace Trio

STANDARD & NOVELTY SELECTIONS

1097 Smilin' Through. Tenor solo, Orch. accomp., Walter Scanlan
I Hear You Calling Me. Tenor solo, Orch. accomp. ..... Walter Scanlan

10123 Train Time at Pun'kin Centre. Humorous Sketch, ... Cal Stewart & Co.
Uncle Josh in the Cafeteria. Monologue, Cal Stewart

10124 Sunday School Picnic at Pun'kin Centre. Humorous Sketch ..... Cal Stewart & Co.
Possum Supper at the Darktown Church. Humorous Sketch ..... Cal Stewart & Co.

10221 Holy, Holy, Holy. Male Quartet.. Cathedral Quartet
Rock of Ages. Male Quartet.... Cathedral Quartet

10220 Puu o Hulu. Hawaiian.. Toots Paka Hawaiian Co.
Aloha Oe. Medley. Hawaiian, Toots Paka Hawaiian Co.

1088 Badinage. Intermezzo..... Bergh's Concert Band
March of the Toys. March.. Bergh's Concert Band

1098 My Wild Irish Rose. Tenor solo, Orch accomp., Walter Scanlan
For You Alone. Tenor solo, Orch. accomp., Stassio Berini

BRUNSWICK RECORDS

FOURTH RELEASE

10014 Rigoletto (Verdi)—Questa o quella, Mario Archer Chamlee

10006 Who Knows (Dunbar-Ball).... Mario Archer Chamlee

13007 Bells of St. Mary's (Adams)..... Theo. Karle
Evening Song (Blumenthal)..... Theo. Karle

10015 La Gitana (Kreisler). Violin solo..... Max Rosen

5008 Sweet Hawaiian Moonlight. Waltz, Toots Paka-Hawaiians
Hilo. March ..... Toots Paka-Hawaiians

13008 Salut d'Amour (Elgar)..... Elshuco Trio
Serenade (Widor) ..... Elshuco Trio

2029 Sabre and Spurs. March (Sousa), Brunswick Military Band
Up the Street. March (Morse), Brunswick Military Band

5009 Sweeter as the Years Go By (Morris), Criterion Quartet
Memories of Galilee (Palmer).... Criterion Quartet

5010 Tell Me, Pretty Maiden (Stuart), from "Florodora" ..... Brunswick Light Opera Company
Shade of the Palm (Stuart), from "Florodora," Elliott Shaw

5016 Mississippi Bound (Williams-Straight)... Al Bernard
Henry Jones (Bernard). Comic Duet, Al Bernard and Ernest Hare

DANCE RECORDS

5013 Idle Dreams (From "Scandals of 1920"). Fox-trot ..... Isham Jones Rainbo Orchestra
Scandal Walk (From "Scandals of 1920"). Fox-trot ..... Isham Jones Rainbo Orchestra

5014 A Young Man's Fancy. Fox-trot, Isham Jones Rainbo Orchestra
Alice Blue Gown (From "Irene"). Waltz, Isham Jones Rainbo Orchestra

5015 Dance-O-Mania. Fox-trot, Isham Jones Rainbo Orchestra
Waiting for the Sun to Come Out. Fox-trot, Rainbo Orchestra

5011 La Veeda. Fox-trot..... Rainbo Orchestra
So Long, Oo Long. Fox-trot..... Rainbo Orchestra

5012 Sahara Rose. Fox-trot ..... Rainbo Orchestra
Jean. Fox-trot ..... Rainbo Orchestra

2030 Whose Baby Are You. One-step..... All Star Trio
Someone. Fox-trot ..... All Star Trio

2037 Who Wants a Baby. Fox-trot..... All Star Trio
Rose of the Orient. Fox-trot..... All Star Trio

2038 Do Another Break. Fox-trot, Green Bros. Xylophone Orchestra
If You Could Care. Waltz.. Carl Fenton's Orchestra

2630 Bound in Morocco. Fox-trot, Green Bros. Xylophone Orchestra
On Miami Shore. Waltz... Carl Fenton's Orchestra

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Style XXX
Mahogany, Golden Oak, Fumed Oak

Continuous Sales With This Complete Line!

The original sale to a customer is only a starter if you handle the Paramount group of Products. Here you have a complete line—phonographs, records, needles and accessories—all Paramount. All easy to sell once your store becomes known as the Paramount Store.

Write your Paramount jobber to-day

The Paramount Co., Port Washington, Wis.

Style V
Mahogany, Golden Oak, Fumed Oak

September Releases

20014	Blues (My Naughty Sweetie Gives to Me)—Fox-trot	Whiteway Jazz Band
	Tiger Rag—One-step	Whiteway Jazz Band
20015	I've Got the Blues for My Old Kentucky Home—Comedy, with Orch	Flo Bert
	I'd Love to Fall Asleep and Wake Up in My Mammy's Arms—With Orch	Flo Bert
20016	Venetia—One-step	Selvin's Novelty Orchestra
	In Sweet September—Fox-trot	Selvin's Novelty Orchestra
20017	Romance—Waltz	Newport Society Orchestra
	Young Man's Fancy (Music Box Novelty, from "What's in a Name")—Fox-trot,	Newport Society Orchestra
20018	The Moon Shines on the Moonshine—Solo, with Orch	Arthur Collins
	Tired of Me—Solo, with Orch	Sam Ash
33062	Tenth Regimental March—Military Band	Lieut. Ridgeley's 69th Reg. Band
	National Emblem March—Military Band	Lieut. Ridgeley's 69th Reg. Band
33064	Silver Threads Among the Gold—(Violin, Sax. and Piano)	Old Homestead Trio
	When You and I Were Young, Maggie—(Violin, Sax. and Piauo)	Old Homestead Trio
50031	Beautiful Isle of Somewhere—Vocal	Ernest Davis
	Open the Gates of the Temple—Vocal	Ernest Davis

Style XXV
Mahogany, Golden Oak, Fumed Oak

Distributors

SHIPLEY-MASSINGHAM CO.,
Pittsburgh, Pa.
For Western Penn. and West Virginia

E. R. GODFREY & SONS CO.,
Milwaukee, Wis.
For Iowa, Illinois, Michigan, Indiana and Wisconsin

WILSON FURNITURE CO.,
Louisville, Ky.
For Kentucky, Tennessee and Alabama

THE OHIO PARAMOUNT CO.,
6101 Euclid Ave., Cleveland, O.
For Ohio

JOERNS BROS. MFG. CO.,
St. Paul, Minn.
For Minn., So. Dak., No. Dak., and Eastern Montana

COX & SIMPLINS,
SOUTHERN PARAMOUNT CO.,
Atlanta, Ga.
For Georgia, No. Carolina and So. Carolina

PEDEN IRON & STEEL CO.,
Houston, Texas
For Texas

Paramount

All records are recorded in our own specially equipped laboratories.

Distributors

NORTHWEST PHONOGRAPH JOBBERS, INC.,
915 Riverside Ave., Spokane, Wash.
For Wash., No. Oregon, No. Idaho and West Montana

RICHMOND HARDWARE CO.,
Richmond, Va.
For Virginia

PECK & HILLS FURN. CO.,
San Francisco and Los Angeles, Cal.
For California

PECK & HILLS FURN. CO.,
141 Madison Ave., New York City
For East New York, East Penn., New Jersey

O'MEARA GREEN MOTOR CO.,
Denver, Colo.
For Colorado

WITTE HARDWARE CO.,
St. Louis, Mo.
For Missouri

BRANDON & TURNER,
Little Rock, Ark.
For Arkansas

REG. U.S. PAT. OFF.

Paramount Talking Machines & Records

Edison Message No. 78

There Will Be No Deflation of Edison Phonograph Prices

The consumer rightfully expects, and will see, a deflation of prices of most merchandise, as most prices were inflated during and after the war. There will be no deflation of Edison Phonograph prices, however, as the increase since 1914, including War Tax, has been only 15 per cent. There was no inflation.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.

Orange, New Jersey

'JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven — Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co. James I. Lyons (Amherola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amherola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XVI. NO. 9

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, September 15, 1920

The instrument by which the value of all musical instruments is measured

Victrola XVI

This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

CLEAR AS A BELL

Sonora

The Highest Class Talking Machine in the World

"SECONDS" and "Job Lot" phonographs are appearing and it is well for dealers to remember that "cheap" phonographs aren't wanted. You're noticing that the public has turned to *quality* phonographs.

Sonora has won an international reputation for matchless beauty of *tone.* Sonora's *designs* are the last word in elegance, and when it comes to important, exclusive *features,* no phonograph can be compared with Sonora.

Sonora, unequalled in value, as a matter of course is in tremendous demand. *If you would like to enjoy the prosperity which Sonora brings to its dealers, write us today regarding an agency.*

Magnificent upright and period styles
$75 to $2500

Sonora Phonograph Company, Inc.
George E. Brightson, President

New York: 279 Broadway
Canadian Distributors: I. MONTAGNES & CO., TORONTO

"Nocturne"

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 16. No. 9 New York, September 15, 1920 Price Twenty-five Cents

COMPREHENSIVE REVIEW OF FALL BUSINESS PROSPECTS

Reports Gathered by The World From Talking Machine Men in All Sections of the Country Practically Unanimous Regarding Present Situation and the Outlook—Industrial and Agricultural Conditions as Well as Buying Attitude of Public Summarized as Fair—More Energetic Selling Effort Necessary to Keep Up Business Totals

In view of developments in the general business field throughout the country during the past few months, talking machine dealers, as well as merchants in all other lines, have been moved to give far more than passing thought to trade prospects during the coming Fall and Winter, and to what the future as a whole has to offer.

It must be admitted with a great deal of pleasure that the talking machine men as a rule are to be included among the optimists. Optimism of itself, however, hardly proves satisfactory as a steady diet unless that optimism is supported by some foundation in fact, and The Talking Machine World, through the medium of several hundred correspondents in all sections of the United States, has gathered for the information of the talking machine trade an exhaustive, interesting and authentic summary of industrial, agricultural and general business conditions and prospects, which is submitted in full in another section of The World this month.

This information has come from the members of the talking machine trade themselves—men who are acquainted with the problems and possibilities of the industry and are naturally expected to base their opinions upon the degree in which they believe the various conditions will serve to affect their own particular business. Incidentally there is a surprising unanimity of opinion relative to the general industrial and agricultural conditions, the attitude of the public towards buying, the character of sales methods and terms, and the condition of stocks.

This business survey, coming early in September and immediately after the official, if not actual, opening of the Fall retail buying season, should prove of inestimable benefit in encouraging retailers who have taken a rather blue view regarding the situation, and giving to the manufacturers facts upon which to regulate their campaigns. Considering the reports as a whole, there is nothing, so far as talking machine wholesalers and dealers are concerned, that will tend to hinder the development of business which will prove normal or better between now and January first. It is very true that the business path will not be entirely one of roses, and even the most optimistic do not look for a continuation of the demand that made itself felt during the past season or two—a demand far exceeding available supplies.

In the first place production, while not yet normal, has caught up to the demand in a very satisfactory manner, as is indicated by the excellent condition of stocks in the retail warerooms. In the second place, buyers in all sections of the country are reported to show a tendency toward conservatism. They have not stopped buying nor will they stop buying, but they have ceased to accept the first thing offered at any price asked, and to demand a fair measure of value for their money. This is to be interpreted as a healthy sign, for it means the upholding of the quality product.

Business conditions in any retail trade are affected primarily by industrial and agricultural conditions, for when industrial workers are kept at the peak of activity, and crops are excellent and valuable, then there is in prospect the money to keep the retail store going. Just now industrial conditions in the various sections of the country range from good to fair. In Massachusetts, for instance, there is a slowing down in the manufacture of woolens, while most other industries are fairly active. In other sections certain lines of manufacturing are likewise experiencing a slowing down process, while other industries in the same sections are working at normal speed or better. Throughout the country the industrial situation shows the most surprising uniformity. There is nothing for the retail man to worry about. There is little or no unemployment, and with all the slowing down factory operations are on a better than normal basis.

While in some sections bumper crops are reported, in other districts certain crops have proved disappointing. This is particularly true as it relates to cotton. There are no crop failures in prospect, however. Taking the agricultural situation as a whole, it measures up most satisfactorily with previous years, this in view of the fact that farmers are receiving much higher prices for their produce, which means that the rural trade is going to prove a highly important factor for the talking machine dealer during the Fall and Winter months.

The conservative attitude of the public toward liberal buying has been expected, and is not surprising. It is an attitude that the average dealer has counted upon and has been prepared to meet. It will mean more intensive advertising and sales effort. It is said that in some sections retail advertising is not producing desired results in sales, which would indicate that more attention must be given to the advertising problem to the end that results are obtained.

The general run of terms is reported as distinctly satisfactory and the efforts of certain customers to have expensive outfits put into their homes on a small payment basis have not served to influence the majority of dealers to any extent. Present wholesale prices and the condition of the money market make it essential that terms be kept short and that every effort be made to get as much cash as possible. To follow out this plan greater selling effort and more effective advertising, rather than long terms, must be relied upon to develop business.

The majority of the several hundred wholesalers and dealers with whom The World has been in touch appear fully cognizant of the conditions that exist and promise to develop in their respective territories, and are fully prepared themselves to meet those conditions.

With stocks in good shape, there is reported every opportunity for energetic advertising and selling and the sort of campaign that is calculated to offset any tendency of the public to prove over-conservative in making purchases. There is nothing in the general situation that is calculated to interfere with retail business between now and January first, and probably well after that date. The responsibility of the dealer, therefore, lies in going after business in his own territory with some extra energy and realizing the profits that will accrue therefrom.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending June 30, 1920, Total $7,615,155

WASHINGTON, D. C., September 4.—In the timely summary of exports and imports of the United States for the month of June, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during June, 1920, amount in value to $86,934 as compared with $35,921 worth which were imported during the same month of 1919. The twelve months' total ending June, 1920, showed importations valued at $808,592 as compared with $318,239 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,665 valued at $436,194 were exported in June, 1920, as compared with 4,531 talking machines valued at $177,229 sent abroad in the same period of 1919. The twelve months' total showed that we exported 79,406 talking machines valued at $3,653,595 as against 49,717 talking machines valued at $1,544,870 in 1919, and 91,217 talking machines valued at $2,610,866 in 1918.

The total exports of records and supplies for June, 1920, were valued at $388,694 as compared with $345,143 in June, 1919. For the twelve months ending June, 1920, records and accessories were exported valued at $3,963,560; in 1919 $2,998,462 and in 1918 $2,073,463.

WILLIAM ROBYN A VICTOR ARTIST

William Robyn, a lyric tenor of wide reputation and distinguished ability has become an exclusive Victor artist. His first records will be released soon.

INCREASE CAPITAL TO $20,000

The Strand Temple of Music, Albany, N. Y., has had its capital stock increased from $10,000 to $20,000. The Victor line is handled.

Making the Mailing List an Active and Profitable Business Developer :: By Robert A. Hewitt

The mailing list is one of the most important and valuable assets of the talking machine dealer, for upon it he depends in no small measure for the success of his record trade. There are, of course, a certain number of people reached directly by outside means, and others who come into the store, with or without solicitation, in order to hear and purchase new records, but the people reached through the mailing list are looked upon to produce the cream of the record business—the part that means the profit. Yet in the face of all this there are dealers who show a woeful lack of interest in, and understanding of the mailing list and its importance. In the first place they do not make any serious effort to check up on the list to pick out the live ones from the dead ones. If the post office sends a notice to the effect that the mail has been undelivered for some reason the name may be cut off from the list, but otherwise the same line of literature goes out to the same line of prospects month after month.

To keep the mailing list valuable a fairly elaborate checking system must be adopted. In the first place, each month there should be checked off on the list those people who have called at the store, whether or not they have made purchases. The fact that they have called is evidence of their interest. Those who have not called within a reasonable time should receive a second letter, giving some more facts about the new records, and making a second sales appeal. The result of this second letter should also be checked off, and after a couple of months those who have not responded at all should be investigated. They may still be good prospects, but something may have interfered with their purchasing. They may have lost interest temporarily for one reason or another. There may have been a death in the family, or some other trouble that has caused them to keep the talking machine silent. If the salesman sizes up the situation and finds it worth while to follow up the prospect, well and good. If the prospect is sized up as a "dead one" the quicker he is pulled off the mailing list the better. The canvasser's time in making investigations is worth money. So is postage and printing, and an investigation occasionally will pay for itself by keeping the mailing list fresh and worth while.

There is a good deal, too, in the manner in which the literature is sent out. There are a surprising number of dealers who are content with sending out the current record supplements without comment, or at best enclosing a supplementary list of the records that it is desired to feature and move. The trouble with this plan is that the plain supplement coming month after month does not always arouse the proper amount of interest, and, moreover, if the prospect has patronized several stores he may receive as many as a half dozen supplements covering one line of records each month.

A Middle Western dealer has hit upon a plan of announcing the forthcoming list in an advance letter. About a week before the supplements are to be mailed, he sends out a notice to customers to the effect that a certain special record is to be found in the forthcoming supplement, and that the customer should be on the lookout for it. Two or three days later the dealer sends out a postal announcing something to this effect: "The October record supplement will be mailed to reach you Monday. Watch for it. On page blank there is a record that should be of particular interest to you." The results of this follow-up have been found to more than pay for the extra mailing list. The surprising thing is that where a special record has been mentioned in the postal card or letter a particularly strong demand is realized for that selection, whether or not it happens to be of a distinctly popular make.

Careful Checking Very Necessary in Order to Eliminate the Deadwood from the Mailing List.

This same dealer occasionally follows up the mailing of the supplements, after a few days, with a return postal card inquiring if the supplement has been received. This follow-up is sent to a select list of people he is most desirous of appealing to and the responses, even though they do not result in sales, at least show that the prospect has been receiving the supplement regularly.

Still another dealer encloses with the supplement a mailing card upon which the prospect can indicate the records he would like to hear in his own home by appointment. It has been found that this system not only appeals to the busy man and woman for legitimate reasons, but likewise makes a strong impression upon the class who like to be catered to, and feel that by having the salesman come to their homes they are showing just a little bit of "class." When the salesman is of the right sort he makes this desire to show "class" bring dividends that are worth while.

RECORD ALBUM PLAN GETS RESULTS

Retail Victor Department of Philip Werlein, Ltd., Realizes Excellent Volume of Business From New and Clever Folder

NEW ORLEANS, LA., September 1.—William Dane, manager of the Victor retail department of Philip Werlein, Ltd., has been sending out a special series of folders to retail customers that not only attracted much attention, but brought direct results. In addition to calling attention to the qualities of the Victrola and Victor records, the folder contains suggestions for special albums of Victor records ranging in value from $13 to $22. The combinations include ten records and an album, and are designed to meet every taste in music.

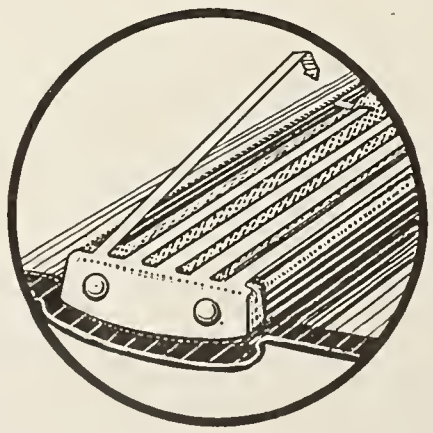
Certain of the albums contain the records by famous baritones, others records by sopranos or contraltos, and still others contain instrumental music. There is also an album of distinctly operatic airs, of concerted numbers and of famous songs.

The idea of having offered to them selected record lists evidently has a strong appeal to many talking machine owners and a goodly number of them have followed the suggestion of purchasing albums full of records as gifts.

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER III



The THIRD consideration in the making of the NYACCO album is that the solid metal piece at the side edges reinforced by steel nails into the solid wooden back, and the staples to be used for the securing of the pockets are made all-in-one which brings the back of the album together with the pockets into a firmer position.

Watch next issue for the fourth Chapter

NYACCO

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.

Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.

Cleveland, O.: Cleveland Talking Machine Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.

New York, N. Y.: Plaza Music Co.

Philadelphia, Pa.: Penn Talking Machine Co.

Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.

Washington, D.C.: E. F. Droop & Sons Co.

Victor Supremacy is lasting

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

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

Victrola VI, $35
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victrola XI, $150
Mahogany, oak or walnut

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

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

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

Victor Talking Machine Co.

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

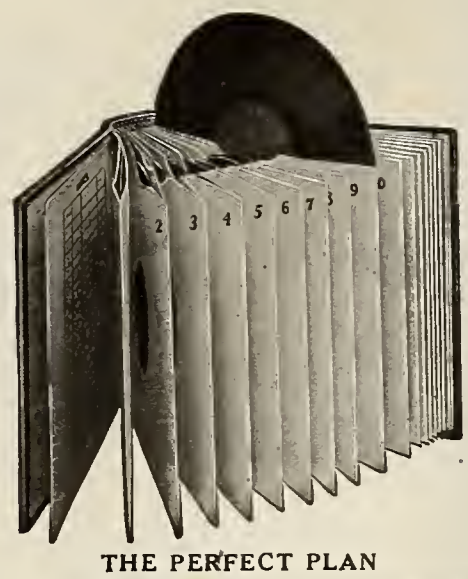
The enormous demand for "National" Record Albums keeps apace with the ever increasing demand for machines and records. and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proved themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.



THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. **A profitable adjunct** to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Album containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

VICSONIA DISTRIBUTOR FOR CANADA

H. A. Bemister to Act as Distributor for Well-Known Reproducer Throughout the Dominion

The Vicsonia Mfg. Co., New York, manufacturers of the successful Vicsonia reproducer, for the playing of Edison and Pathé records on other types of machines, announces that H. A. Bemister, of 122 St. Antoine street, Montreal, Canada, has been appointed distributor for the Vicsonia throughout the Dominion. Mr. Bemister ranks as one of Canada's largest dealers in phonograph specialties and is in a position to give the Vicsonia an unusually fine representation on the other side of the border. He has already placed a most substantial initial order for Vicsonias in anticipation of the coming demand.

BOOKED BIG ORDERS ACROSS BORDER

Head of Phonomotor Co. Finds Conditions in Canada Very Good

ROCHESTER, N. Y., September 3.—W. F. Hitchcock, of the Phonomotor Co. of this city, manufacturer of the Phonostop, returned recently from a trip to Canada. Mr. Hitchcock visited the leading trade centers in the Dominion and received large orders from many leading manufacturers for this successful automatic stop.

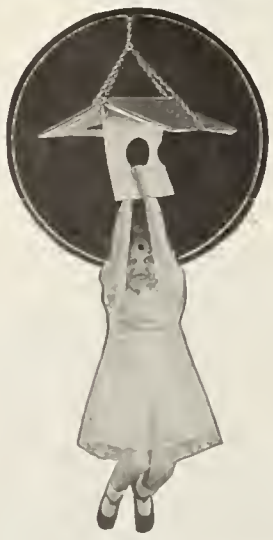
He states that general conditions in Canada are gratifying, and that collections are very pleasing. The manufacturers are making plans for an active Fall trade, and there is every reason to believe that the coming year will be generally satisfactory for the Canadian talking machine trade.

NOW U. S. PHONOGRAPH CO.

Notice has been published that the Victoria Talking Machine Co. of Brooklyn, N. Y., has changed its name to the U. S. Phonograph Co.

Three elements of PEERLESS success

PEERLESS
Metal Back Album



Does it stand the strain?
I'LL SAY IT DOES!

Factory capacity—Quality production—Sound policy

Phonograph manufacturers and dealers who depend on Peerless for their albums do so with the fullest conviction that they will:

1. Receive their albums when promised.
2. Get the best album at the price.
3. Be protected in their selling right.

They also know that the empty album is a constant invitation to the owner to fill it with records—that PEERLESS albums **do** sell records.

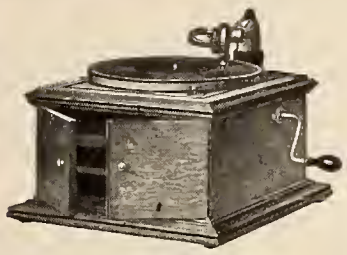
Our Standard Grade

Lowest-Priced Quality Album on the Market

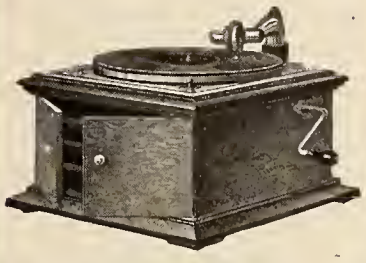
Write for description and prices

PEERLESS ALBUM COMPANY
PHIL RAVIS, President
43-49 Bleecker Street NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street:
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray Co., 942 Market St.



Victrola IV, $25
Oak



Victrola VI, $35
Mahogany or oak

Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak

Victrola X, $125
Mahogany, oak or walnut

Victrola XI, $150
Mahogany, oak or walnut

Victor Supremacy

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

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

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

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

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

Victor Talking Machine Co.

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

Victrola XIV, $225
Mahogany, oak or walnut

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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, SEPTEMBER 15, 1920

THE NECESSITY OF BETTER SALESMANSHIP

SALES making in all branches of the industry is constantly changing, and wide-awake men should figure new methods of reaching the public. No man who expects to conduct a successful trade enterprise can be indifferent to-day to the radical changes which are going on in every industry. If talking machine men remain indifferent to the opportunities which are round about them, they must expect to have incursions made by others into their field, for it is certain that other establishments, with bright sales managers, can see possibilities in the talking machine field that apparently they do not.

The talking machine has won a position to-day in the world of sales that excites the consideration of "live wires" in every line of endeavor, and no merchant can rest secure in the belief that he has reached the apex. In methods, plans and features, the field is a wide one. No general rule can be applied to business building, but it is possible for a dealer, if he analyzes the conditions fairly and methodically, to develop certain ideas that will apply to his own particular vicinity and line of operations, to the end that he may develop trade along larger lines.

In an industry like ours, where the small man is not at a disadvantage when placed alongside of his larger brothers, there is an unusual opportunity to realize one's strength and, providing there is ambition and grit in evidence, business is certain to advance to a remarkable degree.

In the general field of merchandising the small dealer is cut into more and more by his larger competitors, but in the talking machine field it is different. The small dealer has as great an opportunity as the big merchant to build up a clientele and show substantial profits for himself. But he cannot accomplish this if he sits down and figures that business will come to him without effort. It will not. There is no place in the trade for the drone, especially in this year of grace, 1920.

The time when business came unsought to the dealer is rapidly disappearing and he must get out and hustle to get it if he desires to be a success. He certainly can win out in the Fall months, as well as the Winter months, if he plans and thinks and acts. Never before in the history of the industry did there exist such opportunities for the man of ideas as to-day. The talking machine has won an assured position as one of the great factors in developing musical knowledge and appreciation throughout the nation. It is proving one of our greatest educators and is exercising a beneficent influence in promoting culture. The dealer of broad mental vision who works not for to-day but for the future will realize that he is engaged in an industry which has immense possibilities—that he is not handling a toy to give temporary pleasure but a real musical instrument which brings into the homes of the people of the nation the very best in music whether it be instrumental or vocal.

WHY THERE IS NO BREAK IN TRADE PRICES

MEMBERS of the trade who may perhaps be a little over-optimistic regarding possible reductions in production costs and, therefore, in the wholesale prices of talking machines, must give thought to several existing conditions before they begin to feel too highly encouraged.

One of these conditions is that in talking machines, as in pianos, there are used many materials of what may be termed a competitive nature, and a prominent piano manufacturer in a recent interview setting forth why pianos will maintain their present price level, or possibly go higher during the balance of the year, lays special emphasis upon this peculiar situation.

Chief among the competitive materials is, of course, wood. Lumber has gone up by leaps and bounds, and it seems as though for every tree that is felled there are a thousand eager bidders from both the building and manufacturing industries. This competition has not only served to advance the cost of lumber almost to a prohibitive degree, but has served to keep it there. In the meantime, we are assured by the Federal authorities that the available lumber supply of the country is being exhausted at a rate five times faster than new replacement timber can be grown. Steel, brass, and in a small measure wool, also go into the making of talking machines, and particularly in the steel and wool markets are competitive conditions also found.

It all means that price conditions cannot be adjusted or regulated from within the industry. It must depend upon the general situation. When the general situation improves—when there is greater production, or a lessening demand calculated to bring about price reduction, then will talking machine manufacturers be in a position to profit. All this does not take into consideration the increased labor costs with which business men in every line are familiar, nor the increased freight rates which must be paid before the raw materials enter the factory, as well as before the finished product is shipped to the dealer.

Talking machine dealers have practically without exception been keen to get such stock as was available, and have shown little or no inclination to stand pat in anticipation of a falling market. In this they have shown their wisdom. What next year may bring forth is a matter of conjecture, but it is certain there will be little or no change in the situation up to January first at least, and the retailer who has set his mind to the task of doing all the business he can get without waiting to see what is going to happen, is going to be better prepared for what does happen when it actually happens.

THE BROADENING FIELD OF USEFULNESS

IT is no great novelty to hear of someone with a view to being original, or for some other reason, dictating a message or a last will and testament on a talking machine record. In most cases it has been regarded more or less as the development of a passing fancy, but in Des Moines, Ia., recently, when a will was thus recorded in the belief that it would be "fraud proof," there arose a serious discussion as to the legality of a will in that form.

The dictator of the will, himself a lawyer, advised his wife to fight the case to the United States Supreme Court in the event action was brought to dispute the legality of the will, particularly as it was duly witnessed by two men of standing who dictated their full names and then spelled them out.

In Iowa they take things seriously, however, and apparently are determined to fix upon the exact status of a will in record form. In that State there is a statute which says conveyances of property worth more than $200 must be in writing, and lawyers declare that this statute will serve to invalidate the spoken will. The dictator thereof, however, declares that he is going before the next session of the Iowa Legislature and have the statute amended to legalize wills made in record form. If the amendment is passed

it will fix the legality of the talking machine record in one State at least and lend new dignity to that product.

The use of the talking machine as the repository for wills and other legal matter represents the latest development of this product that in its early days was considered just a toy. It may be that the talking machine record will never come into wide use for such purposes, but every new field of possibility thus opened before it adds that much to its importance and makes for the permanence of the industry.

For those who do not take seriously this new use for the talking machine, it is sufficient to recall that few great inventions or movements have gotten under way without being criticised at the outset as foolish and impractical. It is hard indeed to get away from the beaten path.

THE TIME FOR ADVERTISING EXPANSION

ADVERTISING is an absolute essential to business success at all times, but never more so that when evidence of slowing up in demand exists. It may be a difficult task to convince the average dealer that it pays to keep a forceful and telling presentation of his goods continuously before the public, but especially so when business is not strikingly active.

The accepted rule is to reduce the advertising appropriation when trade quiets down or to eliminate advertising entirely. Now this is the first step to business suicide—in fact no greater mistake could be made. Experts in advertising who have given the closest possible study to this question from a cold, scientific standpoint—that is for producing results—are a unit on this proposition. They advise no curtailment of the publicity campaign when business is slow. Just the opposite. They hold that this is just the time to make still further efforts. And where this plan has been followed success has always crowned the efforts of the advertiser.

We are again approaching a period in trade history when talking machines must be "sold," and while sales management, expansion, and control are essentials to success, they are materially aided by the well conceived and developed campaign of publicity.

THE APPEAL OF THE ATTRACTIVE STORE

THE artistic talking machine store is now the rule rather than the exception, and to attract any great attention the establishment of a talking machine retailer must indeed be most elaborate. With this condition existing the retailer cannot under any consideration prove neglectful in the matter of store arrangement, for it is going to count against him and count against him hard in the long run. When people were called upon to shop around from store to store in search of much wanted but very scarce records, or special machine types, the retailer who was able to meet the demand had little or no cause to worry about the appearance of his store, for the buyers came in from necessity rather than from choice. With the return of competitive conditions, and a fair supply of machines and the latest records at practically all stores, the retailer with the most attractive establishment stands the best chance of receiving consideration. The talking machine business today is on a distinctly high plane. It has been placed and held there by progressive concerns which have been willing to invest capital in attractive store interiors with a firm belief in the permanence of the industry.

The day of the hit-and-miss or the fly-by-night dealer has passed. The industry has developed from the experimental stage. There are certain standards that should, and must be, observed if the retailer expects to reap his share of the business that is here, or that is coming. He must offer something more than the same line that a dozen other dealers in his town are in a position to offer. He must be ready to give service not only in salesmanship, but in the sort of establishment to which he invites his trade. When buyers are in a position to shop about, they gauge not only the merchandise offered, but the manner in which it is offered, and the surroundings in which it is to be found. It is human nature and perfectly logical.

WELCOME CHANGE IN TRANSPORTATION

THE gradual, but general, improvement in the freight transportation situation and the lifting of embargoes on the shipments of musical instruments and other commodities of a similar nature, should prove gratifying to the majority of talking machine jobbers and dealers who in some cases have suffered severely through inability to get goods through from the factory, although production had reached the point where there was hope of taking care of normal demands. It will, of course, be some time before the transportation tangle is entirely unraveled, but by the time the Fall season opens, it is hoped that the trade generally will have this problem at least removed from its list of worries. To know that the factories cannot supply the goods is one thing, but to know that the factories are producing and that the goods cannot be transported proves considerably more annoying. Happily this unsatisfactory condition is rapidly disappearing.

WHERE THE SHRINKING VIOLET IS BANNED

EVERY once in so often The World receives through the mail an opinion or a protest from some member of the trade who, although at some times right and at other times wrong, hasn't the courage to back up his written statements with his signature. The World takes occasion to emphasize again the fact that no unsigned communications will be printed or their contents commented upon in the columns of this paper. The name of the writer will be withheld upon request, but it must appear on the letter to receive attention. If opinions are worth offering, they are certainly worth supporting.

Back to the Wood Pile

VACATION over? All right, let's go.

The holiday season is due. Take off your coat and bend your back over the buck. Make the dust fly now, and when it settles—Gold Dust.

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records *10 East 39th Street, New York*

Is the Customer Always Right?—If Not, Just How Nearly Right Is He? :: By D. G. Baird

"Do you take the position that the customer is always right? That is, do you undertake to satisfy every complaint, no matter how unjust or at what cost to you?"

"In case the customer thinks you should do so, do you refund the purchase price of an article that has been damaged and rendered unsalable?"

"Do you ever argue with a customer in an effort to convince him that you are right, thereby proving him wrong?"

"Do you find that very many try to take advantage of your business policy in your desire to give satisfaction?"

These questions were recently propounded to a number of talking machine dealers in a large city in an effort to collect data on the subject that would be helpful to others in the trade.

The first dealer interviewed couldn't say that he took the position that the customer is always right, but insisted that he does frequently grant unreasonable demands or requests from his customers. There are circumstances, however, under which he cannot hold such a position.

"We do hold that the customer is right once—absolutely," said this gentleman. "We will accept almost any cock-and-bull story the first time. Afterwards, though, we very naturally have to draw a line. I refer particularly to the matter of payments, or rather to failure to make payments, for many and strange are the excuses that some people will find for not meeting their payments promptly.

"As to refunding the purchase price of damaged goods, we have done that, although we usually exchange the goods. We have had people utterly ruin expensive records and then come back claiming that they were damaged at the time they got them. And we usually give them other records—or even refund their money . . . once. If the same person is unfortunate a second time with his records we decline to be imposed upon again.

"We never argue with a customer. That, in our opinion, is the height of folly. If a person

Interesting Responses to Pertinent Questions Propounded to a Number of Talking Machine Dealers

claims that a record was damaged when she bought it—she is absolutely sure that she hasn't abused it in the least—why go ahead and attempt to prove to her that she is lying? That is what it really amounts to; if we are right in our contention then she is wrong in hers. But she will never admit that she has lied about it and arguing the question will only make her mad without doing any good whatever.

"No, we don't find that so very many try to take advantage of us in that way. I might say that the majority of those who do are women. The women—God bless 'em—are frequently mighty hard customers to please and will take mean little advantages that a man wouldn't stoop to."

The proprietor of one of the largest shops in the city had this to say on the subject: "We endeavor always to give a square deal and at the same time to get one ourselves. Every case is judged on its own merits, and if the dissatisfied customer is at all reasonable we satisfy him even at a loss to ourselves. In general, though, I think I might say that the best any dealer can afford to do is to charge for replaced goods at just what they cost him. Certainly he can't afford to give away money as well as his time and service.

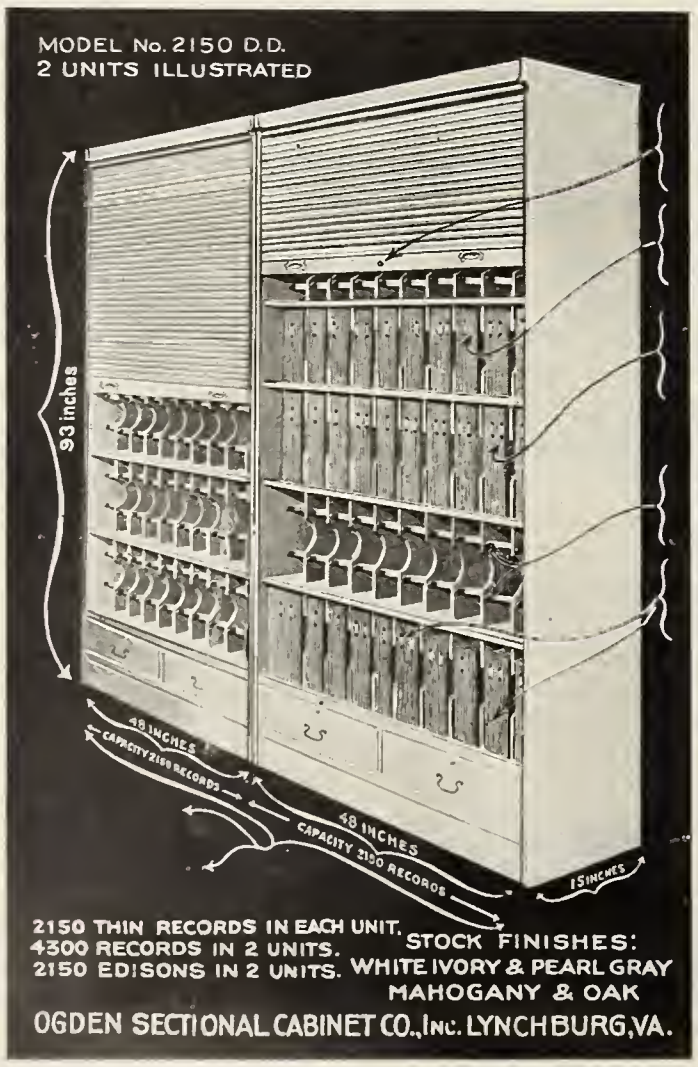
"I have known cases, however, where I felt that the dealer was wrong in not helping his customer bear a loss. For example, a man bought a $7 record from a certain piano house here, put it under his arm and accidentally crushed it before he got home. He went back to the dealer and confessed his carelessness, and the dealer charged him the full price for another record.

"Now, it wasn't the dealer's fault in the least, but if he had been wise he would have sold that man another record at cost, thereby showing that he was human and willing to help the customer bear his misfortune. I happen to know that man will never again trade there.

"I had a similar experience with a customer myself. A gentleman bought six records from me one day last Winter and broke them every

(*Continued on page* 11)

OGDEN'S PATENTED RECORD FILING CABINETS



Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10½" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10½" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10" and 12" Records Filed on same shelf. Held flush at the front by Patented Adjuster.

File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

Secure These From Your Jobber:

COLUMBIA DISTRIBUTORS
Columbia Co., All Branches.
Tampa Hardware Co.

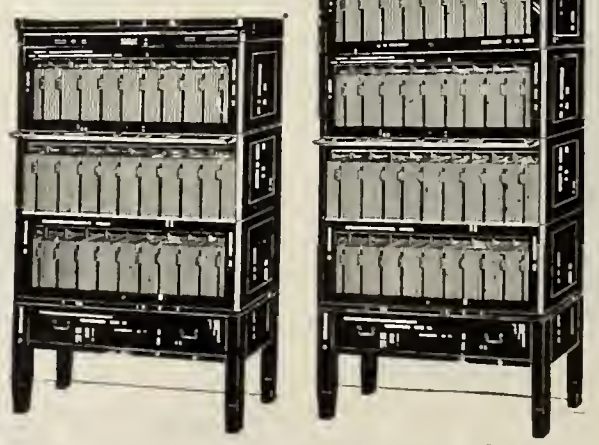
EDISON DISTRIBUTORS
Harger & Blish.
C. B. Haynes Co., Inc.
Laurence H. Lucker.
Montana Phonograph Co.
Phonographs, Inc.
The Phono Co. of Chicago.
The Phono. Co. of Cincinnati.
The Phono Co. of Detroit.
The Phono. Co. of Kansas City.
The Phono Co. of Milwaukee.

VICTOR DISTRIBUTORS
W. D. & C. N. Andrews
Badger Talking Machine Co.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
Louis Buehn Co., Inc.
The Cleveland Talking Machine Co.
The John Elliott Clark Co.
Cohen & Hughes.
W. J. Dyer & Bro.
Elmira Arms Co.
Eclipse Musical Co.
Elyea Talking Machine Co.
J. W. Jenkins' Sons Music Co.
Mickel Bros. Co., Des Moines.
Mickel Bros. Co., Omaha.
Putnam-Page Co.
Stewart Talking Machine Co.
The Toledo Talking Machine Co.
Talking Machine Co., Birmingham.
The Perry B. Whitsit Co.

OTHER DISTRIBUTORS
Buffalo Wholesale Hardware Co.
Interstate Phonograph Co.
C. M. McClurg & Co.
Cabinet & Accessories Co.
Sonora Dist. Co. of Texas.
Yahr & Lange Co.
Crafts-Starr Phono. Co.
W. H. Caldwell.
M. Sellers & Co.
L. E. Lines Music Co.
Ellis Jones Drug Co.
H. A. Copeland Sales Co.
Collier Bros.

EXPORT AGENT
Charmel Trading Co., 1170 Broadway, New York, U. S. A.

Sectional Models Fit Any Size Stock and Help You Grow.



GUARANTEED

The Ogden Sales System is Equivalent to an Extra Clerk and Increases Sales

one in a fall on the icy sidewalk before he had gone a block. When he came back and told me about it I expressed my sympathy and sold him six others at cost. He was very grateful—thought that I had done even more than I was under any obligation to do—and has always traded with me since.

"On the other hand, I have had people bring back records that they had bought several years before and want new ones because, as they claimed, the ones they returned never had played right and they had been intending all the time to return them but just hadn't got around to it. In such cases, I very naturally declined to exchange the goods.

"We don't have so very many complaints, but occasionally we get one that is so utterly unreasonable as to be ridiculous. In such cases we don't argue with them at all. We merely tell them courteously, but firmly, that we will not do anything about the matter and leave them."

Many others expressed much the same ideas on the subject. There were varying degrees of opinion as to just how far a dealer should go in his efforts to satisfy a disgruntled customer, but nearly all were of the opinion that he should meet the latter at least half way.

One dealer was found who said that he had tried out the policy of guaranteeing absolute satisfaction, but had been compelled to change his policy. Said this dealer:

"Yes, I tried it. And I got hooked. I advertised for a time that any one might buy a machine from me at any time and if for any reason he was not wholly satisfied with it he might return it and get his money back.

"Well, it was a pretty good advertising stunt and it brought me business, but I soon found that too many became dissatisfied. Not that they found anything wrong with the machines, although they would usually trump up some excuse, but that they simply tired of the instrument after a few weeks or months and decided to take advantage of my liberal offer.

"A talking machine isn't like a diamond. One who buys a machine is more than likely to play it too much at first, with the result that after a time he and the family begin to tire of it. Then they begin to think of what it cost them and possibly wish they hadn't bought it. Then they think of my offer to refund their money if not satisfied—they are not satisfied—here they come with a tale about the machine's not playing right or a hard luck story of some kind about their not being able to keep up the payments, and so on.

"I kept it up for a time, but I was losing too much on returned machines and butchered records. Now I try in every reasonable way to give satisfaction, but there are times when I have to shut down on the refund or exchange.

"Why, I had a woman come in here one day last week with a record and tell the girl at the record counter that she was returning a record that she had been talking to the manager over the telephone about. The girl looked at the record and saw at once that it had been badly scratched, so she called me to attend to the matter. I knew that no one had been talking to me over the telephone about returning a record, so I suspected something right away. And what do you suppose I found? That woman had bought that record from us one year and five months before. In fact she had bought her machine from us and that record was one of her purchases made at the same time. The record was cut up so badly that it wouldn't play at all. And yet she claimed that she hadn't damaged it in the least and had been intending all the time to bring it back and exchange it but had always forgotten to bring it along when she came down.

"When I refused to exchange the record she picked it up and smashed it on the counter, saying: 'Well, if I can't get my money's worth out of it, I'll see that no one else does!'

"Of course she declared she'd never trade with us again, but I don't know but what we're better off without such trade."

There is no doubt of the fact that satisfied customers are the best advertising that one may have, but in such a business as that of selling talking machines on the instalment plan it is sometimes necessary to let a customer remain dissatisfied, much as the dealer dislikes to do so.

Probably the best way to avoid dissatisfaction is to be very careful in selling. There are times when it would be well for the delivery men to refuse to deliver a machine after seeing the condition of the home to which it is going. Some of those who live in squalor will pay all right, but too often a sale to such people means a succession of hard luck stories and failure to meet payments until the instrument eventually finds its way back to the dealer in such condition as to necessitate complete overhauling.

There is always a strong temptation to make a sale, especially if the purchaser seems perfectly willing to make a fairly liberal initial payment. But a sale that doesn't remain a sale isn't of very great value to the dealer.

The best policy to pursue, then, would seem to be to exercise care in selling, send a reliable man along to make the delivery and let him decline to leave the machine in case the surroundings look forbidding; examine records, needles and machines before sending them out, and then meet the customer at least half way in case of dissatisfaction. In the case of regular customers who are known to the dealer personally, it will frequently be found advisable to go even farther in this respect.

NAME IS NOW THE SCHMELZER CO.

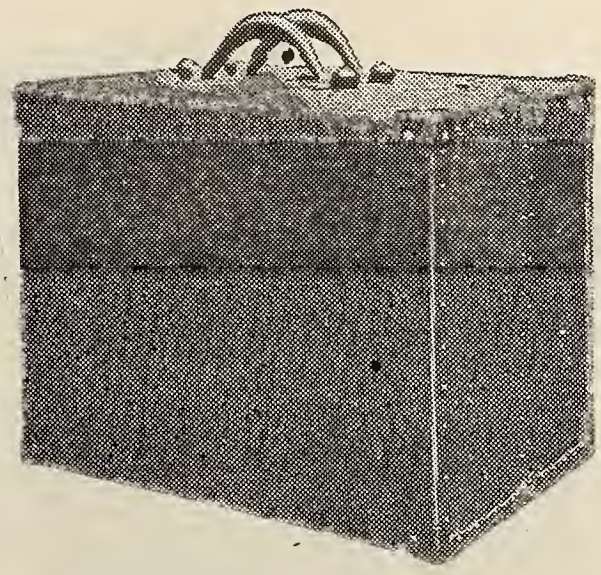
Kansas City, Mo., September 3.—It was officially announced recently that the corporate name of the Schmelzer Arms Co. had been changed to the Schmelzer Co. This well-known Victor jobber is one of the leading mercantile concerns in this section of the country, and its new name is more representative of its present activities.

One self-evident proposition is the value of selling a consumer campaign to the dealer.

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's



This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

Price, $8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., *Inc.* - - Albany, N. Y.

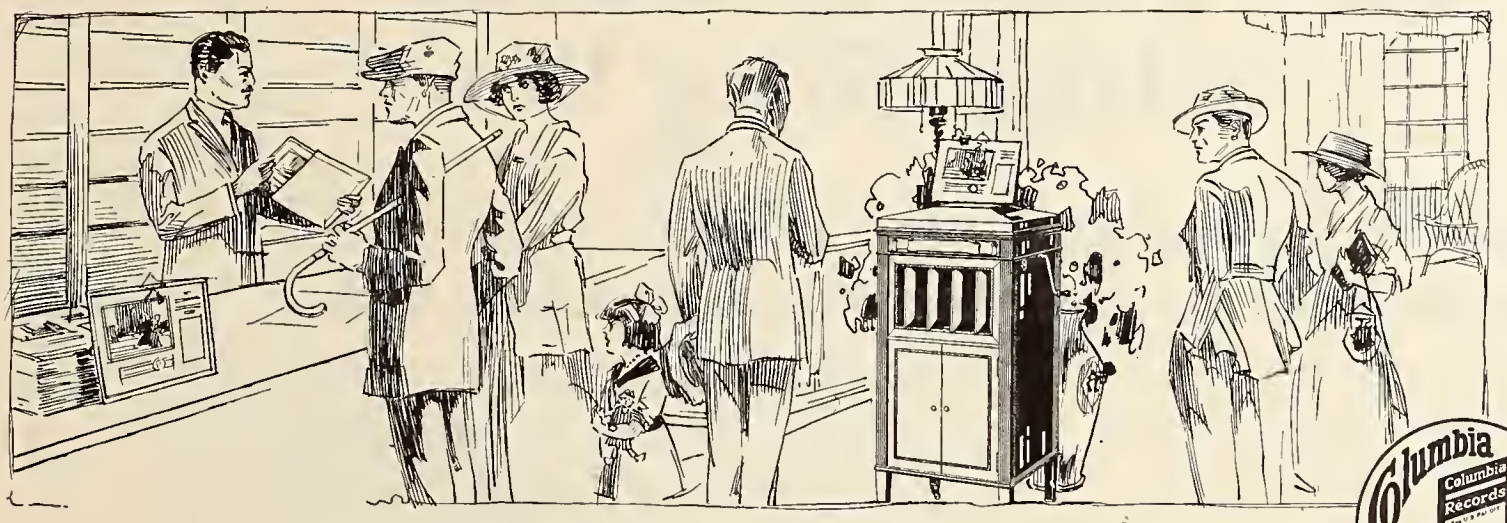
Columbia

Your 1921 Calendar

An inexpensive publicity medium for individual Columbia Dealers—costing but a fraction of a cent a day per prospect. One that will win its way into the homes and remain there as indispensable as the family clock.

This Columbia Calendar will occupy the most valuable advertising space in the world—space that couldn't be bought—the ideal place to make your music appeal—in the parlors of your neighborhood prospects and customers.

Calendar



Your introduction to future customers

Good Will: By distributing a thousand calendars you diplomatically establish just that many new friends and acquainted prospects of your business—you awaken the interest of old customers in their Grafonolas and rejuvenate the record-buying activity of your whole patronage.

Your Calendar: With your imprint alongside the main illustration, and exactly matching the design, the calendar is *your* advertising.

Quality: The quantity in which Columbia Calendars are printed this year permits a cost ridiculously low compared to the value to you for a quality calendar, which in smaller lots would cost three times as much.

Constant Change: The twelve monthly date sheets, reproduced in full color, constantly renew the calendar appearance, and carry a forceful, seasonable appeal to the *non-owner* of a Grafonola. The record release dates, indicated by a brightly colored numeral on the pad sheets, make a positive record suggestion to the *owner* every 10 days.

Special Envelope: Free of charge, a special craft paper envelope, illustrated in color, accompanies each calendar. Strawboard envelope-fillers for mailing are available.

Your Last Chance This Year to order your Columbia Calendars for 1921. Present orders are fairly swamping our capacity for producing calendars. This is practically your last chance to get your order in. All orders received before October 10 will go forward within one month. *Order your 1921 Calendars today.*

Note: Two shipping points, Chicago and New York, expedite delivery and offer a saving in transportation

Canadian Distribution Points: Toronto, Winnipeg, and Montreal

Ask your Columbia Representative to show you his copy and quote you prices of the Columbia 1921 Calendar

COLUMBIA GRAPHOPHONE COMPANY, New York

Here is the Nation-Wide Advertising to Help You Sell

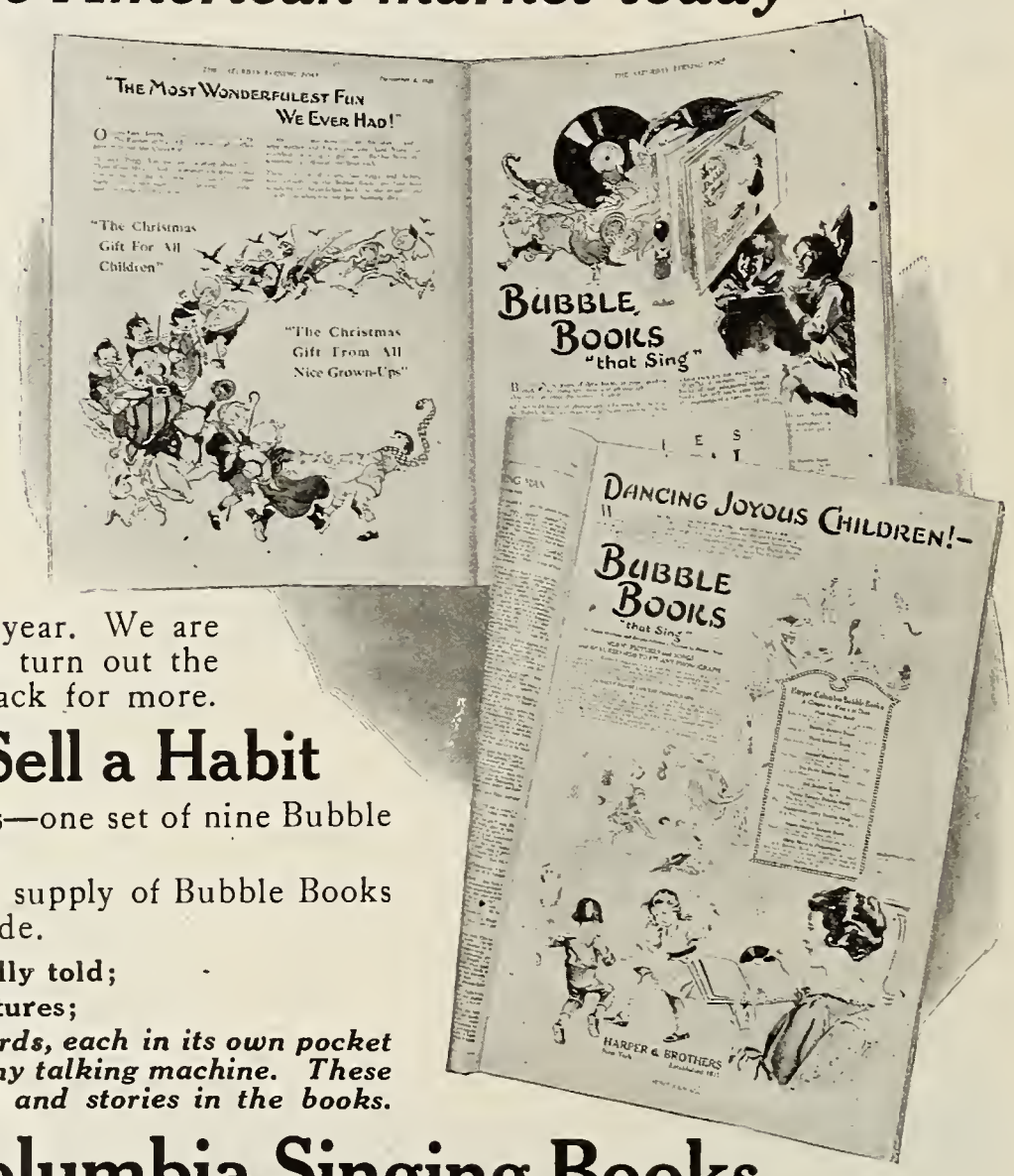
BUBBLE BOOKS "that Sing"

"The fastest-selling merchandise for child-amusement on the American market today"

IN the next five months we are spending $75,000 in a great national Bubble Book campaign. The two advertisements pictured here from the Saturday Evening Post and the Ladies' Home Journal are only a small part of that campaign.

Similar advertisements are reaching millions of homes—not only in these two great mediums but also in such magazines as the Woman's Home Companion, The Atlantic Monthly, Scribner's, Century, World's Work, Review of Reviews, Harpers, John Martin's Book, St. Nicholas and others.

The demand for Bubble Books is going to be more stupendous than ever in the next year. We are supplying the demand as fast as our presses can turn out the books. And remember—they always come back for more.



When You Sell One You Sell a Habit

One gross is just enough for sixteen customers—one set of nine Bubble Books to each.

Get your share of this business. Order your supply of Bubble Books now. $1.50 each. Liberal discounts to the trade.

EACH CONTAINS: **1st—A Fairy Story, beautifully told;**
2nd—Wonderful colored pictures;
3rd—*Three phonograph records, each in its own pocket and ready to play on any talking machine. These records play the songs and stories in the books.*

The Harper-Columbia Singing Books

By RALPH MAYHEW and BURGES JOHNSON **PICTURES BY RHODA CHASE**

A glimpse of What's in Them:

First Bubble Book
Tom, Tom, the Piper's Son
Mary and Her Little Lamb
Jack and Jill

Second Bubble Book
Simple Simon
Little Bo-Peep
Old King Cole

Third Bubble Book
Miss Jennia Jones
The Farmer in the Dell
Lazy Mary

Animal Bubble Book
The Three Little Kittens
The Three Little Piggies
The Three Blind Mice

Pie Party Bubble Book
Little Jack Horner
The Queen of Hearts
Good King Arthur

Pet Bubble Book
Little Pussy
Little Doggy
Cock-A-Doodle-Do

Funny Froggy Bubble Book
The Frog Who Would A-Wooing Go
The Carrion Crow
The Frog and the Crow

Happy-Go-Lucky Bubble Book
The Jolly Miller
The Plough Boy
The Milk Maid

Merry Midget Bubble Book
Daddy Long-Legs and Floppy Fly
The Fly and the Bumble-bee
The Spider and the Fly

Many More in Preparation

BUBBLE BOOK SALES SERVICE, 130 West 42nd Street, New York

(HARPER & BROTHERS)

How Frequency of Turnover Affects the Gross Profits of a Business

By Edward Kalt

Back on the farm the folks showed some first class business ability when they elected the poor laying hens candidates for the chopping block. It was a case of survival of the fittest and sometimes rather rough on the unfortunate non-producing pullets—but the farm folks were practical.

Strange to say, merchants generally are just beginning to realize the entire significance of this old farmyard principle as applied to their business, and the efficiency with which it is put into practice has in only a few cases attained anything near to its possible 100 per cent.

Perhaps the above crude introduction can be broadened into an analogy which will make clearer the main theme of our article.

Suppose the retail merchant to correspond to the above "down on the farm" chicken raiser; the various articles of merchandise can then be thought of in line with the chickens, a few real speed demons of productivity ranging down in their yield to the absolute slacking candidates for the chop-block. But poultry must needs be fed and likewise merchandise until it is disposed of over the counter, requires continual expenditure in the form of interest and overhead.

The first aim then is to find out who are the poor layers, the articles which occupy shelf space without a justifying return and then apply the process of elimination to obtain a realization on the dead or slow moving stock and a more active assortment with which to continue to do business.

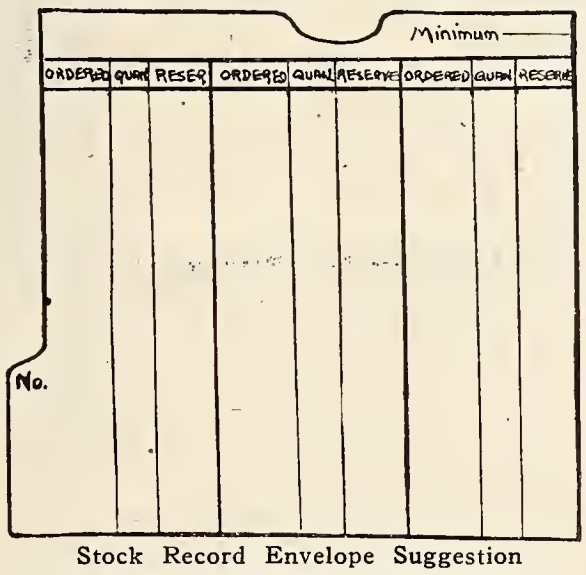
The ultimate aim is more activity in the movement of stock or a quicker turnover.

Just how vitally frequency of turnover affects the gross profits of the business can be briefly illustrated in the cases of two merchants—A and B, both operating on a selling profit of, say, 10 per cent. A carries a $3,000 stock and sells $200 worth monthly, a yearly turnover of two-thirds and a yearly income on the investment of 6 2/3 per cent. B, on the other hand, carries only $500 in stock; his monthly sales are $100, but his turnover per year is two and two-fifths, resulting in an income of 22 per cent.

The feeble income of our first merchant might be due to sluggish movement of stock throughout the line, but more than likely an absolutely dead minority proportion of the stock is responsible.

In the case of the talking machine dealer, there are undoubtedly some records adorning the shelves year in and year out without moving—patriotic numbers and some old standard and operatic selections perhaps. In the case of the music store, the stagnant profit eaters might take the form of sheet music, certain instruments perhaps, or a number of the accessories.

Some merchants have attained a degree of efficiency in locating the slow movers through the use of progressive records. One record takes the form of a card file, a card being reserved for each item of merchandise carried. The card at any time gives the amount of stock on hand, quantities received and sold. The rate at which it moves can be easily arrived at. The movement of talking machine records can be kept track of through the use of what is known as a stock record envelope. One of these envelopes acts incidentally as a divider



Stock Record Envelope Suggestion

or marker for each record number and entries on it furnish a summary of the stock movement.

The envelope also acts as a danger signal for ordering when stock reaches a predetermined minimum.

Some merchants might say that records of this sort are an unnecessary and unwarranted burden. They would probably look more kindly upon statistical methods, however, if they knew that even the poultry practice has evolved into a system whereby each hen is numbered and her productivity entered on a record or chart.

Locating the slow layer in the case of the merchant is not always as difficult as realizing on the laggard item when it is found and it is then that his ingenuity and merchandising ability stands him in good stead. The means that can be used by the talking machine merchant suggest corresponding methods for other lines.

It is very often just a case of bringing the slow moving item definitely to the customer's attention. A sign, "our suggestion for to-day," with a sample of the record mounted on it, has cleaned out many an apparently dead number. When an ordinary display or featuring of the record is not effective, it is sometimes necessary to make some special inducement such as giving an album at special price with a purchase of five assigned numbers. The particular scheme employed is governed to a great extent by the individual merchant's type of trade and his ingenuity. The aim is to release the capital tied up in slow moving stock.

At this particular point it might be well, however, to draw the reader's attention to the dealer who approaches the other extreme. That is, cuts his stock to so small a line that it is necessary to continually turn away would-be buyers. Although the turnover factor of this dealer might seem to be working out excellently, his stock being reduced to only the most active items, the practice of turning down customers is bound to result sooner or later in their going elsewhere. Once in the competitor's store, the competitor, if he is on the job, will see to it that he retains them as steady customers and the possibility of their returning to the first dealers for further purchases of even the popular numbers which he carries, is small. The merchant who cuts his stock to an indiscriminate minimum is likely to find himself in the position of killing the goose who laid the golden eggs.

Between the two extremes, there is a happy medium that every dealer should arrive at. Discovering this point requires a scrupulous analysis of the movement and income of the various lines. Stock keeping records might be necessary to found the analysis on dependable facts and the expense of such records will invariably be warranted by the increased efficiency which they will make possible.

When a line begins to move slowly, push it, turn it into money even if some of the profit expected from it has to be sacrificed. This is the second factor in formulating a turnover policy. The overhead expense of maintaining a slow line soon equals the sacrifice required in order to sell it.

The limited degree of efficiency which turnover has reached in the average retail store places the merchant who is capable of systematically conducting this end, at a considerable advantage. One of the most prevalent leaks has been in his case converted to profit. In addition, his business is continually at his fingers' tips and within his grasp.

Counting chickens before they are hatched is not generally good policy, but using past experience to determine the future constituency of the chicken colony is good business.

Quality *Distinction*

THE "VICSONIA" REPRODUCER

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both **Edison** and **Pathe** records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET **NEW YORK, N. Y.**

Great Opportunities Await the Dealer Conducting a Suburban Store

By Warfield Webb

Competition is a very significant matter these days, and it has a special reason for consideration by the man who conducts a suburban store for the sale of talking machines, records and other merchandise that should be carried by such stores. The reason why the idea of competition should be looked upon by the proprietors of such stores as vital is the fact that unless they do cater to a class of trade with the idea of making them regular customers there is small possibility for success.

The dealer in the central or downtown section of a city has some advantages over his suburban neighbor. Then he has some disadvantages, too. We must keep that in mind. Competition in the case of the centrally located dealer is more than a myth, it is a real issue and he must be on the alert to keep it some distance from his place of business. But the kind of competition that the suburban dealer has to deal with is all the stores in the central section. Therefore he has to offer something different in the way of an argument, or an inducement to make the local, or, we might term it neighborhood trade, stay at home.

There is the opportunity for the live man in the outlying district. He in reality has some trade helps that the man downtown cannot enjoy. He has an opportunity to get personally acquainted with his customers. He can study their tastes, anticipate their wants and take a personal interest in their likes and dislikes, so that he can in this way be able to purchase at least a fair share of his stock with the feeling that it will most likely sell. He can offer invitations to the home people to come to his store often, and to make his place of business a haven where the selections can be played as often as they see fit, and where they can feel so much at home that there will not be required that same personal attention that is given to strangers.

For instance, if a resident of his section comes to his store often the dealer can just about guess what she would like to hear played. He

The Dealer Who Caters Intelligently to Local Trade Is Sure to Develop a Profitable Clientele.

can make a selection of a number of records, place one on the machine and look after other matters, or wait on other trade if such should come in. He does not have to be on the spot at all times to be sure that he is not overlooking anything that will be a help to sales. He can awaken a mutual interest that will help make that party a regular customer.

The large stores are not always so careful and there are likely to be some instances where the salespeople, not feeling particularly interested in the party, will lose some of the earnestness that is at times very essential. Knowing your trade, there is so much in that, and helps of this kind are the real avenues that lead to larger sales, provided they are made the means of sales. The neighborhood trade must be cultivated. The dealer must have a store that is attractive, and that is complete in the matter of stock, for this will be one of his most vital assets to obtain and to retain his trade.

The suburban store owner has to keep his eyes open for local sales; he has to cater to his trade with the personal interest that can, to a great degree, be overlooked by the downtown man. His is a home circle trade, and he must make his trade understand that his place of business is the place where prices, selection, satisfaction and service can be had. Of course, he cannot well afford to sell records at a reduced price that are placed on the market at a given retail price, but he can offer other merchandise at a reduced price at times, because his overhead expenses are not as large as the man who has the big store.

This brings us to another phase of the subject of suburban store operation. There is the matter of overhead. The man in the central district has his large store, and this means that his daily expenses are going to be large. He cannot get away from this, because unless he makes a good showing, with the many details that are looked for at such places, he is handicapped. He has to make a show and to do this means a large outlay. But the suburban store operator can eliminate this; he can do with less help, and this is really as much an advantage as any other feature. He has an opportunity to

(*Continued on page* 18)

You can do it—with the Kent

Can do what? Sell more machines, if you handle the Edison, or sell more records by catering to Edison owners, as the case may be. Your money invested in the **KENT MASTER ADAPTER** will yield you prompt and material profits, both directly and indirectly.

WHY? Because—

The KENT Master Adapter plays all RECORDS on the EDISON

PLAYING LATERAL CUT RECORD

PLAYING HILL and DALE CUT RECORD

KENT Registered in U. S. Pat. Office

MANUFACTURERS OF

Tone Arms, Sound Boxes and Attachments for Edison, Columbia and Victor Machines. We also have on hand large supplies of Steel, Sapphire and Diamond Points.

KENT PRODUCTS "Win their way by their play."

F. C. KENT COMPANY

IRVINGTON

N. J., U. S. A.

The Windsor Phonograph.

ITALIAN DESIGN OF OAK

Here are two favorite models—in Italian and Louis XV design

All Windsor Phonographs are carved in solid wood, executed distinctively and with discriminating taste.

One of the WINDSOR products which has helped to make WINDSOR FURNITURE the quality line for 35 years.

LOUIS XV DESIGN OF MAHOGANY

WINDSOR FURNITURE CO.

Chicago, Ill.

Columbia Records Grafonola

You have sold a lot of Jolson's "In Sweet September". Now the Paul Biese Trio has made fox-trot records of this song hit and "Sweet Sugar Babe". Some combination! A-2959.

Columbia Graphophone Co.
NEW YORK

SUBURBAN STORE POSSIBILITIES

(*Continued from page* 16)

give that personal service that sometimes we do not find at the large store.

But his store must be inviting. The location should be in a section that is traversed by a large number of people. Car lines should pass his door, or be very near. Often a transfer corner will be a good place, and with an attractive window display he can induce sales. Then there is the opportunity of having a selection played on the machine at frequent intervals that will be a good publicity card for him. We know of a store that is located in a suburban section, and one of the signs seen in the window is to the effect that orders are taken for piano tuning. Not a bad idea, eh? One must do many things to invite the public into his place of business, and these all help. This store sells a limited number of musical instruments. There are player rolls sold here. The idea is to have a number of lines that will act as feeders to the machine and record lines.

There is a reason for the success that some of these outlying stores have, and these are noted herewith. The great aim must be to get the good will of the local, or home trade. The store must be a place where that welcome sign is ever to be noted and that welcome must not be confined to the sign. There must be the welcome smile and the interest that will induce the people to come to you. Often instead of going downtown the trade in a given section will buy from the operator of a suburban store, provided there are a sufficient number of logical inducements to make this worth while. The store that caters to the local trade has possibilities and that these can and should and must be cultivated goes without saying if there is to be hope for that kind of development that makes it of real value.

When the advertising crawls into a hole then business flies out of the window.

TEST MAGNAVOX POWER IN ATLANTA

Southern Sonora Co. Host to Dealers and Others Interested in Remarkable Try-out of Popular Sound Amplifying Device

ATLANTA, GA., September 3.—Fifty talking machine dealers, newspaper men and other interested persons stood away out in center field at the Ponce de Leon baseball park recently and heard Alma Gluck singing "Carry Me Back to Old Virginny" just as clearly as if they'd had their ears leaning against the instrument which reproduced the voice. They heard a political speech or two, and a banjo and even the plaintive ukulele, all played by a small talking machine high in the grandstand, and the voice of the operator who explained things floated over the field, even in the face of a stiff breeze, with every syllable distinct.

It was a demonstration of the new "magnavox," which is being used by many candidates and other politicians to transmit their speeches to the populace. It was this instrument which President Wilson used in his famous "glass cage" in San Diego; and the Prince of Wales used in speaking to 30,000 persons in California.

The instrument was sent to another city later to be used by Presidential Candidate Cox, and it is said Candidate Harding also will use it in addressing large throngs this Fall. It will be distributed in the South by the Southern Sonora Co., and President E. N. Upshaw of that company was host to the Atlantans who witnessed the demonstration. The instrument was handled by William R. Davis, sales manager of the Magnavox Co., who brought the first outfit to the South.

The instrument can be used by speaking directly into a mouthpiece held in the hand, or through the medium of a talking machine record. It is expected to be widely used in announcing election returns, paging guests in hotels, calling automobiles and taxicabs after theatre performances, and wherever a voice of great carrying power is required.

VIOLINIST USES RECORD AS GUIDE

Eddy Brown Declares That He Finds the Talking Machine of Inestimable Value as a Means of Self-Criticism in Improving His Work

Eddy Brown, the violinist, declares that he finds the talking machine of inestimable value as a means of self-criticism. He says that through the hearing of his records he has been able to make many a correction in his interpretations, for the machine being mechanical it is an unremitting and unforgetting critic. It never fails to record the slightest deviation from pitch, the nicest difference in tone. Let the violinist produce a scratchy tone and it is recorded by the implacable machine, even though the scratch may be of so momentary a nature as to evade the ear and memory of even the most devoted listener.

"Again and again," Mr. Brown asserts, "I have discovered little faults that without the talking machine should never have been revealed to me. Again and again I have realized through its teaching that I have been departing from the good and the true. And I have frequently thought how good it would be, were I to have had the advantage of a similar recording of form when I have essayed to play any game —golf, for instance.

"In point of fact I believe that the talking machine has had considerable influence in the development of that sure and reliable technique which seems to be the possession of every young violinist of the present day. And everyone knows that so far as the purely technical side of violin-playing is concerned there probably has never been a time in which there have been so many violinists of ability."

Even though this is the age of substitution there is no substitute for honesty.

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF.

Distributors

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our ***Superior Service,*** co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street **Memphis, Tenn.**

How about future deliveries, Mr. Merchant?

"The statement of C. M. Reed of the Kansas Court of Industrial Relations that at the present rate of activity twenty-eight months will be required to move the 1920 grain crop and what is left of the 1919 crop, gives a vivid idea of the difficulties of the present transportation problem."

—*Chicago Tribune Editorial, Aug. 16, 1920*

"Senator Capper, of Kansas, says 480 cars a day for two months would not get the old crop of wheat in Kansas out of the way of the new crop, but on the day reported, fifty elevators could get only seven cars."

—*New York Times, quoted in Literary Digest, July 24, 1920.*

An estimate recently made states that 66⅔ per cent of all cars are now under load, and that half of the remaining are in need of repairs, leaving approximately 17 per cent available, with an actual shortage of 250,000 cars.

Without wishing to seem unduly pessimistic, we urge you for your own sake to heed these significant signs of the times. We are doing all we can on our part to speed production and distribution.

But eventually a dead line will be reached, beyond which we cannot promise delivery in time to meet the big demand of the winter buying season.

No man can forecast just when this will be. The only safe course is to order now and be on the right side of the fence in any event.

The situation becomes more acute every day, as the effort to move the crops increases, taking more and more cars.

Anticipation today, is good merchandising.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

Canadian Distributors: Musical Merchandise Sales Co 819 Yonge Street, Toronto

The ULTONA
Playing a Brunswick Record

Advantages of the Brunswick Franchise

The value of a Brunswick appointment is not confined to the proved merits of the Brunswick Phonograph and Brunswick Records.

In addition, there is the Brunswick direct-to-dealer distribution, which eliminates the sometimes conflicting interests of middlemen, and offers Brunswick dealers at all times the most prompt and efficient service.

The Brunswick territorial system for branch houses insures strict justice in local sales privileges, without the possibility of interference from two or more competing jobbers in the same territory.

By eliminating jobber's expense we are enabled to give Brunswick dealers more support in the form of national and local advertising. This year we are spending over a million dollars in national advertising alone.

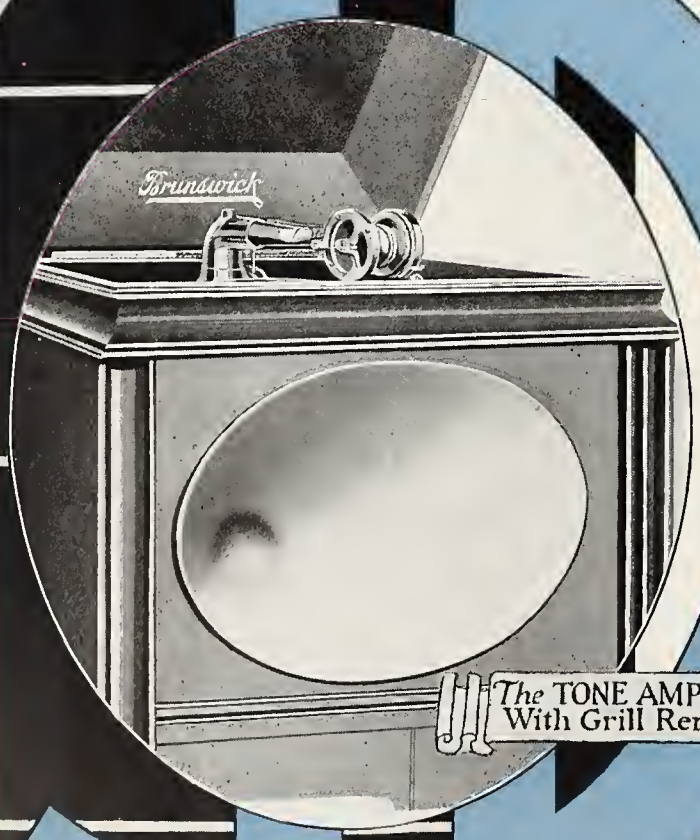
Our Dealers' Co-operative Advertising Service is comprehensive and complete, with features suited to all local sales problems.

Brunswick dealers talk direct to the manufacturer. Their view-point on any situation goes straight to headquarters. Brunswick dealers are never at the mercy of any third party who may have an ax of his own to grind.

Our six phonograph plants, two record plants, and thirty-eight branch houses place Brunswick men and Brunswick stocks close to every Brunswick dealer. And not only close in mileage, but close in spirit and co-operation, in personal contact.

Increased production makes possible the appointment of some new dealers in localities where we are not yet fully represented.

If you are interested in the most valuable phonograph franchise obtainable today, write for particulars.



The TONE AMPLIFIER
With Grill Removed

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 South Wabash Ave., Chicago

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

Canadian Distributors: Musical Merchandise Sales Co., 819 Yonge St., Toronto

Brunswick Records

Fitting companions of the Brunswick Phonograph

Brunswick Records are meeting with the same warm reception accorded by the public to the Brunswick Phonograph.

Possessing a name long famous for products of superior character, further enhanced by the sensational success of the Brunswick Phonograph, they are winning and holding a dominant place in the hearts of music-lovers everywhere.

Records, being fundamental in maximum Phonograph sales, this enthusiastic reception solidifies the Brunswick Agency into an impregnable business asset.

Brunswick Records offer the ultimate in smoothness, steadiness, and fullness of tone, features recognized at their hearing, especially by those experienced judges long seasoned in musical merchandising.

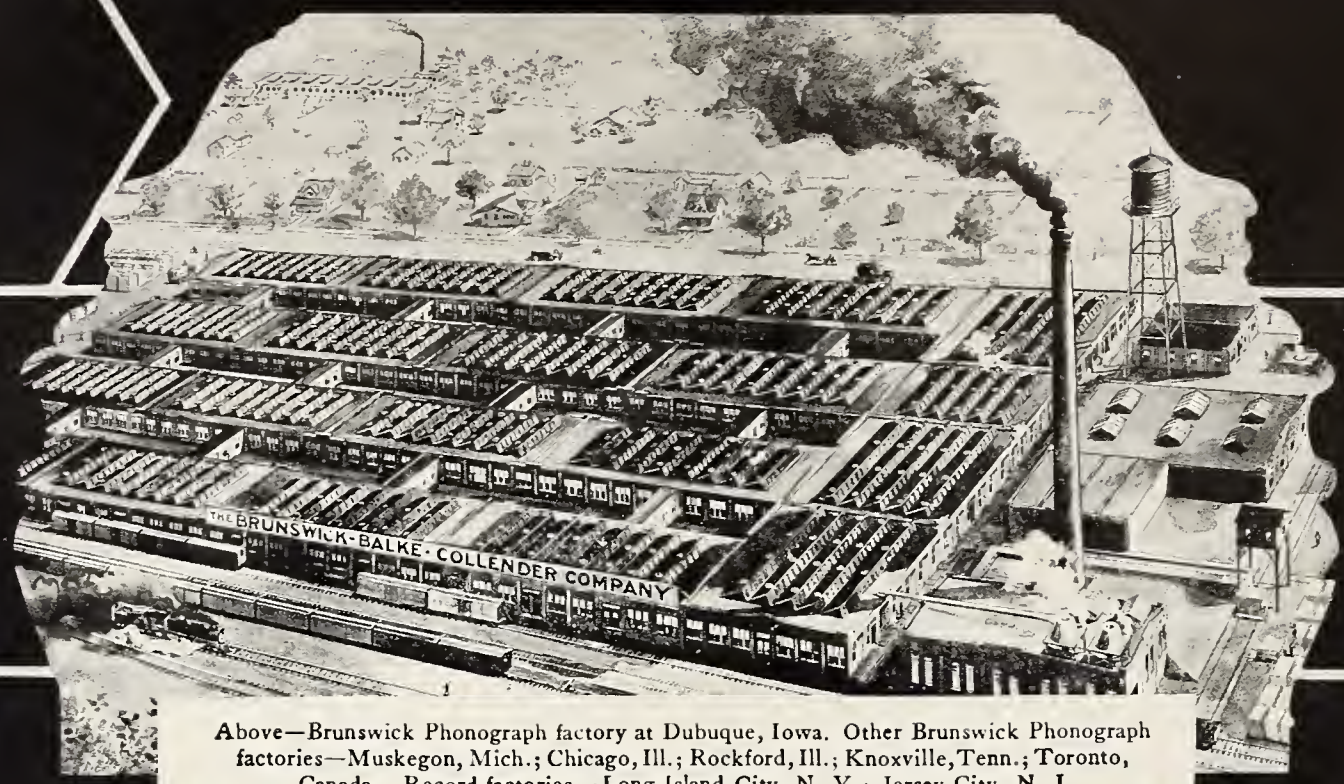
So you must hear Brunswick Records to appreciate them. Most hearers are moved to praise at the first hearing. There is something there, something intangible, something not easily expressed in words, that wins instant recognition.

This is the test we ask the public to make. This is the test we ask the dealer to make for himself.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 South Wabash Avenue, Chicago

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

Canadian Distributors: Musical Merchandise Sales Co., 819 Yonge St., Toronto



Above—Brunswick Phonograph factory at Dubuque, Iowa. Other Brunswick Phonograph factories—Muskegon, Mich.; Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.; Toronto, Canada. Record factories—Long Island City, N. Y.; Jersey City, N. J.

Brunswick

PHONOGRAPHS AND RECORDS

Brunswick Phonographs

Built complete in our own plants

We make our instruments in six great factories. We control every step absolutely. We *know* that every bit of material and every piece of workmanship is up to Brunswick standards.

In making up our factory costs we do not have to consider any percentage of profit going to outside makers of parts. And the money representing that percentage of profit goes into The Brunswick itself.

Broad, constructive policies such as this spell a permanent business for Brunswick dealers, a steady and growing trade. They are building, as we are building, for the future upon a rock foundation.

Every Brunswick dealer comes in direct contact with a house 76 years old, a house that has seen the rise of every large industrial enterprise in this country. We are not a new concern, but old-time manufacturers with progressive ideas.

This will be a great Brunswick year, but next will be greater. And every succeeding year will be still greater. A Brunswick franchise becomes more valuable every day.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

Canadian Distributors: Musical Merchandise Sales Co., 819 Yonge St., Toronto

THE AFTERMATH OF THE EDISON CARAVAN CONVENTION

D. E. Wheeler Reviews the Achievements of the Recent Gatherings in New York City, Chicago and San Francisco, and Points Out the Benefits Which Are Bound to Accrue From Them

D. E. Wheeler, the editorial director of Thomas A. Edison, Inc., in giving to some New York friends his impressions of the recent Edison Caravan Convention which held its sessions in the three cities of New York, Chicago and San Francisco in July said:

"What impressed me most on our recent phonograph pilgrimage was the undertone of surprise bordering on unbelief in mostly everybody that I met at these gatherings. Many of the jobbers and dealers, as well as their sweethearts and wives, seemed to be astonished at the quality and quantity of the two-day program we had prepared for them. They had come evidently hoping that they were going to have a good time, but a little bit doubtful. They thought the performances of the caravan were going to be a little dull.

"I closely watched the attitude of our audiences and noted the pleasant relief expressed in many unconsciously eloquent faces as our program unfolded itself. The plays, written by Mr. Maxwell, on various phases of salesmanship, were particularly a delightful revelation to the audience. There was nothing at all amateurish about any one of them, being well written and well acted by professionals.

"This attitude of unexpected pleasure was also reflected in the faces and conversation of various reporters, who came in to cover the convention in the three cities at which they were given. You know, as well as I do, how bored and sophisticated the air of a city reporter can be, and I could see that they had come in a perfunctory way with the intention to be polite and to vanish at the earliest moment possible. Therefore, it was an unusual experience to find them actually interested after they had been present five or ten minutes. And not a few of them, when their duty was over and they had seen enough of the show to write a story for their respective journals, returned to see some more of the program on their own initiative.

"Out in San Francisco there was a newspaper man who had the inclination and authority to make two special stories of our extraordinary sessions. This was George C. Warren, the dramatic and music critic of the San Francisco Daily News. Also the Caravan got in one of the 'colyums.' Charles M. Jackson, the humorist of the San Francisco Bulletin, treated the address of Dr. Bingham, the psychologist who was with the Edison party, in a whimsical and entertaining article. He wrote:

"'In common with many others, we have labored under the impression that a phonograph is an unmitigated nuisance, this impression having been, no doubt, created by the fact that the next-door neighbor but two persistently plays 'Sweet Rosie O'Grady' every night about the time we turn the pillow over for the fourth time in an effort to go to sleep.

"'But after hearing Colonel V. M. Bingham, director of the division of applied psychology at the Carnegie Institute at Pittsburgh, talk on this instrument, or talk about this instrument, we have revised our opinion.

"'It appears that we have misjudged the phonograph. Properly used, it has the same effect on the human system that playing solitaire has. One can play solitaire and think at the same time. Colonel Bingham cites many instances showing the versatility of the phonograph in affecting the human brain. One mother used it to induce her boys to bathe mornings and by certain selections awaken in them wild desires to dive into the tub. A tired business man found by listening to a phonograph he could forget his office cares and concentrate his mind on a coming horse race. Two architects found the music of a phonograph useful when drawing designs for a 'monumental' building, the selections having been 'grave' ones, no doubt. Airs like 'The Marseillaise' are said to have increased physical strength in men, and light and fanciful music reproduced in a factory where girls are employed augmented the output.

"'After looking the matter over, we have decided not to undergo an operation for the transfer of goat glands into our system, but to get a phonograph, with records containing all the meters known to poets since the ode to Anacreon was written, down to 'Lest We Forget,' and everyday we start this colyum to start the wheels going at the same time.'"

JOHN FISCHER GOES TO WASHINGTON

Resigns as Head of Wholesale Victor Department of C. C. Mellor Co. to Become Sales Manager of Robt. C. Rogers Co.

PITTSBURGH, PA., August 16.—John Fischer, for the past fourteen years manager of the wholesale Victrola department of the C. C. Mellor Co., Ltd., of Pittsburgh, has resigned. The news of his resignation was received with keen regret by the talking machine fraternity of the Steel City, as Mr. Fischer was one of the charter members of the Pittsburgh Talking Machine Dealers' Association and was considered one of the real live members. When it became known that Mr. Fischer had resigned to become sales manager for the Robt. C. Rogers Co., of Washington, D. C., wholesale Victor dealers, Mr. Fischer having acquired an interest in the firm, he was heartily congratulated and wished all sorts of success. There was also some regret expressed that the members of the trade here were not able, owing to the vacation season, to give Mr. Fischer a formal send-off. The successor of Mr. Fischer with the Mellor Co. will be Thomas T. Evans, who is too well known to the trade to require any extended notice. For a number of years Mr. Evans was the right-hand man of Mr. Fischer and is splendidly equipped for his new post.

1+2=3 is a simple problem

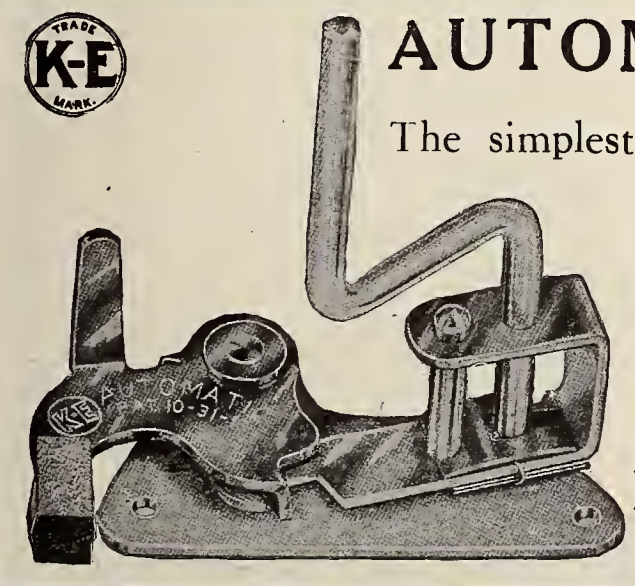
1—OKeh Records are GOOD Records.

2—Kennedy-Green Co. Service is REAL service.

3—A combination of the two means profits for both of us.

KENNEDY-GREEN CO., 1865 Prospect Ave., Cleveland, O.

THE RECORD OF QUALITY



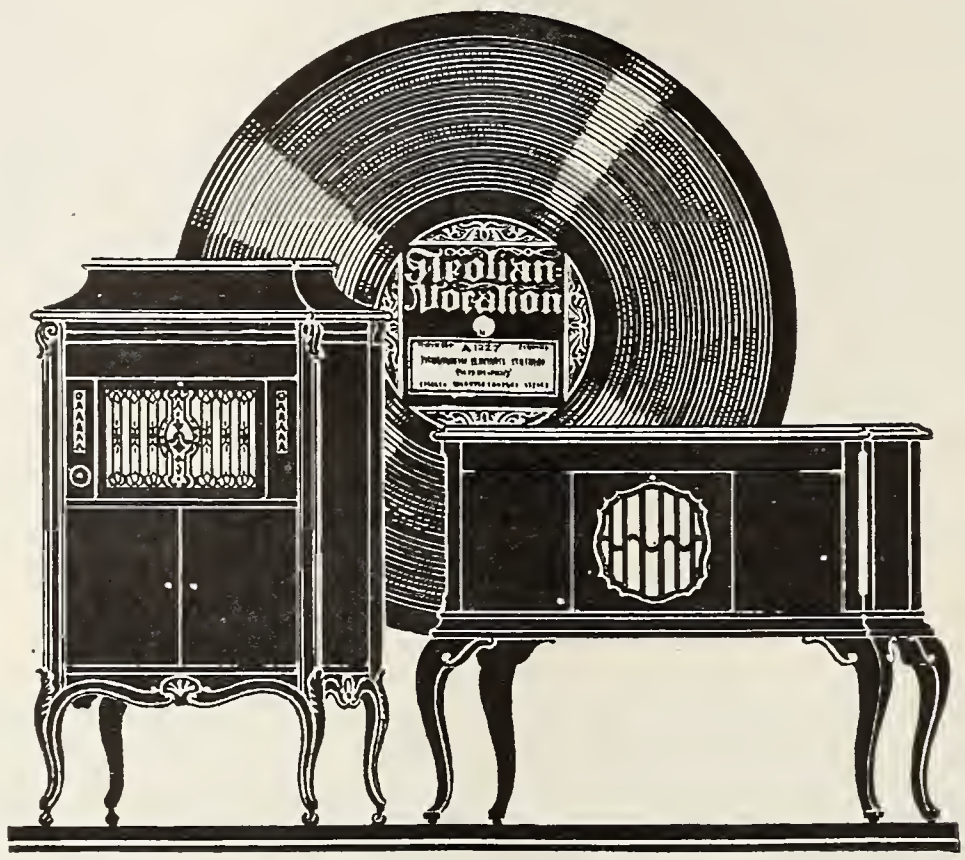
AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

Kirkman Engineering Corporation

484-490 Broome St., New York



A Few Plain Facts for Phonograph Dealers

If you are not satisfied with the results in your phonograph department,
If you are not securing a satisfactory number of sales,
If you are not successful in meeting competition,
If you are not obtaining satisfactory terms from your customers,
If your record sales are not increasing—

Let Us Talk the Matter Over With You

We have a very interesting proposition to offer, which, we are confident will solve your difficulties.

We can demonstrate to you beyond any reasonable doubt, that with the AEOLIAN-VOCALION and its exclusive features you can increase your business and successfully meet competition.

That the VOCALION advertising campaign in the leading periodicals of National Circulation is attracting the attention of the better class of purchasers, many of whom never before seriously thought of owning a phonograph.

That the new Vocalion Record (lateral cut) is in a class absolutely by itself and that owners of phonographs rarely buy records of other makes after hearing the Vocalion Record.

That the international prestige of the AEOLIAN COMPANY — makers of the Vocalion and Vocalion Records materially assists in making sales.

We have proven these facts to hundreds of the largest and most successful phonograph dealers in the country. We solicit an opportunity of proving it to you.

THE AEOLIAN COMPANY

Distributors

CINCINNATI **OHIO**

EMERSON MODEL SHOP READY SOON

Parisian Atmosphere Prevails in Unique Fifth Avenue Establishment—Dealer Meetings Will Be Held in Auditorium on Second Floor

The "Model Shop," which will soon be opened by the Emerson Record Sales Co., Inc., in its headquarters at 206 Fifth avenue, is one of the most interesting developments in the direction of dealer helps that has been introduced to the trade recently. A preliminary glimpse of the shop, which is not entirely completed, gives some idea of the beauty and distinctiveness of this new talking machine establishment.

The matter of expense in the planning of this exhibition room for Emerson product has been a secondary consideration, for the company determined to offer the 700 odd Emerson dealers in this district a rendezvous that should be unsurpassed.

A decidedly Parisian atmosphere is evident in the arrangement of the kiosks and the beautiful decorations of the shop's interior, in the center of which is an arched stairway leading to a delightful auditorium on the Broadway side of the Emerson building.

In this auditorium dealer meetings will be held. These meetings will actually be in the nature of classes at which talks on retail selling, store arrangement, collection systems, finance, stock keeping and the prevention of "dead stock" will be the principal features. Aside from its educational value to the Emerson dealers who will avail themselves of its privileges, the location of this shop (having frontages on both Fifth avenue and Broadway), will, without doubt, add materially to the prestige of the Emerson product and the Emerson name not only locally but nationally.

Interior View of Emerson Model Shop

ASTORIA MAHOGANY CO., INC., MOVES

Now Located at 1031 Steinway Avenue, Long Island City—Will Continue New York Office

The Astoria Mahogany Co., Inc., has advised the trade that it has moved its executive and general offices to its new building at 1031 Steinway avenue, Long Island City. For the time being the company will continue a New York office at 347 Madison avenue.

This concern, which is one of the country's leading mahogany and veneer houses, numbers among its clients the most prominent cabinet and talking machine manufacturers in the industry. The company has made a specialty of co-operating with the talking machine trade, and its sales department is rendering valuable assistance to the manufacturers.

The illustration that shows your instrument at work is the one that has reader interest.

JOINT MEETING OF COLUMBIA MEN

Get-together Session of the Sales Staffs of the Kansas City and Omaha Branches of Columbia Co. Held in Latter City Recently

KANSAS CITY, Mo., September 1.—The Kansas City and Omaha branches of the Columbia Graphophone Co. recently combined in a joint sales meeting held at the Hotel Baltimore here, a meeting that was remarkable for the great exhibition of enthusiasm on the part of salesmen present.

A most interesting program, arranged by E. A. McMurtry, manager of the Kansas City branch and R. E. Rae, manager of the Omaha branch, added to an affair already bubbling over with pep. At the forenoon session W. H. Reed, Jr., of Van Veen & Co., Philadelphia, delivered a very forceful talk on the subject "Hearing Rooms," emphasizing another Columbia achievement. J. C. Clinkenbeard, manager of the Dealer Service department at Kansas City, was the next speaker. After giving his impressions of the Columbia, Mr. Clinkenbeard outlined briefly the scope of the Dealer Service work, assuring all of every co-operation possible. A talk on records by H. L. Kenny proved most interesting and instructive. Following this a general discussion, in which the many features of Columbia products were reviewed, was indulged in.

The next event, always popular on any program, was luncheon. This was followed by a series of three-minute talks covering all phases of sales work. Speakers from both branches were called on and the responses brought out a number of interesting facts, valuable ideas and practical suggestions.

The program was rounded out by Mr. Rae, who expressed in behalf of the Omaha men appreciation of the assistance and co-operation of the entire Kansas City organization.

The following participated in the meeting, which proved most enjoyable and successful, both of which are synonymous with Columbia: Omaha Branch: M. E. Boyle, assistant manager; H. L. Obert, manager Dealer Service department; Sales Representatives G. B. Fredell, G. C. Kenny, A. W. Downs and P. S. Nix. Kansas City Branch: F. E. Johnston, assistant manager; C. L. Schwager, credit manager; Sales Representatives E. R. Smith, L. M. Blythe, D. M. Guthrie, O. F. Winship, W. B. Roy and Thos. Devine.

The Celeste Phonograph Corp., Brooklyn, N. Y., has been incorporated with a capital of $50,000. The incorporators are F. M. Steffens, J. Leary and W. D. Thode, 480 Kent avenue, Brooklyn, N. Y.

Ormes Really Means Exceptional Service

REG. U.S. PAT. OFF

SEPTEMBER!

Summer is over and we are entering the Fall Season.
We believe the business will be greater than ever.
Just how large depends on each individual dealer, but it is apt to be larger if you center your entire energies on Victor exclusively.

ORMES, Inc.

26 East 125th Street NEW YORK

Victor Wholesale Exclusively

Edison Message No. 78

There Will Be No Deflation of Edison Phonograph Prices

The consumer rightfully expects, and will see, a deflation of prices of most merchandise, as most prices were inflated during and after the war. There will be no deflation of Edison Phonograph prices, however, as the increase since 1914, including War Tax, has been only 15 per cent. There was no inflation.

"Edison Stood The Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

How "Live" Merchants Feature the Talking Machine in Alaska and Missouri :: By W. B. Stoddard

In Ketchikan, the first port of entry in Alaska, is the enterprising Walker Drug Co. The manager reported that their "talker" department was one of their most profitable ones. "We handle the Victor, Edison and Columbia machines," he said, "so that our patrons have a wide range of selection, both in the instrument and the records. Constant publicity is the secret of our success—as we never allow the people of Ketchikan and surroundings to lose sight of the fact that we handle them. Being so far north it is seldom that concert artists or theatre troupes get up our way, so our people are compelled to furnish most of their own amusements. Dancing is extremely popular, and we have found a way to serve our public and at the same time increase our sales. Over our store is a vacant room, which we have cleaned out and fitted up as a dancing hall, with waxed floor, and good ventilation. Here we have installed a machine, with a large selection of records. We advertise the fact that there is dancing here every evening—sometimes it is informal, at others regular dances are held. Our clerks take turns at operating the machine, the different makes being used on different nights, so that patrons may have an opportunity of seeing which they like best. Between the dances vocal selections, negro and Irish monologues are given, and in this way the dancers become acquainted with all the late records. It is known that we have the agency for these machines and records and many sales of records are made every evening.

"Occasionally we give a full concert, announcing same in advance, and at these we offer selections from the best opera stars and orchestras. Once a month, on Saturday afternoon, we give a special children's concert, with comic selections and songs that appeal to the little ones. These concerts are always well attended, and while we never solicit purchases the people of their own accord flock around at the close to buy those which have taken their fancy. On a blackboard on the wall is chalked up a list of the latest consignment of records, and on a table on the platform are the catalogues of the different manufacturers of records, so that a patron can see at a glance the price of any record he is thinking of purchasing—although of course our salesman is familiar with them all and can give the information whenever desired."

Once a week the store runs a phonograph ad in the paper. One of the latest will show the pertinent style of these announcements:

> MUSIC
> Is not a luxury; it is a necessity. The soul craves music just as it does sunshine. We sell the Victor, Edison and Columbia machines that bring the world's greatest artists to your own home.

On the day on which the phonograph ad is run they back it up with an appropriate music display, showing a dozen or more of the latest records, set in racks, against velvet drapes of scarlet and gold, that attract attention by their vivid color, and upon which the black records stand out distinctly.

Spectacular Advertising in St. Joseph, Mo.

An unusual manner of advertising talking machines was adopted by the Schneitter Sporting Goods Store, St. Joseph, Mo. When they first decided to take on the machines as one of their side lines they wished to acquaint the entire community with the fact, so decided on some spectacular advertising. "We decided to go into the business thoroughly," said Mr. S., "so purchased an entire carload of machines. People thought we were crazy to invest so much money—but we found the big purchase acted to our advantage as we got a much better rate. When the car arrived we had pictures taken of it, with the boarding pulled from a number of the machines to show that we were not bluffing. This picture was made into a cut, and run in our regular ad. Afterwards we loaded our big shipment onto trucks, and hung big banners on the sides. We also had a number of banners and wooden signs setting forth the merits of the machines, their price and the vast number of records we had stocked. These signs were carried by boys, parading between the trucks. Then we engaged the brass band and had a regular street parade. We had secured a regular police permit, so were given the right of way in traffic. The whole stunt did not cost over $150.00—and the advertising was worth to us many times that amount. We followed up our parade with several big newspaper ads, and did extensive billboard advertising. Our best stunt, however, in my estimation, was when we had a number of slides made—showing the truck load of machines, the street parade, and the machine installed in our phonograph section—and run at the local picture shows.

"We appealed especially to women, as we recognized that practically all women are music lovers, and that it is upon the feminine head of the household that devolves the purchase of cultural and aesthetic objects. In fitting up our phonograph section we had our feminine patrons always in view and were careful to see that it was removed from the section of guns, knives or anything that would suggest bloodshed. Then we sent out a special letter to all the mothers of the community," and he exhibited a copy of the letter:

"Dear Madam:—

"Your children need music—the enjoyment the little ones get as they sing and dance to the perfect music of the phonograph will more than repay you fathers and mothers the cost of installment.

"You of course saw our carload of instruments that have just arrived. Our big purchase enables us to retail them to special advantage. Come in and see them the next time you are downtown. Bring the children along, and hear some of our vast selection of records.

"You will enjoy it thoroughly and we will be glad to explain fully the operation, and the terms on which these pleasure givers may be had."

The combination of spectacular stunts brought their machines to the notice of everybody for miles around and started off the department with a rush of business, which has continued to the present time.

ST. JACOB MUSIC STORE MOVES

John J. Gafner, one of the music dealers of St. Jacob, Ill., has recently moved into new quarters in that city in the building on Douglass street, which was purchased by him some months ago. The building will be remodeled.

TO HANDLE VICTOR EXCLUSIVELY

The Tri-State Talking Machine Co., El Paso, Tex., announces that in the future the Victor line of Victrolas and records will be retailed exclusively, and that several other lines handled by the company will be discontinued.

Genuinely Interested in the Dealer Who is Genuinely Interested in Victor

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor *Strictly Wholesale*

VOCALIONS

are the easiest selling and most profitable phonographs

THE Vocalion dealer has the edge on other phonograph dealers. *Why?* Because Vocalions are made in upright as well as the most magnificent Period designs—a double selling opportunity for you.

VOCALION (Lateral) RECORDS

Vocalions and Vocalion (Lateral) Records will prove a most valuable asset

---

STONE PIANO COMPANY

General Distributors

MINNEAPOLIS, MINNESOTA FARGO, NORTH DAKOTA

BOY OF 11 SINGS FOR RECORDS

Sydney G. Page, of Norfolk, Va., Achieves Musical Distinction by Making Several Records for Columbia Graphophone Co.

"It isn't every city which can boast of a boy-soprano of sufficient fame to attract the attention of a big phonograph company," says the Norfolk Ledger-Dispatch.

"Norfolk has that very boy in the person of Sydney G. Page, Jr., 11-year-old son of Mr. and Mrs. Sydney G. Page, of 312 Olney road.

"This talented lad has just returned from a visit to Mr. and Mrs. J. J. Miller at their Summer home in Bridgeport, Conn., after making a number of vocal records for the Columbia Graphophone Co. in response to an invitation given him through Mr. Miller, his instructor and trainer, who accompanied him on his trip.

"Sydney has been singing all his life. No one knew he was destined for such fame as he has recently attained, however, for he was just a 'regular boy' and up to as much mischief as the average 'kid.'

"About two years ago he applied to Mr. Miller for admittance in the Christ Church choir, along with several other of his school companions.

"At the first rehearsal, Mr. Miller, who has a keen ear for tones, recognized that this boy possessed the possibilities of a soprano soloist.

"By dint of drilling, two weekly rehearsals and arousing the child's ambition, the development of the clear, sweet, vibrant tones are the result which attracted the attention of the music record folk, always on the lookout for good reproducable voices.

"Sydney has surprised and delighted Norfolk audiences in his remarkable solo work for the past year. It was his singing of the 'Inflammatus,' from Rossini's Stabat Mater, however, which 'clinched his job,' as he expressed it, with the Columbia people.

"The records which Master Page made included, besides the 'Inflammatus,' 'Blackbird Songs,' by Scott; 'I Know a Lovely Garden,' by Chaminade and 'April Morn,' by Batten—all difficult and beautiful solos, which have been sung by the finest soprano artists in the country."

PORTRAITS OF BRUNSWICK ARTISTS

Handsome Series Prepared for Use of Brunswick Dealers Includes All Exclusive Artists

Believing that the public is always interested in the personal history and intimate life of the popular record artists, the Brunswick-Balke-Collender Co. has prepared for its dealers three attractive series of portraits of the exclusive Brunswick artists and is offering these to dealers at a moderate price. It was after a great deal of thought and investigation that the exact type of portraiture was chosen. Ordinary photographs were rejected as being too mechanical, cold and dull. Finally it was decided to use for the larger portraits, which measure 22x28 inches, the finest kind of lithography in eight colors. For the smaller portraits, 9x11½ inches the photo-gelatine process is used. The portraits are sent to dealers already framed and ready for hanging in the store.

EFFECTIVE WINDOW TREATMENT

"Love Nest" Display Wins Front-page Newspaper Story in Uniontown

Manager E. F. Gebhard, of the store of P. W. Simon, Victor dealer in Uniontown, Pa., arranged such an effective window display featuring the musical comedy hit, "The Love Nest," that it won a front-page story in the local newspapers. The scheme of the display included a little cottage surrounded by rose bushes, with a tree stump in the foreground upon which a pair of birds were cooing. On the porch of the house a happy couple carried out the idea of the song and a Victor dog occupied a prominent place on the lawn.

SCOTT & HART CO. INCORPORATES

Terre Haute Edison, Columbia, Pathé and Mandel Dealer Expands Business and Plans Extension of Activities in Indiana

TERRE HAUTE, IND., September 3.—The Scott & Hart Co., dealer in Edison, Columbia, Pathé and Mandel talking machines, has just incorporated for $1,000,000. D. F. Scott is president and general manager; Richard Robinson is vice-president and secretary, and Oscar Hart is treasurer. This company operates three stores in this city and has branches in Clinton, Linton, Brazil, Vincennes, Ind., and Danville, Ill. Peyton Harding is manager of the music department, which includes a representative selection of pianos. Under his direction this part of the Scott & Hart business has grown over 200 per cent in the past two years.

COX MAKES SOME MORE RECORDS

While in New York recently to attend the New York Police Games and to keep a number of other appointments, Governor Cox, Democratic nominee for President, took occasion to make a half-dozen records of his latest speeches, which are now being pressed and will be ready for distribution shortly.

ARNOLD MUSIC CO. ORGANIZED

The Arnold Music Co., Jacksonville, Fla., has recently been incorporated under the laws of that State to deal in talking machines, records, cabinets and other musical accessories. The officers of the new company are: W. E. Arnold, president and treasurer; W. M. Edwards, vice-president, and W. N. Dunham, secretary.

There is a recognized need for more attention to the specific education of workers, instead of just leaving them to pick up a knowledge of the work as they go along. The problem is, how to go about it to get the best results all around.

Nature said "round," so they made it round

THE Emerson Music Master Horn is, as you know, *round—perfectly round.* There is an excellent reason for its being round. It is all a matter of *tone.* The question was referred to Old Dame Nature. She said, "If you are looking for full, *round* tone in that instrument of yours, build into it a full, *round* horn." Or words to that effect.

"And use spruce—*solid* spruce," added the Dame, with a knowing wink.

The Emerson Phonograph Company, Inc., took Nature's sage advice. The evidence of their wisdom is seen in the new Emerson Phonograph with the built-in, solid-spruce, *round* Emerson Music Master Horn—made according to proven scientific principles.*

The Emerson Music Master Horn is round throughout. There is not a single right angle in it for music to collide with or strike against. Not a single unexpected corner for it to echo in. There is nothing for the notes to do but flow out of the *round* Emerson Music Master Horn in a clear, full, smooth, expanding, *spiral* stream.

Hear the new Emerson Records played on any one of the eight splendid Emerson models. Get on personal terms with the Emerson Music Master Horn. See how full and pure and *round* music can be when it flows from a full, *round* horn made of solid spruce, and built into the machine.

The new line of Emerson Phonographs is shown and described in detail in our loose-leaf catalog, a copy of which will be sent you gladly, on request. Write for it today.

*Black and Davis, Practical Physics, Page 384.

Emerson Record Sales Company, Inc.

Exclusive distributors of Emerson Standard 10-inch Gold Seal Records in the Metropolitan territory

206 Fifth Avenue, New York City

Emerson Records and Phonographs

"BREAKING THE RECORD" OR A BUSTED CAREER

By FRANK WILLIAMS

When Annabelle Melissa Gray had reached her sweet sixteenth birthday, in June of 1903, her doting mother said: "My dear, you have a voice the world shall hear—an opera star you'll be! Of course, my dear, you did not know last night when you sang 'Old Black Joe' Professor Bean was here; and when you sang 'Sweet Bye and Bye' a large tear glistened in his eye, as your voice sweet and clear came floating through the parlor door. He said in all his life before he'd heard nothing like it. And then, when you sang 'Love's Lost Chance,' Professor Bean was in a trance—I guess you made a hit! The great professor said he'd take you as his pupil and you'd make a prima donna grand. Just think, my dear, how proud I'd be to travel with you o'er the sea, in every foreign land!"

For two years Miss Gray courted fame; meanwhile Professor Bean was game, although he had not earned the weekly stipend that Ma Gray shelled out to him each Saturday for what her daughter learned.

When Annabelle had reached eighteen she knew more than Professor Bean, for there was no high note that she would fail to reach with ease. He knew that meant goodbye to fees, and that's what got his goat. Then he told Annabelle's dear ma that she had better talk with pa and try to raise the price to send their daughter off to Rome—he cared not if they sold their home; with him that cut no ice!

But Papa Gray failed to enthuse. "The girl's too young, so I refuse to let her go away. Let her stay home for four years more; in the meantime I'll think it o'er." was all that he would say.

When Pa Gray bought a touring car the embryonic opera star refused to be consoled; and when she figured through her tears the flivver's upkeep for four years, it made her blood run cold. Then Ma Gray made a solemn vow she'd sell the hogs and family cow, likewise the oats and hay. When dad heard this he sold the car—and thus another opera star was started on her way!

She went abroad to spend three years like other singers whose careers had long since won them fame. Her head was filled with crazy things and she had dreams of queens and kings all falling for her game. In Florence, Rome and Budapest her training was the very best, then this new diva planned to switch from classic dope to jazz—'twould give H. C. of L. the raz to serve her lyrics canned. She figured she'd have tons of gold in royalties from records sold—she knew what royalty meant—but all her "royalty" that year came through her marriage to a peer who wasn't worth a cent!

Now Annabella is home once more with her husband and kids galore to eat ma's cake and pie; and while she strolls about the farm, with a kidlet perched on each arm, she hums "Poor Butterfly." Meanwhile her dad lets out a roar; he sees the cost of living soar at a terrific rate, and all the while he fumes and frets his titled son smokes cigarettes—and dad pays the freight!

H. M. HAHN WITH E. R. GODFREY CO.

Milwaukee Paramount Distributor Branches Out and Plans to Extend Scope of Territory —Paramount Department in Own Building

MILWAUKEE, WIS., August 11.—As a principal step in the direction of materially enlarging its activities as wholesale distributor of the Paramount talking machine and Paramount records in five Middle Western States, the E. R. Godfrey Co., of this city, has acquired the services of H. M. Hahn as manager of the talking machine department. Mr. Hahn goes to the Godfrey house from the Yahr & Lange Drug Co., of Milwaukee, where he handled the sales work of its Sonora department in its jobbing territory, consisting of Wisconsin and the Upper Peninsula of Michigan.

On January 1 the Godfrey company established the Paramount department, and it has proven so successful that promotion of the interest will be made even more vigorous. It is exclusive jobber of the Paramount line in Wisconsin, Illinois, Iowa, Indiana and Michigan and also handles a wide variety of accessories, supplies, equipment, etc.

The talking machine department occupies its own building, distinct from the Godfrey company's big wholesale grocery house at 294-298 Broadway. The address of the Paramount wholesale house is 293-295 Milwaukee street, an alley separating the two buildings at the rear. The Godfrey company is one of the oldest and largest concerns of its kind in the Middle West and has a large sales organization in the field which is also covering the talking machine business.

The Paramount is manufactured at Port Washington, Wis., by the Wisconsin Chair Co. Paramount records are made by the same company in a separate plant at Grafton, Wis. Recording studios are also maintained in New York City.

Before joining the Yahr & Lange Co., Mr. Hahn was for four years in the retail talking machine business, with C. Niss & Sons, Milwaukee. He entered the wholesale business about three years ago, when Yahr & Lange were appointed distributors of the Sonora.

BRUNSWICK SHOP OPENS IN MINOT

A new talking machine and record store has opened in Minot, N. D., by S. D. Swalstead and will be known as the Brunswick Shop. The formal opening was recently held and was largely attended. Musical numbers of interest were given and several demonstrations of the Brunswick phonograph were arranged.

A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative."

Superb and refined beauty — rich shading which even improves with age — wonderful reliability as a cabinet-wood — all these together put AMERICAN WALNUT in the very front rank of woods

For Phonograph Cabinets

More and more purchasers every day are giving to AMERICAN WALNUT their very first (and very insistent) preference. It pays to supply what is demanded.

We illustrate herewith an AMERICAN WALNUT TALKING MACHINE CABINET of elegant design. Could you imagine a more beautifully figured veneer than that which it exhibits?

Send for our valuable data for manufacturers — or data for dealers. Also the worth-while Walnut Book.

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

New Hits!

Ready Soon

OKeh Records

4163 10-in $1.00
THE LOVE NEST—Fox-trot . . Rudy Wiedoeft's Palace Trio
BELLS—Fox-trot . . . . . Rega Dance Orchestra

4164 10-in $1.00
A YOUNG MAN'S FANCY (Music Box Song)—Fox-trot, Rega Dance Orchestra
SCANDAL WALK—Fox-trot . . Rudy Wiedoeft's Palace Trio

4165 10-in $1.00
CUBAN MOON—Fox-trot, Ray Miller's Black & White Melody Boys
GRANADA—Fox-trot . . . . . Green Brothers' Novelty Band

4166 10-in $1.00
JUNE—Fox-trot . . . Ray Miller's Black & White Melody Boys
HOLD ME—Fox-trot . . . . . Joseph Samuels' Jazz Band

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

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

Jeanne Gordon, the new American contralto who made her New York Metropolitan Opera Company debut this year, sings Delilah's seductive aria from *Samson and Delilah.* A big asset for steady sales of your operatic records. Columbia 49752.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

A GOOD SAMARITAN TO SHUT-INS

How One Talking Machine Dealer Brought Comfort Into the Home of the Invalid and Made It Pay—Worthy of Emulation

One talking machine dealer has given practical proof of the fact that it is easy to take money from blind men and cripples and do it legitimately and kind-heartedly. This particular dealer, who happens to be a regular church attendant, accidentally learned of a veteran member of the church who was fond of music, but who was crippled and confined to his home, and had made known his lonesomeness to those who had visited him. In the role of a good Samaritan, this particular dealer took occasion one evening to wander down to the invalid's house, escorted by a boy carrying a portable machine and a selected list of records. His visit aroused great enthusiasm, and the upshot of it was the cripple, who happened to be comfortably fixed financially, insisted upon buying a good machine and a large library of records to while away the hours.

The result of this visit from a humanitarian standpoint made a strong appeal to the talking machine man and he secured from the church a list of "shut-ins" whom he visited in turn with his machine and records. There was in no case a suggestion of a selling campaign—in fact, a number of the shut-ins were in no position to make purchases, but the impromptu concert was given just the same and just as cordially. A dozen visits, however, resulted in the sale of five machines and a goodly number of records. The talking machine man eventually came to the conclusion that in cases where the shut-ins could afford machines he was doing an act of kindness in supplying their wants, and he thereupon embarked in a general campaign to that end. From a score of churches he secured a list of well over a hundred shut-ins and each of them was visited during the Winter by himself or an assistant. The results in the matter of sales were distinctly satisfying and where machines were not sold the results, as gauged by the measure of gratitude vouchsafed the visitor, were equally worth while.

The supplying of new records to the shut-ins each month now represents a very substantial part of his business. It means the carrying around and demonstrating of the best records in the month's list, but the sales are sure and of a satisfying volume.

HISTORY OF DIE-CASTING INDUSTRY

Doehler Die-Casting Co. of Brooklyn Tells Story of Its Industry in New Illustrated Booklet Just Sent Out to the Trade

The Doehler Die-Casting Co. of Brooklyn, N. Y., has issued a very interesting and instructive book bound in cloth entitled, "Creating an Industry." In the opening article, "Prehistoric to Modern Times," the history of die casting is interestingly set forth, accompanied by illustrations showing casting operations from 1500 B. C. to the present date. The frontispiece is a reproduction of an old wood cut showing a typical foundry of 1724. The remarkable expansion and growth of the Doehler Die-Casting Co. and the improvements that it has contributed to the progress of the die-casting industry are chronicled in an article captioned "The Last Decade." The book is profusely illustrated by half-tone engravings of the various castings produced by this firm and thus an idea is obtained of the varied industries which the Doehler Die-Casting Co. serves. Reproductions of a number of testimonials from satisfied customers, together with views of the two large factories situated in Brooklyn, N. Y., and Toledo, Ohio, conclude this interesting book. Accompanying this book in the mails are individual folders, each specializing on one particular product such as die castings in white metal alloys, aluminum, brass and babbitt-lined bronze and aluminum bearings.

ACME CREDITORS HOLD MEETING

Appoint Committee to Finish Contracts and Straighten Out Affairs of Company

BOONTON, N. J., September 3.—At a recent meeting of the creditors of the Acme Phonograph Co., whose plant at Boonton was closed some weeks ago and a receiver appointed by the U. S. District Court in the person of Harrison Lindabury of Newark, the number of creditors was found to be more than the receiver anticipated.

Nothing at all came of the meeting except the creditors took the matter in hand by appointing a committee of their own. This consists of Cashier Edwin A. Fisher of the Boonton National Bank, James Hoffman of the Acme Screw Machine Co. of Boonton, and Isaac Samuels of the now defunct Butterfly Motor Co. of New York. The committee will finish up about $25,000 worth of raw material on hand now at the factory on Fairy road here. It is thought that it will cost at least $10,000 to do this and it is doubtful if any of the creditors are willing to spend any more money in the affairs of the defunct concern.

Vitalis Himmer, of Mountain Lakes, who brought the action in the District Court on account of a mortgage of $16,600 held by him, is no doubt the largest creditor. The total indebtedness is over $25,000. The company came here over a year ago, built several buildings and planned to erect a block of houses on the Fairy road.

SELLS INTEREST TO HIS PARTNER

T. E. Davis, of Brady, Tex., has purchased the interest of his partner, J. F. Freeman, in the music house of Freeman & Davis and will continue the business in the same location under his own name. Mr. Freeman retired from the partnership because of ill health and has returned to Waco, where his family is located.

Emerson Records

Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET

PORTLAND SPOKANE, WASHINGTON SEATTLE

Emerson Records

Thoroughly Covering Washington, Northern Oregon, Northern Idaho and Western Montana as Factory Distributors for

Emerson Records, Brooks and Paramount Phonographs

and a complete line of Phonograph Accessories, including
BRILLIANTONE AND WALL KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a $100,000 corporation officered by men thoroughly familiar with the musical instrument business as a result of many years' experience, we can assure dealers in our territory at all times

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

INQUIRIES SOLICITED FROM DEALERS ONLY

How the Talking Machine Has Contributed to the Popularity of Music and Its Literature

It is doubtful if any advertising matter in the world has ever added more to the literature of the civilized countries than has the advertising of the various talking machine companies during the last decade or more. The addition has been, of course, to the musical literature of the world, but it has been notable in its extent and in its scope.

It is true that even before the advent of the talking machine musical bibliography was varied and far-reaching, but for the most part it was heavy, serious, and far above the heads of the masses. It took the talking machine companies, through their advertising and from purely selfish motives, let us concede, to bring the literature of music to the ordinary mortal—to make it understandable to the majority, instead of merely to the minority.

Talking machine advertising, especially through catalogs, supplements and special booklets, has served to popularize grand opera. This does not mean necessarily that even in an era of high wages the average workingman can or is willing to spend seven, ten or fifteen dollars a seat at the opera, but he at least has learned, through the persistent educational campaign carried on by the talking machine interests, to distinguish between the operas, to know what is best among them and to visualize in a large measure just what action is represented by each aria and each chorus. The family who have never bought, and never would buy an opera libretto have, if they own a talking machine, been practically compelled to read simple stories of the great operas in the monthly record supplements. They have learned to recognize the details, and quite frequently the music of the various masterpieces, and to have some personal interest in the representative artists. Talking machine companies have, in many cases, been forced to draw upon the literature of the piece for descriptive matter upon which to base their stories of the operas and the classics to make them read by, and understandable to, the multitude.

It would seem fitting that in turn these musical interpretations, even though made for strictly advertising purposes, should find their way in some form or other into the permanent musical literature of the generation where they might be read by those who seek simply a general musical knowledge and who perchance may not yet have opened to them the avenue of talking machine ownership.

Some years ago the directors and representatives of the educational department of a talking machine company had to devote much effort and considerable persuasive power to the work of securing hearings before educational conferences and similar gatherings of educators. When they were accorded the privilege of making an address, it was impressed upon them, and they really felt, that a distinct favor had been granted. But the talking machine and record as an educational force naturally won recognition, and that recognition has gained each year. The greatest proof is found in the fact that whereas it was formerly a matter of securing permission to attend and address educational conferences, the talking machine companies find it almost impossible, even with greatly enlarged staffs, to meet the call from the various educational gatherings. The speakers are now being sought.

Just as it should be and probably will be with the printed word—matter that up to the present has been regarded purely as advertising propaganda, as a means for building up sales surely and quickly, it may be accepted as representing a new form of musical literature—the sort of literature that makes for a universal understanding of the better things in music.

It goes without saying that the advertising and propaganda of the talking machine companies have been the strongest factors in the successful development of the "music in the home" campaign that is now so much in the minds of the trade and of the general public.

MUSIC FROM EUROPE BY WIRELESS

Marconi's Latest Invention May Make This Possible in the Near Future—Combination of the Talking Machine and the Telephone

When the next President of the United States is elected in November he may be greeted by the strains of "The Star Spangled Banner" transmitted by wireless telephone from the cabin of the yacht of William Marconi, the Italian inventor, in the Mediterranean Sea, says a dispatch from Naples, Italy. This is believed possible by experts who have investigated the experiments conducted on board his yacht.

Senator Marconi's guests recently danced on board the Electra to the music of an orchestra playing in London, so distinct was the transmission by wireless telephone. The inventor daily receives the latest news from London by this medium, and exchanges Neapolitan songs by applying a talking machine to the telephone.

Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.

THE IDEAL METAL for Soundbox and Tonearm Castings

A Die Casting Alloy that is Double the Tensile Strength of Cast Iron—
200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER
Die Casting Division · Monroe and Throop Streets · CHICAGO

Sell GRETSCH Musical Instruments and make your store THE MUSICAL HEADQUARTERS of your community

We know that our interests are identical with the interests of the men who retail GRETSCH Musical Merchandise. In fact, the interests of the two are so identical that it finally resolves itself into an active spirit of mutual co-operation—a cordial relationship of dealing with friends.

GRETSCH Musical Instrument Retailers enjoy genuine sales co-operation—a co-operation consisting not only of extensive advertising, but of individual assistance to meet local conditions. This assistance is nothing less than a complete retail merchandising campaign from which no detail has been omitted.

The GRETSCH Sales Promotion Department will print your own catalog of STANDARD Musical Merchandise FREE for distribution in your own community.

There are many out-of-the-ordinary advantages in selling the GRETSCH line of Musical Instruments.

In selling musical merchandise—it's the quick "Turn-Overs"—that count. GRETSCH local sales co-operation assures rapid turn-over.

We cordially invite your correspondence on the business prospects of a Musical Merchandise Department. Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and HOW—WE co-operate to help you build up a large local trade.

The Fred. Gretsch Manufacturing Co.

Musical Instrument Makers Since 1883

50-80 Broadway, Borough of Brooklyn ***New York City***

Columbia Records Grafonola

When Oscar Seagle sings "The Barefoot Trail," his hearers all become children again. When he sings that Scotch ballad, "Lassie O'Mine", everyone becomes a lover. That means big sales for these selections. A-2961.

Columbia Graphophone Co.
NEW YORK

JUST GETTING BY VS. MAKING GOOD ON PERIOD STUFF

A Little Hokum Is All Right If There Is a Slight Foundation of Fact to Back It Up—Various Classes of Information Handed Out by Salesmen on the Period Cabinets—And Why

"There is lots of difference between really making good and just getting by, especially in the sale of period machines," declared Smith, the talking machine man, as he started to add up the sales totals for the week.

"We've got a couple of birds around here who really have given some thought to putting over the period idea with the customers either by catering to their artistic tastes, or by bulling them into the belief that the only way to be exclusive is to get an exclusive machine. These babies can talk period stuff to a finish. They can tell who William and Mary were and a lot of things about their home life that haven't been published. They can go right down through the line of the Louis and quote facts and fiction that would sell a period model to a deaf man just because it was romantic. By Louis, of course, I mean Louis of France and not Louis the barber. When it comes down to real English they've got the descendants of the Mayflower passengers backed off the boards for detail. They not only offer the old English style but speak it—the kind of language that used to be spoken before they picked up fifteen or twenty foreign dialects.

"If a professor of literature or the decorative arts breezes down from the university and starts to ask questions he gets some answers. If he wants to know why Chippendale favored Chinese details he learns the facts. He may be told that it was because chop suey had just become stylish in England about that time, but he learns something just the same, and these salesmen have enough of the real facts to convince a pretty fair master of the decorative arts that they know whereof they speak. They have got some of their knowledge from the dope shot out by the manufacturers, and the rest they have dragged out of thick volumes in the public library on their afternoons off. For the ordinary individual, these fellows are primed to the hilt.

"If an innocent victim simply asks a question as to why a cabinet is finished in Gothic he gets a line of information that makes him loosen up for the price of the machine and feel a strong desire to sit in a cathedral and meditate for the next week or two and if he checks up the dope he finds it's about 90 per cent right. Lincoln was right about fooling the people, even though the merchants of Baxter street, not having heard of Lincoln, managed to fool the public on clothes for many years. A blue skylight may change the color of a suit of clothes, but it won't change the design of a talking machine cabinet. The design has got to be there, and with it the reason for its being.

"We've got a young fellow here who would lose his job if he ever tried to sell a period model. He has got to stick to the straight stuff and to records. We found him one day trying to explain to an old lady that the William and Mary style was named after William Hart and Mary Pickford, and he would have got away with it if the old lady hadn't been a bit deaf and everybody in the shop heard his line of talk. The laugh killed the sale. The blow came, however, when he was searching through the warehouse for a particular kind of machine. 'What style do you want?' asked the stock clerk. 'I'm looking for one of these Louis cross eye models,' was the reply. We figured out that a fellow who couldn't count as high as eleven in Roman numerals couldn't make a big hit with our high-class clientele.

"There is so much good stuff available about period styles that a salesman has no excuse for playing the dummy. Moreover, the sale of a period model means a substantial commission, sufficient to pay him for all the trouble he goes to. We encourage our sales people to study the decorative arts in their own time, evenings, half holidays, etc. We let them use the store's time for awhile until one fellow went to the library, and when we hunted for him the following day he was found deeply absorbed in volume eleven of the Encylopaedia Britannica and going strong. Under the circumstances we gave him a two weeks' vacation to read up.

"A salesman with a superficial knowledge of period decorations is simply getting by. He is perhaps fooling one-tenth of his customers and disgusting the other nine-tenths. We would rather have the fellow who interests nine-tenths and bores the remaining one-tenth to death with his knowledge. From a sales viewpoint we figure that that percentage is the best."

Cold feet may be unavoidable, but they never helped a man or a business over a tough spot.

HERE IT IS
The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

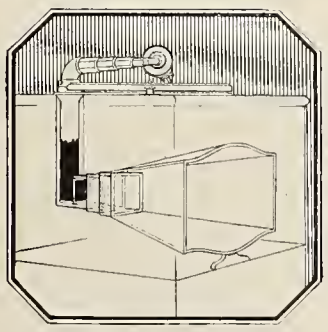
SAMPLES $8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES



The Cheney Acoustic Throat

The HUMAN VOICE *and The Cheney*

THE BEAUTY of the human voice as bestowed by nature, can hardly be surpassed. And its principles, adapted to THE CHENEY, give rare beauty to the playing of this instrument.

Just as sounds are gathered and controlled in the living human throat, so are sound vibrations gathered and controlled in the acoustic throat of THE CHENEY.

Selling points such as this make THE CHENEY franchise invaluable to dealers.

THE CHENEY TALKING MACHINE COMPANY · CHICAGO · DEALERS EVERYWHERE

Columbia Records Grafonola

Harry Fox sings two Southern Songs, "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" and "Rock-a-Bye Lullaby Mammy". The sales of this record are sure to make a big supply seem small. A-2964.

Columbia Graphophone Co.
NEW YORK

G. O. P. MUSIC ANNOYS DEMOCRATS

Strains of "Beautiful Ohio" Lure Passers-by Into Republican Headquarters in Twin Cities —Jazz Strangely Lacking at Headquarters

MINNEAPOLIS AND ST. PAUL, September 6.—Strains of "The Beautiful Ohio" floated down the corridors of the St. Francis hotel at noon recently. John Craig, of the State Timber Department, wiped the sweat from his brow, glanced malevolently in the direction of the talking machine and prepared to crank it again.

"It's a great job," quoth Craig, "chauffeur to a music box. And in a political headquarters."

It was the formal opening of an adjunct of Republican State headquarters at 334 St. Francis Hotel. There visitors to the State Fair will be entertained while they learn of Republican doctrines.

One floor down, John Temple, secretary of the Democratic State central committee, closed the windows of Room 234.

"It's a wonder they haven't an orchestra or a brass band up there," he said. He put on his hat and went for a walk around the block.

Mr. Temple denied he has any fears that Democrats will be lured from their quarters on the second floor to Republican quarters one floor up by the strains of "The Beautiful Ohio."

"Music hath charms to soothe the savage voter," said R. P. Chase, "so we have installed a talking machine.

"But there will be no ragtime, no jazz. If you don't hear Senator Warren G. Harding at the Minnesota State Fair, come to Room 334, and you will hear him on the talking machine."

It is the notification speech at Marion done over again and preserved for Republican posterity.

Visitors at headquarters amused themselves by suggesting records that should be played by the Republicans:

"I Hear You Calling Me," said one.

"I Dreamt That I Dwelt in Marble Halls," suggested another.

And as to woman suffrage:

"You Made Me What I Am To-day."

Ward's Khaki Moving Covers

Distributors
BRISTOL & BARBER, INC.
111 E. 14th St., New York City

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

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

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave. Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

INTERESTING FACTS ABOUT MICA

Material of Which Diaphragms Is Made Has Many Other Uses—Is Found in India, Canada, the United States and South America

Mica, from which most of the diaphragms used in talking machines are made, is known scientifically as muscovite, biolite or phlogophite, according to the rock formation in which it is found. It is a mineral noted for its very easy cleavage in a single direction, and by the great elasticity, flexibility and toughness of the very thin cleavage flakes. It ranges in color from absolute transparency to jet black.

Mica is found in India, where "books" as much as fifteen feet across are not uncommon; in South Dakota, Colorado and Alabama, in Brazil and in lower Canada. India alone exported 2,800 tons of mica valued at $2,915,034 during the year ended March 31, 1919. It went to the United Kingdom, as shipments to other countries were then prohibited. The demand for this interesting substance has grown rapidly, due to many uses which have recently been found for it outside of the use in the talking machine industry.

In dressing the mica the books are split along the cleavage into sheets of the desired thickness, and the sheets are trimmed into rectangles by shears, the stained or damaged parts being rejected, but saved for other purposes than those for which the sheets are squared up. The dressed sheets are sorted according to size, transparency, color and freedom from spots or stains. Mica has many uses besides that for diaphragms, such as for electric insulating material, stove and range windows. The waste material is largely used for powdering ornamental cards such as are used for Christmas greetings and advertising purposes. The glistening effect of snow scenes in many a dealer's window is produced by finely powdered or flaked mica.

HATEM'S NEW BRONX STORE

Hatem's is the name of a new talking machine house recently incorporated in New York to do business in talking machines, records and music boxes. The capital of the new company is $50,000 and the incorporators are J. J. Yabroudl, M. Baddour and S. A. Hatem, 774 Southern Boulevard, Bronx.

NEW QUARTERS FOR UNIVERSAL CO.

The Universal Phonograph Co., Inc., of Philadelphia, Pa., will occupy the property at 520 Market street as soon as alterations now under way are completed.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

Because of their unusually high quality, because of their loud tone, because of their low price, because they give absolute satisfaction to phonograph owners everywhere, BRILLIANTONE STEEL NEEDLES have established, for 20,000 dealers who handle them, a record-breaking volume of

Sales

Write for samples and prices to your nearest distributor.
If he cannot supply you, write direct to us.

BRILLIANTONE
STEEL NEEDLE CO. of America, Incorporated

AT 34th STREET 347 FIFTH AVENUE, NEW YORK SUITE 1003

Canadian Distributor: Musical Merchandise Sales Co., 819 Yonge St., Toronto, Canada

FAVOR FINANCING FOREIGN TRADE

Plan of Bankers' Association Endorsed by Manufacturers' Association

The American Manufacturers' Export Association has just announced that its board of directors has adopted resolutions endorsing the plan of the American Bankers' Association for the organization and development of an institution to assist the American manufacturer to reach foreign markets.

The plan for the financing of America's foreign trade has been outlined by John McHugh, chairman of the committee on commerce and marine of the American Bankers' Association. In explaining this plan Mr. McHugh points out that while there are some few people who believe that the United States is sufficient unto itself, that the continuation of our exports means a continuation of high prices for commodities for our own needs and that a very material falling off in our exports would reduce living costs in this country without creating unemployment it is certain that the great majority of our people are in harmony with these views. Such provincialism, if practiced effectively, in the opinion of Mr. McHugh, would no doubt bring about temporarily reduced prices which would be followed by great unemployment. The other influences which have been responsible for high prices would then again come into play and again we would have high prices, but with a lessened purchasing power.

HAS A REAL SOUND PROOF ROOM

University of Utrecht Has Chamber Which Is Absolutely Free From Outside Noises and Conducts Experiments on Sound There

It is said that the Physiological Institute of the University of Utrecht possesses what is probably the most remarkable room in the world, a chamber about seven and a half feet square, which is claimed to be absolutely noiseless, as far as sound from outside is concerned.

It is on the top story of a laboratory building and is an inside room, but is so arranged that it can be ventilated and inundated with sunshine. The walls, floor and ceiling each consist of half a dozen layers of different substances, with air spaces and interstices filled with sound-deadening materials.

Some persons when in the room experience a peculiar sensation in the ears. While every effort has been made to exclude sounds that are not wanted, of course, the object of constructing this singular room was to experiment with phenomena connected with sound. Some of the sounds employed are made in the room itself; others are introduced from outside by means of a copper tube, which is plugged with lead when not in use.

WOULDN'T ACCEPT CANNED SPEECH

Management of Ohio State Fair Bans Plan to Have Harding's Speech to Fair Visitors Delivered Through Medium of Record

While listening to the campaign speeches of Presidential candidates through the medium of talking machines and records may be all right under certain circumstances, the talking machine will not be accepted by voters as a substitute for the physical presence of the nominee when he is within a reasonable distance of the meeting place.

Senator Harding is reported to have endeavored to have a talking machine with records of his speech, together with several spellbinders, represent him at the Ohio State Fair, but the manager of the fair refused to consent to the plan in view of the fact that Harding lived within fifty miles of the fair grounds and could come in person if he wished the fair visitors to hear his message. In view of this circumstance it appears that talking machine records are all right to supplement the personal efforts of the candidate, but will not be accepted as a direct substitute.

THE REAL BARBER SHOP BLUES

A Western dealer appointed the proprietor of a barber shop as a sub-agent. The bootblack or porter kept the instrument running while the customers were being shaved, and the machine entertained the barbers while idle. It is stated on good authority that the barber sold a large number of machines and records by referring his customers to the dealer.

The New Model "E"

Garford Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

High in Quality Low in Price

High in Quality Low in Price

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph

1 Plays all makes of records without an attachment.
2 Superior Tone Quality.
3 Standard Motor of Recognized Merit.
4 Artistic Appearance.
5 Guaranteed to Give Excellent Service.

Order Now for Immediate Delivery

SELLS LIKE "WILD-FIRE" THE YEAR ROUND

We have an Attractive Dealer Proposition

The General Phonograph Mfg. Co.

(FORMERLY NAMED THE GARFORD MFG. CO.)

ELYRIA, OHIO

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

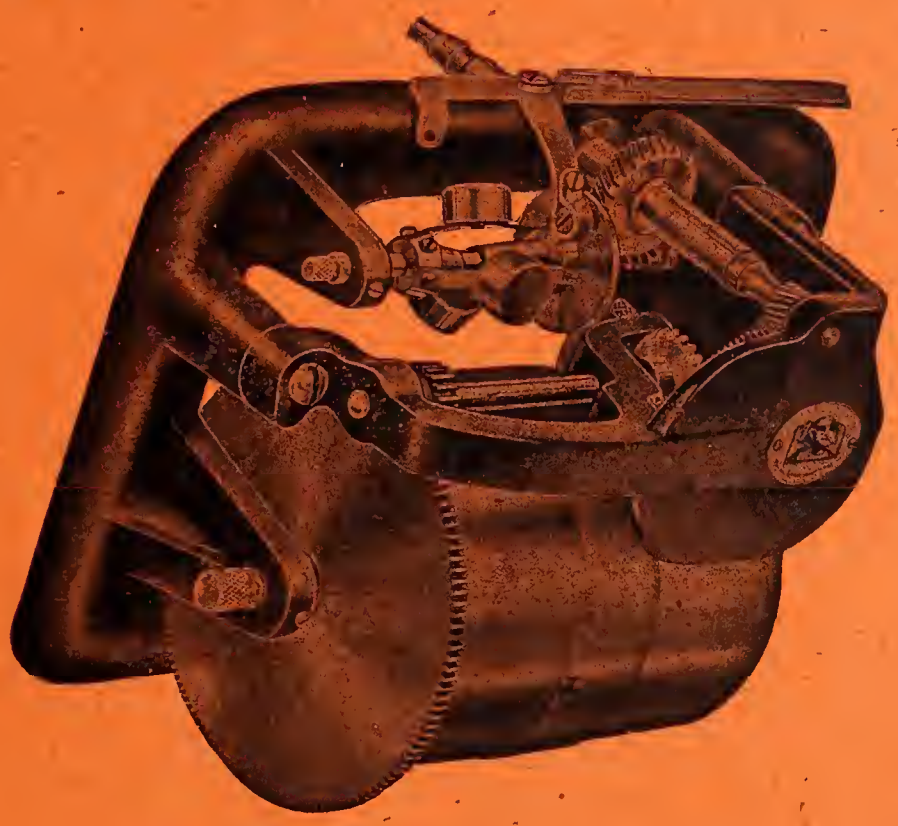
General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

SPHINX GRAMOPHONE MOTORS INC.
NEW YORK, N.Y.

REG. U. S. PAT. OFF.

The Standard by Which All
Phonograph Motors are Judged and Valued



The Substantial Basis of Sphinx Supremacy

The principles of engineering are an open book. Any corps of sufficiently capable and experienced engineers could, by long study and patient experiment, have evolved a motor of the Sphinx type.

The scientifically determined choice and treatment of materials; perfect standardization of parts; minute exactitude of workmanship, and absolute uniformity of alignment and permanency of adjustment, were within the reach of any manufacturer of vision, initiative and unswerving purpose.

But the significant fact remains that in the 20 years' history of the phonograph these vital problems had not been solved; these necessary tasks had not been performed. It remained for the Sphinx engineers and the Sphinx manufacturers to evolve and perfect a motor equal to its work and worthy of its mission.

Investigate the Sphinx now; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- New York

CARRY YOUR CONCERT WITH YOU

Newest Wireless Receiving Instrument May Be Carried Almost Like a Watch and Enables Owner to Pick Up Music at Any Time or Place—A Most Important Contribution

WASHINGTON, D. C., September 4.—Here is the last word embodied in the portable recciving set idea. This highly efficient instrument has been developed in the radio section of the Bureau of Standards, and although the experts of this bureau modestly referred to it as being in the experimental stagc, it is probable that this type of instrument is destined to becomc widely used on account of its practical and portable nature.

The present portaphone has one stage of radio amplification and two stages of audio amplification; one tube being used both as a radio and audio amplification stage.

When the radio telephone station of the Bureau of Standards at Washington is in operation with an antennae current of two amperes while transmitting, music and speech may be readily picked up by a person situated within the city limits by using the portaphone.

The instrument itself without the horn is twelve inches high and ten inches wide. This gives an idea of its compactness and portable nature. The horn, of course, may be strapped to the case and carried along as well. A desirable feature connected with the instrument is that it is very simple of operation and does not require an expert electrician or radio man to set it in operation. This fact alone opens up considerable future possibilities in the commercial field. Incidentally it would be an ideal set for the more advanced amateur to take along with him on his vacation, be it far into the mountains or at the seashore. He thus can keep in touch with the news, weather reports, radiophone convcrsations, radiophone music and any other information transmitted by radio.

The approximate rangc of the instrument in its present development is about twenty miles, but, of course, this can be considerably increased by making use of a regular antennae. An instrument similar to this one has been built at the radio section of the Bureau of Standards which is sufficiently powerful as a transmitter to reproduce record or other music with enough intensive so as to be heard within a room of considerable size, and which, by the way, would be an excellent arrangement for dancing.

A more sensible type of portaphone is now under construction by the Government experts. It will contain three radio and two audio stages of amplification and will be so arranged that the horn and all other instruments are self-contained within the box. With this device music may be heard within the limits of any large city.

Sylvester L. Cavanaro, of Riverhead, N. Y., Edison dealer, has doubled the size of his show rooms and has added several more demonstration booths.

THE COLUMBIA OCTOBER DISPLAY

Timely and Artistic Display Prepared by Dealer Service Department of Columbia Co.

The accompanying illustration will give some idea of the attractiveness of the window display prepared by the Dealer Service departmcnt of the Columbia Graphophone Co. in connection with the October releascs. This display has sevcral intercsting points, including the following: Timeliness of appeal, tying up to Halloween and harvest thoughts; the centerpiece, which is an adaptation of Columbia's October magazine advertisement in color, and the Jeanne Gordon artist poster which dealers may frame and display. The general design of the display deals only with cxclusive Columbia popular artists in the form of small record holder cut-outs which list Marion Harris, Frank Crumit, Harry Fox and Van and Schenck.

Columbia Display for October

There is also a small record cut-out illustrating in characteristic pose the famous Ponselle Sisters in their new exclusive Columbia record duet. Two small cards are included in the October advertising featuring the Columbia exclusive non-sct automatic stop.

WAR CUT IMPORTS INTO PERU

Figures just given out by the Bureau of Foreign and Domestic Commerce show that during 1918 the imports of talking machines and rccords into Peru showed a great falling off, due without doubt to war conditions, which curtailed the production of the American factories. During 1918 the value of these imports was $58,349, while in 1917 the amount was $304,-249. The decrease was $245,900.

NEW PASADENA EDISON DEALER

The Wykoff-Verrinder Co. has recently opened a storc in Pasadena, and will handle the Edison line exclusively.

THE PHONOSTOP—*The Stop That Stops Them All*

Victor, Columbia, Pathé, Edison, even the Lyric. Try all other stops if you wish to, but eventually come to us for the PHONOSTOP, the first and the most efficient; therefore the best. You can set it "in the dark as well as the light." The children operate it perfectly.

Made Right ***Acts Right*** ***Stays Right***

Order early—
we will ship
promptly

THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.

WESTERN REPRESENTATIVES: CHICAGO
Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street

Sonora dealers are making money

AND what's more, they are building firm foundations for a business that will last for years. Each season a Sonora agency increases in value. If you would like to handle the Sonora, write to your jobber.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Magnificent in tone, elegant and unique in design, possessed of many important and exclusive features obtainable in no other phonograph, Sonora is sold easily at an excellent profit for you and with complete satisfaction for your customers.

Sonoras don't go begging for buyers! The demand for Sonoras is stronger than ever. Even though the production of Sonoras this year is the greatest in this company's history, the demand increases faster than supply. The public wants quality and this explains the wonderful popularity of Sonora.

Save your reputation by handling only quality goods
The Highest Class Talking Machine in the World

Minuet

Colonial

Nocturne

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

Gibson-Snow Co.,
Syracuse, N. Y.
State of New York, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York.

W. B. Glynn Distributing Co.,
Saxtons River, Vermont
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N. J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

The Magnavox Co.,
616 Mission St.,
San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

C.L.Marshall Co.,Inc.,
82 Griswold St., Detroit
409 Superior St., Cleveland
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Building,
Toronto, Can.
Canada.

Moore-Bird & Co.,
1751 California Street,
Denver, Colorado.
States of Colorado, New Mexico and Wyoming, east of Rock Springs.

M S & E,
221 Columbus Ave.,
Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebraska
State of Nebraska.

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of Northeastern Oklahoma.

Smith, Kline & French Co.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co., Inc.
279 Broadway, New York
Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas
Southeastern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.
Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kansas
Southern part of Kansas, Oklahoma (except five Northeastern counties), and Texas Panhandle.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Building,
Chicago, Ill.
Illinois and Iowa.

Sonora Distributing Co. of Texas,
Dallas, Texas
Western part of Texas.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Robinson, Pettet Co., Inc.
Louisville,
Ky.
State of Kentucky.

Here Are Tone Arms and Sound Boxes for Every Need

The Mutual
TONE ARMS & SOUND BOXES

The Mutual swivel joint gives the tone-arm all the advantages of a throw-back arm, without its defects. A slight turn of the sound-box clicks it back from the record into the position illustrated above, where it "stays put."

The new Mutual Hub Sound Box produces a mellow, entrancing tone.

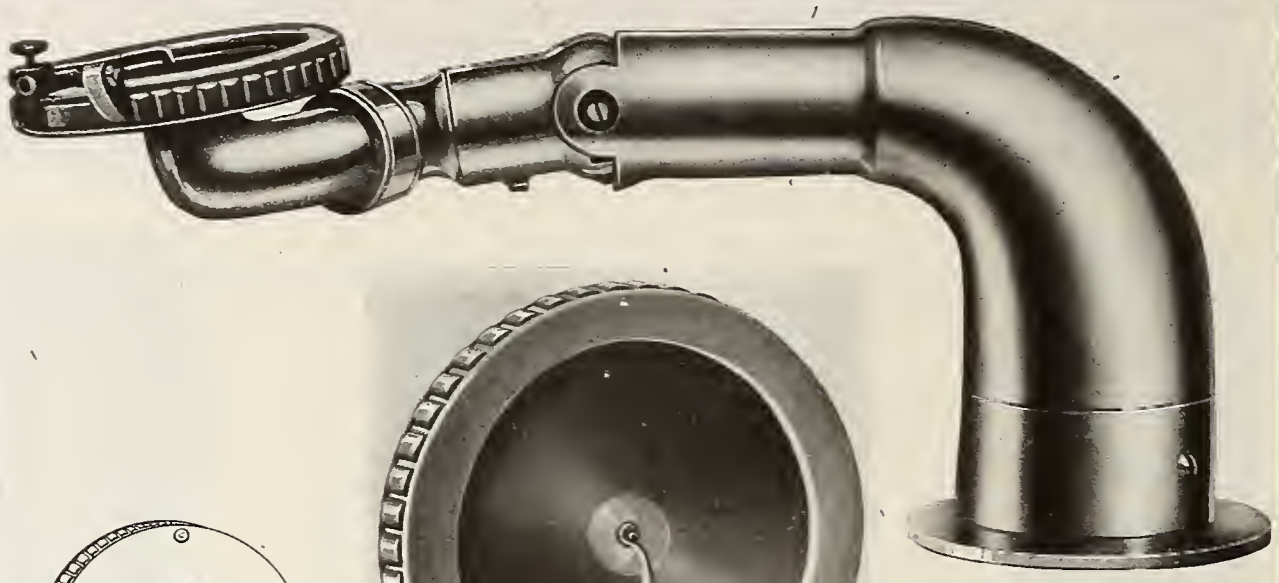
SUPREME
TONE ARMS & SOUND BOXES

The Supreme Arm No. 1 is adapted for low priced machines. Supreme Arm No. 2, size 8½ inches, center to center, is suitable for higher priced machines.

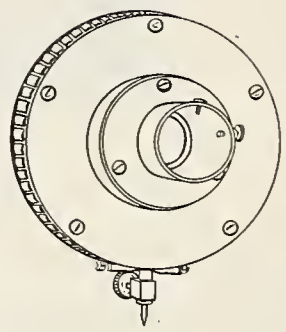
The new Supreme Hub Sound Box produces a tone that is a revelation for volume and purity.

Send to-day for samples and prices of Mutual and Supreme Products.

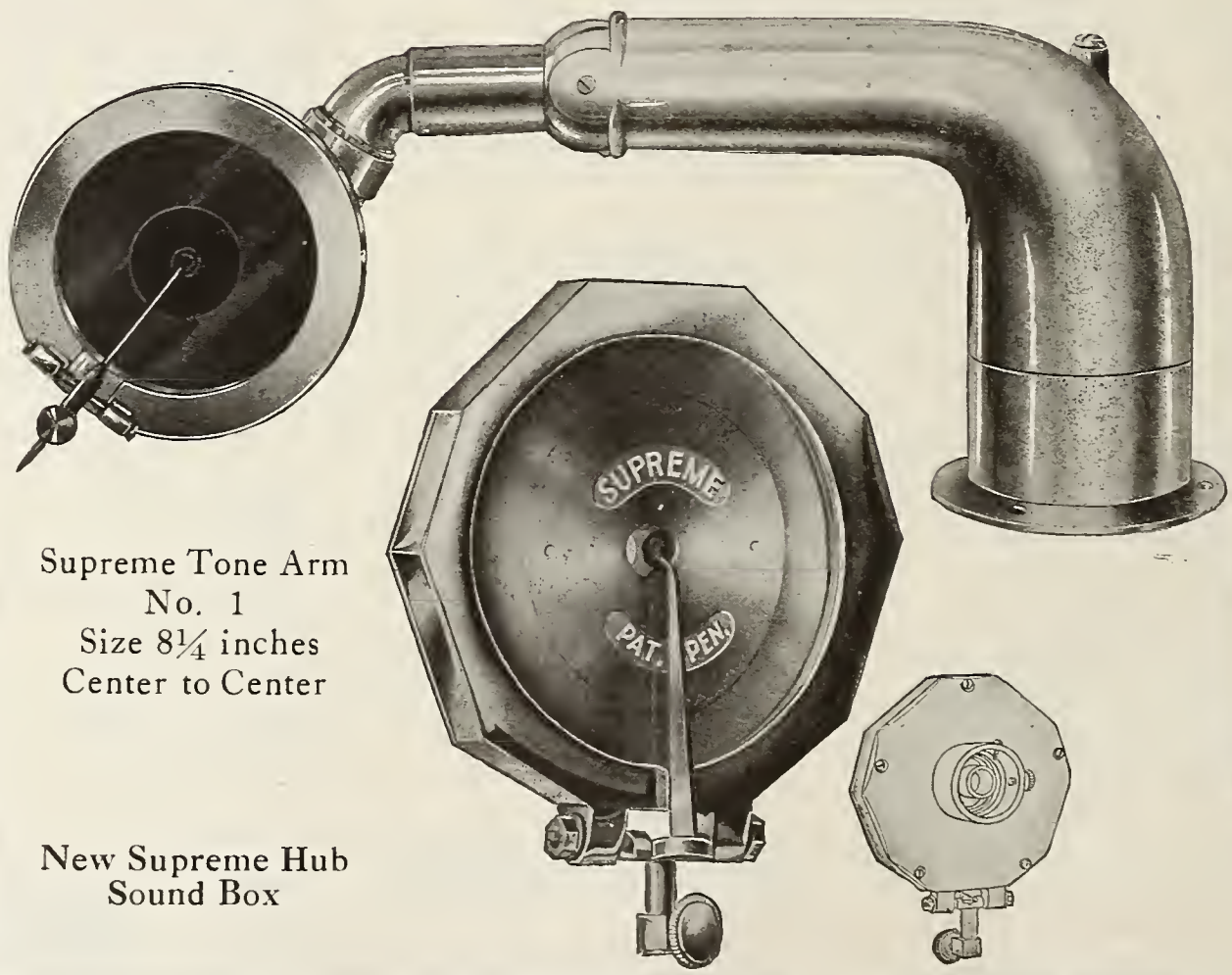
"Built for Tone."



Mutual Swivel Arm
No. 2
Size 8 inches
Center to Center



New Mutual Hub
Sound Box



Supreme Tone Arm
No. 1
Size 8¼ inches
Center to Center

New Supreme Hub
Sound Box

WILLIAM PHILLIPS SERVICE

145 West 45th Street **New York**

CHICAGO REPRESENTATIVE:

H. Engel, McClurg Building, 218 South Wabash Avenue

What Worth-While Service to the Retail Customer Should Represent

:: Being an Extract from an Article in the Puritan Magazine

After reading the advertisement of a talking machine dealer who paid particular attention to store service, a clubwoman dropped into that dealer's store and the two fell to discussing the much talked of service question. After being shown by the dealer what real service to the record customer should be, the visitor exclaimed, "If only all merchants would follow your example, the feeling between them and their customers would be entirely changed, and changed for the better. I am tired to death of hearing a lot of storekeepers prate of service when they offer no service worthy of the name. I expect to be waited on civilly and get my change, but when the clerk forgets me when I need a little extra attention, at no cost to them, I always feel like shopping elsewhere. Let me give you an example:

"At our Summer cottage I was arranging to entertain a number of young people. The convenience of having a talking machine instead of renting another piano to furnish dance music occurred to me, and I bought a very good second-hand one. I made up a rather big list of records and gave it to the dealer—one of those who advertise 'service'—with instructions to have them sent on a certain date. A week before my little party the dealer telephoned that he was short several numbers, but would order them immediately, and was sure I would have them in time.

"The missing records were the most desirable in my list, and you can imagine my chagrin when I arrived at the cottage to find that they had not come. However it was not too late to make other arrangements and we played the other records over and over till everybody was tired to death of them.

"When I returned home I called at the store to receive an explanation and was told that the records had arrived from the supply house, but nobody knew for whom they were intended, and they lay in the store for several days before my entertainment took place. Naturally I refused them then and I took the opportunity of expressing my opinion of the kind of service this dealer gave to his patrons."

This is one of the commonest as well as one of the worst faults to be found in talking machine stores and departments. "We are out of that number, but we can get it for you," says the clerk; and you tell him to order it. You wait for a long time, and finally lose interest in the matter. Chancing in the store later on, you are informed that the record is there. Nobody took care to telephone you on the arrival of the number, because your name was not recorded on a back-order slip. You don't want the record now, and you say so; therefore a sale is lost. The store loses something else besides: your good opinion of its quality as a service shop.

There is a small dealer in Boston who knows how to stop this leak effectively. He keeps a card index file beside the record delivery counter containing blank cards, white and blue. When a promise is made to get a certain record for Mrs. Brown, her name and the name of the record she wants is written on the white card, and is filed alphabetically. On the blue card is written the number and name of the record, with the notation, "For Mrs. E. G. Brown, 332 Main street," or whatever the address may be. The card is filed numerically after the order has gone to the jobber or manufacturer.

Whenever a shipment of records comes in the first thing done is to select the records corresponding to the numbers in the waiting list in the numerical card file, and a clerk either telephones Mrs. Brown that her record has been received, or sends her a postal card. The two cards are thrown out as soon as the record is delivered to the customer, as they are intended only for temporary use.

An important feature of this plan is that it keeps down the stock of records for which there is small demand, because for the reasons stated above, unless the dealer reminds his customer of the arrival of the back-order record, it is likely to go into stock and remain unsold.

There are innumerable ways in which a dealer can lose money. Likewise there are innumerable ways in which he can keep the public coming constantly to his store, and no doubt the surest way is to give Service—the real article—without too much bragging. If records form the backbone of the usual run of talking machine shops, common sense teaches that leaks such as our friend complained of must be stopped if the store is to show a decent profit.

MUSIC FAILS TO SOOTHE BIG SNAKE

Playing of "Wearing of the Green" on Talking Machine Instead of "Hindustan" Simply Aggravates Reptile at Large on Ship

The British freighter Bolton Castle, which arrived in New York recently with a cargo of animals from China, brought a weird story of the manner in which a huge boa constrictor took command of the ship and refused to succumb to the music of a talking machine sufficiently to act in a peaceful manner. The snake, declared to be 35 feet long, broke out of its crate in search of something to eat, and after knocking the helmsman away from the wheel wove its sinuous body in and out among the spokes throwing the ship off its course and causing consternation to the officers and crew.

"Sparks," seagoing slang for the wireless operator, got a bright idea and rushing to his cabin returned with a talking machine and a record which he mistook in the dark for "Hindustan." The record, however, turned out to be the "Wearing of the Green" and the music of snakeless Ireland simply served to aggravate instead of calm the reptile. The snake finally got tired of acting as steersman and spurred on by blows of axes and revolver bullets started over the side and finally disappeared.

It is declared that the captain has not yet lost faith in music as a medium for taming wild animals, but insists before he carries another cargo of snakes he is going to lay in a large assortment of talking machine records of genuine snake music.

PAULIN VISITS LOS ANGELES

R. H. Paulin, proprietor of Paulin's, one of the enterprising talking machine stores in Santa Barbara, was a recent visitor to Los Angeles and reported that Victor goods were coming through better in his territory.

W. A. Winkler, a talking machine dealer of Dover, O., has just increased the equipment of his music store by adding two demonstration booths in the talking machine department.

Mrs. Ada Allen has been elected supervisor of music in the public schools of Tiffin, O., succeeding Miss Mae Kinney, who will go to Montana.

Mr. Victor Retailer

SELL MORE

VICTOR TUNGS-TONE NEEDLES

You'll be surprised when we tell you how easy it is to sell more Victor Tungs-Tone Needles without any additional expense

Drop us a line now before you forget

Yours for Service

KNICKERBOCKER TALKING MACHINE COMPANY

138 West 124th Street — New York

Exclusively Wholesale — *Exclusively Victor*

NEW YORK TALKING MACHINE CO. OUTING A BIG SUCCESS

Royal Entertainment Given Those Who Had the Pleasure of Being Guests of President Arthur D. Geissler—Program of Sports, Music and Barbecue Helped to Make Day a Memorable One

As noted in last month's issue of The World, the employes of the New York Talking Machine Co., Victor wholesalers, held their annual outing and games on August 14th at the magnificent farm of Arthur D. Geissler, president of the company. The outing was a signal success, and Mr. Geissler was delighted with the

"A. D." on His Star Mount

expressions of approval which were manifested by his employes during the course of the day.

Two special cars left the Grand Central Station early in the morning for Ossining, N. Y., near which city Mr. Geissler's beautiful estate is located, and upon their arrival at the Ossining station automobiles were on hand to welcome the picnickers. A six-mile drive through the hills of northern Westchester County brought the party to "Dream Lake," Mr. Geissler's home.

The morning's program included a tour of this estate, which comprises about one hundred and fifty acres. In the wooded section there is a lake of nearly fifty acres which is the famous Dream Lake from which the prop-

Luncheon Out of Doors

erty takes its name. In the cleared section there is a large English farm house, stable, garage, tennis clubhouse, boathouse and various other incidental buildings. The members of the party inspected the "57 kinds" of animals which are roaming on the Geissler estate, and every one in the party was delighted with the scenic beauty of Dream Lake.

The morning was devoted to a series of athletic sports, in which the married men, captained by Arthur D. Geissler, were pitted against the single men, captained by Dan A. Creed of the Chicago Talking Machine Co. The benedicts won the handball match easily, and were also successful in the tennis doubles match, where the opponents were Arthur D. Geissler and James J. Davin vs. Dan. A. Creed and Chas. B. Mason. The tug-o'-war followed, and Capt. Creed's team emerged victorious.

The potato race for girls was won by Miss Clara Stewart, and Mrs. H. F. Murchie was an easy victor in the twenty-five-yard dash for ladies. Mr. Geissler's two sons ran a dead heat in the sack race, and the last race of the day, the one hundred-yard relay race, was captured by the married men. The score for the events showed a decisive victory for President Geissler's team of benedicts.

After the sports were completed the party adjourned for luncheon, which was served on "U" shaped tables under huge apple trees.

The Barbecue on the Spit

Needless to say, every member of the party thoroughly enjoyed this luncheon, for keen appetites had been developed by the morning's activities.

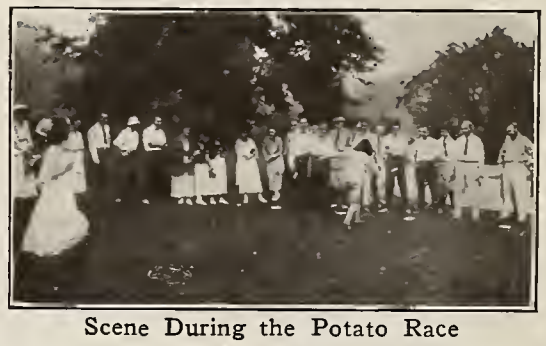
The afternoon program called for a series of water sports, and Mr. Geissler, in the course of these sports, emphasized the fact that he is an all-around athlete of exceptional ability. The diving contest was an exciting battle, in which Mr. Geissler emerged victorious with James J. Davin and Morris Owen as the runners-up. In the canoe tilting race Mr. Geissler was also on the winning team, with Howard F. Murchie as his partner. This contest was especially exciting for the onlookers, as in the final heat "Jimmy" Davin sustained a temporary injury to his facial beauty which made him the picturesque hero for the day. The canoe tilting race for singles was won by Fenton Steele. Howard F. Murchie was the victor of the swimming race, and Kenneth Geissler finished first in the tub race. This completed the athletic events for the day, and on an all-around basis the married men were easy victors by a score of 36 to 5.

When the call for dinner was sounded the

Arden, the Youngs, Wadsworth and Silver

party prepared for a most unique event, as the program called for an old-fashioned barbecue. All day long the animals that contributed to the barbecue had been on the "spits," and had been visited by the guests at frequent intervals. When dinner was finally served it was useless to serve single portions, for every member of the party was so hungry that three and four portions were hardly sufficient to appease their requirements. The remainder of the dinner was on a par with the delicious flavor of the featured course, and during the dinner music was furnished by the Biltmore Hawaiian Orchestra.

A splendid musical program was then offered, the first artist who appeared being Emilio



Scene During the Potato Race

Carvalo, a member of the New York Talking Machine Co.'s organization, who has recorded several Portuguese records for the Victor catalog. Mr. Carvalo was followed by Monroe Silver, the famous comedian whose Victor records are nationally popular. Wheeler Wadsworth,

(*Continued on page* 42)

ECLIPSE STUDY! Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. M. or F. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

Victor Wholesaler Cleveland, Ohio

NO PHONOGRAPH COMPLETE WITHOUT IT!

PRESS THE BUTTON WITH ONE FINGER

MORE ESSENTIAL TO A PHONOGRAPH THAN A SELF-STARTER TO AN AUTOMOBILE

THE DEALERS' MOST PHENOMENAL SUCCESS

THE SIMPLEST, MOST NECESSARY DEVICE IN PHONOGRAPH HISTORY

SHOULD YOUR JOBBER NOT SUPPLY YOU, WE WILL

VACUUM RECORD LIFTER

INVENTED BY JOSEPH MENCHEN, INVENTOR OF THE FIRST LIQUID FIRE APPARATUS USED BY THE ALLIED ARMIES

SUCTION LIFTS THE RECORD INTO YOUR HAND

WHAT IT IS ——

A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES ——

LIFTS THE RECORD SAFELY - SAVES BRUISED FINGERNAILS - BY SIMPLY PRESSING A BUTTON THE PRESENT UGLY DAMAGING METHOD OF REMOVING THE RECORD IS ELIMINATED - A 1919 MASTER PATENT

PRICES NICKEL PLATED $2.50 COMPLETE
GOLD " 3.50 "

VACUUM RECORD LIFTER, LTD.

701 SEVENTH AVE., NEW YORK

NO RECORD SAFE WITHOUT IT!

N. Y. TALKING MACHINE CO. OUTING

(Continued from page 40)

on the saxophone with Victor Arden at the piano, demonstrated that 66 2/3 per cent of the All Star Trio are headliners when the occasion requires. Margaret Young, the popular Victor artist, sang several selections in her own inimitable style, which emphasized the sensational success that she has attained on the vaudeville stage. Margaret Illington Bowes, better known as Margaret Illington, the celebrated stage favorite, was prevailed upon by Mr. Geissler to recite Kipling's "On the Road to Mandalay," and was enthusiastically applauded for this inspiring recital.

Mr. Ernst then acted as master of ceremonies in the distribution of the prizes, and the winning athletes were well rewarded for their day's exercises. After the prizes were given out, Mr. Ernst led resounding cheers for Mr. and Mrs. Geissler, Dan A. Creed and other popular members of the party.

The wonderful success of this outing must be attributed in a large measure to the old-fashioned hospitality extended by Mr. and Mrs. Geissler to their one hundred and twenty-five visitors. Nothing was left undone that might add to their comfort and pleasure, and every detail in the day's program was carefully prepared by Mr. Geissler with the able assistance of Mr. Ernst. The day's outing reflected to a marked degree the spirit of good fellowship and cordiality that exists in every department of the New York Talking Machine Co.'s organization. Among those who were present were: Mr. and Mrs. Arthur D. Geissler Miss Martha Geissler, Master Kenneth Geissler, Master Allen Geissler and Master Arthur D. Geissler, Jr., Mr. and Mrs. Edward Bowes, Holbrook Blinn, Guy Du Val, M. W. Hanna, Kitty Du Val Moore, George H. Moore, Mrs. Kate H. Wells, Mr. and Mrs. R. N. Bird (record order department, Victor Talking Machine Co., Camden, N. J.), Thos. McCready (district manager for the Victor Talking Machine Co.), Mr. and Mrs. Herbert A. Brennan (Brooklyn-Northern New Jersey traveling representative, Victor Talking Machine Co.), Arno B. Reincke (president, Reincke-Ellis Co., Chicago), Daniel A. Creed, Mr. and Mrs. Hugh C. Ernst and Master Ernst, Charles B. Mason, Howard B. Merritt, Mr. and Mrs. Howard F. Murchie, Miss Belle Page, Frank E. Brugman, Mr. and Mrs. J. Higgins and Master Robert Higgins, Mr. and Mrs. R. H. Coleman and Master Vincent Coleman, George Geise, Miss Mirian Ehrhardt, John F. O'Connor, Jack Soffer, G. H. Baker, B. C. Feeny, Herbert I. Bennett, Edward Flynn, Mr. and Mrs. Harry J. Miller, Mr. and Mrs. Ludwig Reinhart, Jr., Fred Graham, Miss Katherine Nicholas, William West, Miss Alice McGuire, Charles Engel, M. C. Stegner, Russell Kelley, Morris W. Owens, Ernst H. Fontan, George C. Kelly, Mr. and Mrs. A. C. Ely, E. J. King, Nat Shilkut, M. M. Reinhard, James J. Davin (Eastern manager, Reincke-Ellis Co., Chicago); John H. Bieling, Mr. and Mrs. Wheeler Wadsworth, Mr. and Mrs. Victor Arden, Miss Margaret Young, Miss Eleanor Young, Monroe Silver, Mr. and Mrs. Raymond Bill, Edward Lyman Bill, Miss Louis Wilder, Miss Mary Platz, Miss Anna Dunn, Mrs. John Stewart, Arthur Stewart, Clair Stewart, Ethel Stewart, John Stewart, Mabel Stewart, Frank Stewart, Harry C. Lansell, A. Murray, F. Dunn, M. Gebhard, E. M. Gebhard, A. W. Schroeder, L. E. Schroeder, L. C. Richards, E. G. McGrover, M. O'Connell, H. Melia, D. Turner.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

BUYS BUNGALOW IN SANTA MONICA

Fred Dennison, formerly Pacific Coast manager of the Columbia Graphophone Co., and lately manager of the Buffalo store from which he resigned last March, has just purchased a beautiful bungalow in Santa Monica, Cal.

We are too apt to measure success by the dollars and cents acquired, when the main constituents of real success in the world are to keep clean, do good work, earn friends, be happy and bestow happiness, develop opportunity, and take what is coming to us without whining.

ASTORIA MAHOGANY
LUMBER & VENEERS

Mahogany Veneer in the Making

When a mahogany log comes up to the standard set by our veneer experts, it is "quartered" in the manner which will ensure the full beauty of figure. Then away it goes on roller conveyors to the steam vats for softening, preparatory to being sliced into veneer.

The perfect co-ordination of man and machine has contributed greatly in making this the largest mahogany lumber and veneer mill on the Atlantic and Gulf Seaboard.

Astoria Mahogany Company, Inc.
1031 Steinway Ave., Long Island City, N. Y.
Successors to
Huddleston-Marsh Mahogany Co. Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.
Mills and Yards, Long Island City, N. Y.
BRANCHES—44 North Market Avenue, Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

ACME-DIE
• CASTINGS •
ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

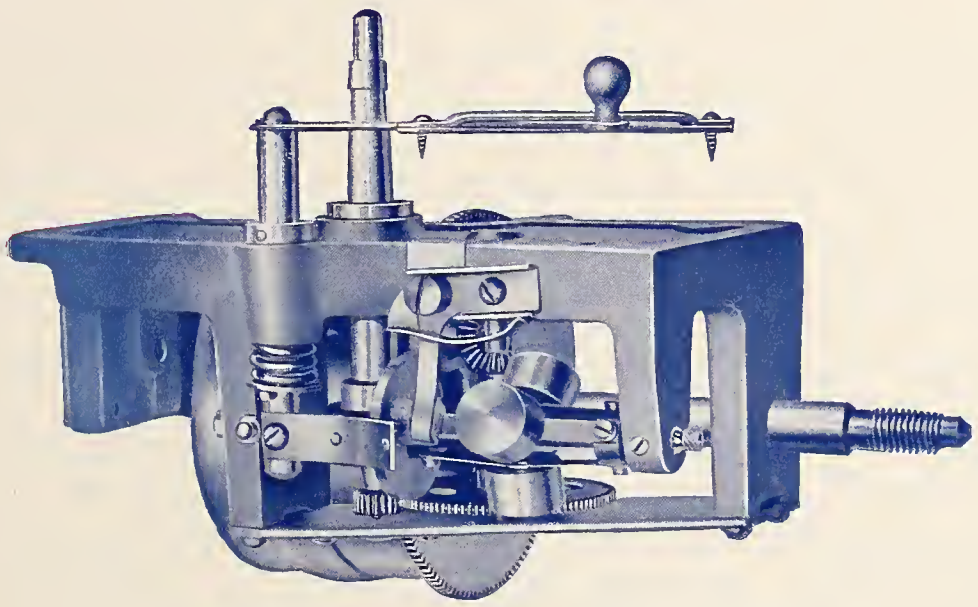
FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO LONDON, ENG.

Let us demonstrate our line of

1921 Meisselbach Motors

Numbers 14, 16A, 17, 19

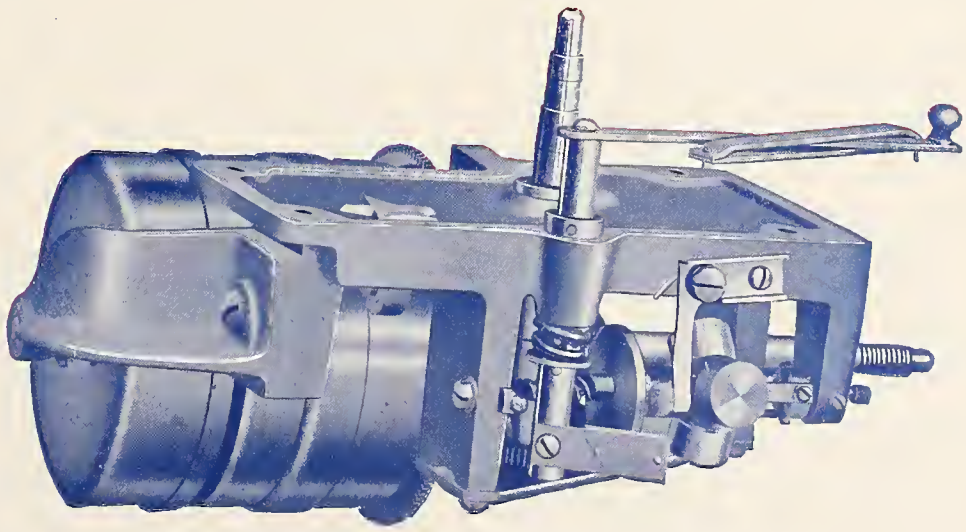


MEISSELBACH MOTOR No. 16

The last word in motor perfection. The use of these motors in your machines guarantees satisfied customers

Ready for Delivery

Order NOW



MEISSELBACH MOTOR No. 17

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO LONDON, ENG.

"After You Get What You Want You Don't Want It" is the name of Van and Schenck's latest song but it's not true of this record. And "You Tell 'Em", the slangy, catchy selection on the other side, is just as good. A-2966.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

CLOSES SAN FRANCISCO OFFICE

General Phonograph Corp. Discontinues Pacific Coast Headquarters, Transferring Business to Chicago—New Record Supplement Out

The General Phonograph Corp., New York, announced recently that it has closed its San Francisco office. Louis Gruen, who was manager of this office, will join the New York organization in a capacity to be announced in the near future.

This office was opened by the General Phonograph Corp. to take care of certain special interests along the Pacific Coast, and the executive officers of the company are well pleased with the results of this mission. According to present plans, the Chicago office will take care of the company's business on the Pacific Coast, and a representative from this office will visit this territory at least three or four times a year.

The eleventh supplement of Okeh records contains many selections of interest to Okeh dealers throughout the country. The artists represented in this supplement are popular everywhere, and there is a diversity to the list that insures its ready sale. One of the interesting features of this list is the dance recording of "Love Nest," which is recognized as the most popular current dance selection. There are numerous other dance hits included in the eleventh supplement, together with a splendid record by the Crescent Trio that will be welcomed by Okeh dealers.

John Cromelin, general sales manager of the General Phonograph Corp., has been enjoying a few weeks' stay at Brown's Athletic Farm, Garrison, N. Y.

RESCOUSIE DIRECTS SERVICE WORK

A. T. Emerson, president of A. T. Emerson, Inc., announced recently that Paul Rescousie, connected with the Pathé Frères Phonograph Co. for the past six years, has been placed in charge of the service bureau conducted by his company. Mr. Rescousie has spent many years in the talking machine industry, and is familiar with all of the problems incidental to his new field.

Success does not go to the man with the most opportunity, but to the man who makes the most of his opportunity.

REPAIRING
AND
REPAIR PARTS
for all makes of
Talking Machines
BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

BIG EDISON CABINET PRODUCTION

Cabinet Output Reaches High Mark and Promises to Eliminate Any Danger of Cabinet Shortage During Coming Fall and Winter

An announcement has just been made by the Edison Laboratories to the effect that Edison cabinet production has reached the highest point in the history of the business and that, through their extensive cabinet manufacturing connections, the Edison Laboratories will be in a position to meet all anticipated requirements. This means that, even should an actual shortage of phonograph cabinets occur this Fall, the Edison trade will not be materially affected thereby.

More than a dozen of the foremost cabinet manufacturing plants throughout the country are now devoting their entire time and facilities to the production of Edison cabinets. The Pullman Co., probably the world's most celebrated organization of its class, is turning out cabinets for the Edison Laboratories on a large scale. It is understood furthermore that arrangements will soon be completed as a result of which several other large wood-working plants will also devote their entire time to this branch of the Edison industry.

Not only are all cabinets in which New Edisons are encased true examples of period furniture, but the exceptionally high standards of construction insisted upon by the Edison Laboratories have made it difficult for many concerns to accept contracts, owing to their inability to meet the requirements. One or more trained representatives of the Edison Laboratories are at each of the plants, and every cabinet turned out is subject to a most rigid inspection before it is sent on its way.

H. G. Fisher, a talking machine dealer of Fremont, O., has remodeled his store and has put in a new front which affords much better window display facilities. The establishment is most attractively arranged.

"LIBROLA"

A Library Table PHONOGRAPH

Two thirds of top is stationary, no need to move anything when playing phonograph.
Fully equipped to play all disc records.
Your satisfaction guaranteed.
Large percentage of re-orders indicates satisfied dealers.
Write for prices and exclusive territory.

Immediate Delivery in Mahogany

No. 250T. Patent applied for. To retail at $250
Usual discount to dealers.
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

CAPT. PATHE PAYS VISIT TO U. S.

London Manager of Pathé Plant Pleased With Progress at Brooklyn Plant—Predicts Great Future for Actuelle—Has Fine War Record

Capt. Jacques Pathé, son of Emile Pathé, one of the founders of the Pathé phonograph industry, of Paris, recently closed a flying two weeks' visit to the United States, having devoted the time exclusively to an inspection of the big Brooklyn plant of the Pathé Frères Phonograph Co., where he studied the manufacturing, sales and advertising features of the business. Capt. Pathé is manager of the London branch of the

Capt. Jacques Pathé

company, which occupies seven acres of land, and the factory buildings of which are among the most modern and best equipped in England, many of the improvements having been modeled on the American plan.

He said he was very much surprised and delighted with the workings of the great Brooklyn plant with its new additions on Grand avenue, and the ideas and information absorbed will be given practical expression on the other side. He was especially gratified at the success of the new Actuelle, for which he predicts a great future, both from a commercial and artistic standpoint. Being an expert in matters musical, he fully appreciated beauty and sweetness of tone of the Actuelle brought out by the new resonator in that instrument.

Capt. Pathé was also impressed with the great popularity of Pathé machines and records in this country and the exceedingly bright outlook for Fall and holiday seasons.

Capt. Pathé was an active participant in the world war, having attained his rank as captain with the French field artillery. Both he and his company were cited for especial bravery and awarded the French Cross of War. He commanded a battery specialized against the incursions of hostile aircraft; was at one time under open fire for two days, his men maintaining their position and keeping up return fire until all but one of their guns were shattered or blown to pieces by the enemy. As his part in this terrific combat he carries deep scars in the neck and arms, where he was badly wounded by bullets and shells.

He sailed for home on Saturday, August 21, in order to reach London in time for the opening of the Fall business season, which starts along about the first of September, and is under full swing by the middle of the month.

NOTABLE SALES AT COLUMBIA SHOP

French Monkey Gland Specialist Chooses Chinese Lacquered Art Grafonola—Other Period Models Shipped to Bombay, South America and Japan—Business Is Very Active

Widener's Columbia Shop, 411 Fifth avenue, New York, has closed many interesting sales recently of Columbia period Grafonolas. Among these sales was that of a Chinese lacquered art Grafonola, with a large quantity of records, to Dr. Serge Voronoff, the celebrated French monkey gland specialist, whose theories and precepts are internationally famous. This sale involved a cash outlay of $2,300 and the instrument and records left for Europe a few weeks ago on the "Adriatic."

In a recent chat with The World, H. E. Speare, manager of Widener's Columbia Shop, commented upon the fact that during the last few months, this shop has shipped high priced Columbia period models to Bombay, Calcutta, Scotland, South America and Japan. These purchasers stated that this store is undoubtedly selling as many high-priced talking machines as any talking machine store in the country.

In addition to these foreign sales, Widener's Columbia Shop has sold Columbia period models to some of the most prominent citizens in this country. Mr. Speare and his staff have made a specialty of studying the period model field, and their efforts are producing signal results in the way of sales that total a big sum of money.

O. W. RAY JOINS MELODEE STAFF

Well-known Talking Machine Man Takes Charge of Sales in Metropolitan Districts of New York and Philadelphia

Oscar Willard Ray, formerly connected with the Emerson Phonograph Co., recently joined the staff of the Melodee Music Co., Inc., and has taken charge of the sales of Melodee rolls in the metropolitan districts of New York and Philadelphia.

Mr. Ray is a graduate of Norwich University and has had a wide experience in sales work in both retail and wholesale merchandising. For several years he was manager of the New England and Eastern Canadian territories for the Emerson Co., and in 1919 became vice-president and general manager of Emerson New England, Inc., distributors for Emerson records and Q R S rolls, and later became Eastern district manager for the Emerson Co., with his headquarters at New York, and also director in the Musical Supply & Equipment Co., of Boston.

It was during Mr. Ray's position as vice-president and general manager of Emerson New England, Inc., that he became interested in the development of the music roll business and his success in developing this business in New England was due to the belief that every talking machine and record department should have a roll department.

Mr. Ray's hobby is "service to the dealer," and the Melodee music roll distributing headquarters in New York City is being installed under his supervision. The men who are associated with him are to be conveyors of co-operative service to Melodee music roll dealers which, it is said, will mean something entirely new in the way of music roll service.

MERITONE SHOWROOM IN NEWARK

The Meritone Phonograph Co., which recently took over the building at 511-511½ Mulberry street, Newark, N. J., has opened a showroom and salesroom at 86 Belleville avenue. A full line of the Meritone machines will be exhibited and for sale in the new showroom.

NEW CONCERN IN PASADENA

The Wyckoff-Verringer Co. is a new retail talking machine house at 835 East Colorado street, Pasadena, Cal., which is featuring the Edison line in most attractive quarters. Kenneth Wyckoff, manager of the new company, was formerly a member of the firm of Wyckoff Bros., Colorado Springs, Col.

The Schmelzer Company
Kansas City, Missouri
Exclusively Wholesale
Victrolas and Victor Records

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

Announcing new model No. 2 M X

THIS new model Converto is now ready for immediate delivery. Designed especially for use with Mahogany Victrola No. VI. Distinctive features are the beautiful mahogany finish; horizontal shelves for record albums; metal ferrules and roller casters.

Dealers will be furnished with attractive colored window cards and leaflets describing this new model; also, cuts for newspaper ads by either applying to their wholesaler or direct to us.

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

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

CONVERTO WHOLESALE DISTRIBUTORS

Atlanta, Ga......Elyea Talking Machine Co.
Phillips & Crew Piano Co.

Baltimore, Md......Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

Birmingham, Ala.....Talking Machine Co.

Boston, Mass......Eastern Talking Machine Co.

Buffalo, N. Y......W. D. & C. N. Andrews

Burlington, Vt......American Phonograph Co.

Chicago, Ill......Lyon & Healy

Cincinnati, Ohio.....Rudolph Wurlitzer Co.

Cleveland, Ohio.....Cleveland Talking Machine Co.

Columbus, Ohio.....The Perry B. Whitsit Co.

Dallas, Texas.....Sanger Bros.

Denver, Colo......The Knight-Campbell Music Co.

Des Moines, Ia......Mickel Bros. Co.

Elmira, N. Y......Elmira Arms Co.

El Paso, Tex......W. G. Walz Co.

Houston, Texas.....The Talk. Mach. Co. of Texas

Jacksonville, Fla......Florida Talking Machine Co.

Kansas City, Mo......J. W. Jenkins' Sons Music Co.
The Schmelzer Co.

Memphis, Tenn......O. K. Houck Piano Co.

Mobile, Ala......Wm. H. Reynalds

Newark, N. J......Collings & Co.

New Orleans, La......Philip Werlein, Ltd.

New York City.....Emanuel Blout
Cabinet & Accessories Co., Inc.
Knickerbocker Talking Machine Co.

Omaha, Nebr......Mickel Bros. Co.

Peoria, Ill......Putnam-Page Co.

Philadelphia, Pa......C. J. Heppe & Son
Penn Phonograph Co.
H. A. Weymann & Son, Inc.

Pittsburgh, Pa......W. F. Frederick Piano Co.
Standard Talking Machine Co.

Portland, Me......Cressey & Allen, Inc.

Richmond, Va......The Corley Co., Inc.

St. Paul, Minn......W. J. Dyer & Bro.

San Francisco, Cal......Walter S. Gray Co.

Sioux Falls, S. D......Talking Machine Exchange

Syracuse, N. Y......W. D. Andrews Co.

Toledo, Ohio.....Toledo Talking Machine Co.

Washington, D. C......Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

SALESMEN SEEK LOWER RATES

Federal Trade Commission Asked to Look Into Hotel Charges—National Council of Traveling Salesmen Heads Movement

A list of specific cases of extortionate charges for rooms and restaurant service by many hotels throughout the country patronized by traveling salesmen is being prepared by a committee appointed a few days ago by the National Council of Traveling Salesmen's Association, to be presented to a Federal commission which the council has asked the Government authorities to appoint at an early date. The attention of Attorney General Palmer has been called to what the council terms "unjust and unreasonable and, in many instances, oppressive charges made upon the traveling public by many hotels and restaurants." Resolutions urging that the Government take steps to curtail the evil of hotel profiteering which, it is stated, exists to a greater or less extent in all parts of the country, have been sent to many Congressmen, the United States Chamber of Commerce and other influential bodies, asking that the earliest possible consideration be given to the matter.

In the resolutions adopted by the salesmen's associations, the resolutions asking for the appointment of a Federal commission request that it be empowered to investigate any and all hotels and restaurants throughout the country as to the nature of their business dealings, the charges that are made for food and lodging, to determine whether such charges are unjust and discriminatory and any and all other matters which in the judgment of such commission may be appropriate to the end that hotels will be precluded from making extortionate charges; to prohibit and prevent hotels from unjustly withholding rooms from guests; to preclude the increase of rates at various hotels because of temporary congestion; to inspect the sanitary conditions of hotels; to fix and determine the reasonable rates that hotels and restaurants may be permitted to charge, which shall be based upon the cost of maintenance of such hotels and restaurants, depending upon the locations of such institutions; to prohibit and prevent the payment by hotels and restaurants to their employes, such as managers, directors, proprietors and others, of excessive, unjust and arbitrary salaries and bonuses, which in many instances is done in order to fix unreasonable and unjustifiable overhead expenses.

It is also sought to compel the proprietors and owners of hotels and restaurants to pay adequate wages to their employes, so as to prevent the necessity for the payment of gifts and gratuities; to eliminate from hotels and restaurants the present hat checking privileges; to regulate the basis upon which house physicians employed by various hotels shall be paid, so as to prevent and prohibit the division of fees now existing in many hotels among hotel manager, hotel proprietor and such physicians; to compel the posting of rates in all hotels; to compel such restaurants and hotels to maintain records of room reservations and table reservations which shall be kept in such manner as may be determined by the commission; to do and perform all other acts and things necessary and conducive to the attainment of the foregoing objects or of any and all other objects which may be deemed proper.

Waterproof Gum Plywood

Thicknesses 1-4" and 3-16"

QUOTATIONS ON SPECIFICATIONS
CARLOADS ONLY—PROMPT SHIPMENT
PHONOGRAPH TRADE SOLICITED

MEMPHIS PLYWOOD CORPORATION

MEMPHIS, TENN.

TELL THE STORY OF THE RECORD

Get so you can tell the story of a certain record just as a newspaper man reports a fire—make the customer expect something and then give it to him.

Following up your advertising means selling the advertising ideas to your salesman.

MUSIC SECTION A DRAWING CARD

Furniture Man Says Selling Talking Machines and Records Both Pleasurable and Profitable

Selling phonographs and records is pleasant as well as profitable, says a well-known merchant handling furniture and household furnishings. The lively dance numbers, sacred and popular songs and the really high class music, all combine to attract and hold the customer's attention. The music also attracts customers from other departments, who often come into the phonograph department to hear some record which appeals to them.

With the great improvements in cabinet designs, and the fact that the world's greatest artists now make records, the talking machine has reached its rightful position, that of a high-class musical instrument, and is no longer looked on as the toy of former years. Its extensive use in public and private schools brings it to the children's attention and they are often a big factor in influencing the purchase of a talking machine and records for the home.

Announcing the Philwey Phonograph "Rekord Phile"

THE PHILWEY MFG. CO., is ready to book orders for the most practical Phonograph Record File on the market, possessing new and desirable features not contained in any other make. The EJECTING BARS are of metal, and numbered. PARTITIONS are METAL-BOUND, WILL NOT WARP and are not affected by climatic conditions.

EDGES OF RECORDS are in full view, showing vacant spaces, preventing filing two records in single space. The vacant spaces will increase your record sales, acting as a constant invitation to fill the file.

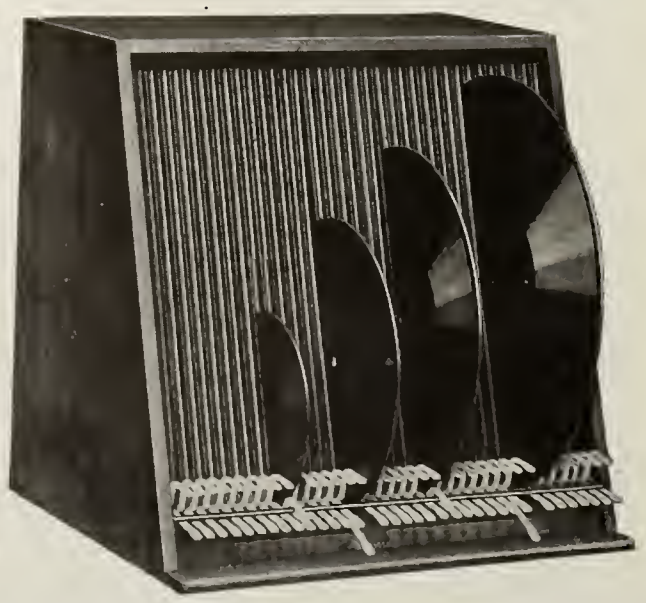
CAPACITY---It contains 63 records in each 12 inches of width.

Built to fit any size machine.

THE PHILWEY EMBODIES EVERY FEATURE NECESSARY IN A PHONOGRAPH RECORD FILE

If you will write us the inside dimensions in width of the Phonographs you sell, we will advise you as to capacity of the Philwey "Rekord Phile" to fit same.

Prices upon application. *May we go into details with you?*



PHILWEY MFG. CO., Inc.

75 SOUTH AVENUE ROCHESTER, N. Y., U. S. A.

Sundelius

Easton

Scotney

Pacific Coast Music Lovers

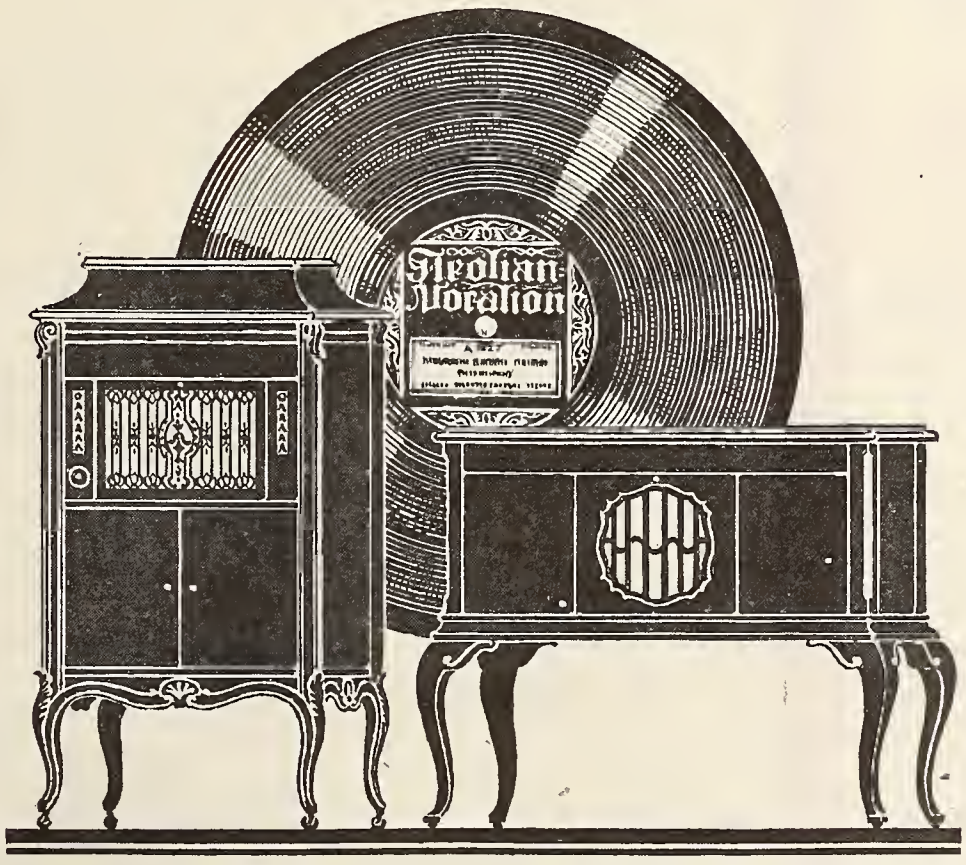
THE SCOTTI OPERA COMPANY will give two weeks of Grand Opera in October in SAN FRANCISCO. Among the noted artists who will appear are:

MME. MARIE SUNDELIUS ▼ MME. FLORENCE EASTON ▼ MME. EVELYN SCOTNEY

These world-famous voices are recorded *exclusively* on

The AEOLIAN-VOCALION RECORD

Conventional Models from ***$60*** *to* ***$350***



Period Models from ***$280*** *to* ***$700***

The AEOLIAN-VOCALION and VOCALION RECORDS

Present today the finest in phonograph manufacture. There is no question of the excellence of these instruments or of the fidelity with which Vocalion Records repeat the singing and playing of the Artists

MELODEE MUSIC ROLLS

THE AEOLIAN COMPANY OF CALIFORNIA

455 Mission Street San Francisco

The Aeolian Company of California
455 Mission Street, San Francisco
Gentlemen:
Kindly send us an illustrated catalog of the Aeolian-Vocalion.

Name_____

Address_____

Your Customers don't want this

(Left) The dotted lines show the point of an ordinary steel needle when new. Note that the steel needle is ruined in playing one record.

They do want this

(Right) The dotted lines show the point of the Sonora needle when new. After playing many records the Sonora needle is merely shortened and is still in perfect playing condition.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent

NEEDLES

are unrivalled leaders to attract new customers to your store and to bring old customers in frequently.

Strongly and continuously advertised, these needles are in bigger demand than ever and are mighty profitable for you to handle. Each Sonora needle sale amounts to 25c. instead of a trifling sum. You get a substantial profit and the purchaser gets full value. Send in your order for Sonora needles and attractive, trade-making display matter will be furnished to you free.

Sonora needle prices:
25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, *President*
279 Broadway, New York City

Canadian Distributors:
I. Montagnes & Co.
Toronto

Caution! Beware of similarly constructed needles of inferior quality.

WHEN ARE ORDER BLANKS VALID?

Printed Name of Concern Equivalent to Written Signature in Some Cases—A Typical Case Showing Enforcement of Unsigned Order

Merchants have been giving close attention in the last few months to their legal rights and liabilities under the forms of order blanks used by them in their business. They have been brought face to face, the bulletin of the National Association of Sweater and Knitted Textile Manufacturers says, with the distinction between an order which is a binding legal contract for the purchase and sale of merchandise and one which is no more than a reservation for merchandise that may be canceled at any time by the purchaser or seller, especially in cases where the party sought to be held to the performance of the order has not a signed copy of the order.

Many business men have been introduced for the first time to the old Statute of Frauds which provides that a contract to sell merchandise of the value of $50 or upward in New York cannot be enforced unless there is an acceptance of partial delivery or a part payment or unless a memorandum in writing of the contract is signed by the party to be charged or his representative. The question arises frequently as to when an order bears a "signature" to satisfy the provisions of this law.

"Our attention has been called to two recent decisions in the Appellate Courts of the Second and First Judicial Departments in New York," the bulletin says, "which we believe will be of great interest to the trade in general, as it may be followed by other courts and in other States.

"These cases decide in effect that, where an order is upon the printed order blank of either the buyer or the seller and filled in by the concern whose name is printed on the blank, or its representative, the printed name on the order blank is the equivalent of a signature to the order for the purpose of satisfying the requirements of the Statute of Frauds in enforcing the contract against the concern."

In one case cited, the seller wrote out the order on his printed order blank, and the court held the contract was binding even though there was no signature. In the other case, the ruling was against the plaintiff, who was the buyer, because the order was made out by the buyer on his own and not on the seller's form.

COLUMBIA MANAGERS CONFER

Branch Managers of Columbia Co. Attend Informal Conference—St. Louis Dealers Visit New York and Bridgeport Headquarters

The closing days of last month several branch managers of the Columbia Graphophone Co. arrived in New York to attend an informal conference with Geo. W. Hopkins, general sales manager of the company. Among these visitors were Fred E. Mann, Boston manager; W. H. Lawton, Buffalo manager; S. H. Nichols, Pittsburgh manager; A. A. Landon, Canadian manager, and Kenneth Mills, who was previously Chicago manager, but who became manager of the New York branch the first of the month.

These managers conferred with Mr. Hopkins regarding policies and plans for the rest of the year, and during the course of the conference spoke optimistically of the business outlook in their respective territories.

John McKenna, who has long been manager of the St. Louis branch of the Columbia Co., but who became manager of the Chicago branch on September 1, arrived in New York recently, accompanied by eighteen Columbia dealers from the St. Louis territory, together with A. W. Ross, assistant manager of the St. Louis branch. The dealers spent some time at the executive offices of the company in New York, and then visited the immense Columbia factories in Bridgeport.

The UDELL CABINET

ADDS DISTINCTION TO THE MUSIC ROOM
THERE IS A UDELL CABINET FOR EVERY NEED

The sale of a

Udell Record Cabinet

spells lasting satisfaction to the buyer and business building for the dealer. The style and quality are there.

The Udell Works
1205 28th Street
Indianapolis, Indiana

The American Home Recorder

The American Home Recorder unites the family circle and provides entertainment by faithfully recording and reproducing the voices of the loved ones of the home

LISTEN

to a sales help for salesmen on a standard ten-inch phonograph record, made for us at the

American Recording Laboratories

where for years speakers, students and singers have recorded their voices for reproduction and personal use and sale.

This Sales Talk is crisp, convincing and embodies the many reasons which will quickly convert prospects to customers.

The value in the home of The American Home Recorder—the pleasure and education to be derived from this practical device for making one's own records—its many-sided appeal—these are but a few of the many arguments emphasized in this Sales Talk.

This is a real recorder—scientifically correct—efficiently made—moderately priced. It is not necessary to fasten it to the phonograph cabinet with screws. It is held in place with the pressure of one padded bolt. A complete unit which enables your prospect to obtain *all* of the value of his phonograph.

Every Phonograph Owner Everywhere is a Splendid Prospect.

Put this PROFIT MAKER to work at once and be sure to have a liberal quantity of American Home Recorders on hand to meet the big demand.

SEND FOR THIS SALES HELP

JOBBERS —There is some attractive open territory available on an exclusive zone basis. This is *your* big opportunity. Get in immediate touch with us.

DEALERS:—Let us tell you all about our carefully worked out Dealers' co-operative plan and put you in quick touch with the jobber in your zone.

AMERICAN HOME RECORDER

49 WEST 45th STREET NEW YORK

H. K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

F. T. C. RULES ON ADVERTISING

Outlines Classes of Advertising Which Are Fraudulent Under Present Laws

Clean and honest advertising is one of the important subjects which has been given the closest consideration by the Federal Trade Commission. Recent rulings by this body are of vital interest to all business men. For instance, the following classes of advertising are fraudulent and a means to unfair competition according to a late decision:

"1. Advertising special sales of articles so as to convey to the public the impression of an unusual or advantageous offer for a limited period, when, in fact, the prices during such sales are no different than those obtained at other times.

"2. Falsely representing that articles have been purchased in large quantities, in order to sell them at less than the regular price.

"3. Fraudulently representing or conveying to the public the impression that the advertised price of the article is less than the regular price.

"4. Making false and injurious statements to prospective customers concerning the material of which competitive articles are constructed, or the cost of production of the same.

"5. Attempting to interest prospective purchasers by conveying a false impression of expert and impartial advice on the best make of an article, when, in fact, the advertiser is directly interested in selling a special make."

EDISON JOBBERS TO MEET IN WEST

Second Semi-annual Conference of Western Jobbers to Be Held in Denver This Month

Preliminary announcement has been made of the second semi-annual conference of Western Edison jobbers, to be held during the latter part of September in Denver, Col. The jobbers will be the guests of the Denver Dry Goods Co.

A two-day business session has been proposed, one of which probably will be devoted to the problems of the jobbers' traveling representatives, who will also be present. Each of the jobbers will also be prepared to lead in the discussion of one or more topics suggested in advance. It is likely that the conference will take place at the Brown Palace Hotel. Invitations have also been extended to representatives of the Edison Laboratories to attend.

Among the jobbers present will be Harry L. Marshall, Portland; O. A. Lovejoy, Los Angeles; L. A. Walker, Helena; R. L. Proudfit, Ogden, and D. H. Kent, Vancouver.

Attention—Victor Dealers
An Extra Salesman

Would you hire an extra salesman for three dollars a month?

THE USOSKIN MONTHLY DISPLAY SERVICE will sell as much merchandise for you during a month as will a crackerjack salesman—yet all it costs each month is three dollars.

Let us tell you more about this service.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

UDELL WORKS SUFFER FIRE LOSS

Exploding Lantern Causes Damage Estimated at $100,000—Company Officials Declare There Will Be Little Delay in Production

INDIANAPOLIS, IND., August 30.—Fire started by an explosion of a lantern at the Udell Works, 2802 Barnes avenue, August 14, caused a loss estimated at $100,000 by officials of the company. The damage was heaviest in that part of the factory where music cabinets and library furniture are manufactured. The bulk of the loss was due to water damage.

Arthur W. Cobb, vice-president of the company, said the loss was covered by insurance and that the fire would delay production only a few days.

The fire started when a lantern carried by E. F. Finney, night watchman, exploded. Finney's quick work in sending in the fire alarm, despite the fact the explosion threw burning oil over his clothing, prevented the entire building from being destroyed, Mr. Cobb said. The building to which the fire was confined was a three-story brick structure.

It is not what you happen to know about the theory of salesmanship that will swell your commission account—it is what you really sell.

FEDERAL ELECTRIC SIGN

PIANOS PHONOGRAPHS

—9 Months to Pay

The first payment brings you the sign — you have 9 months to make the final payments. Pays for itself many times over.

—Make *Your* Store Conspicuous

This Handsome Federal Electric Sign is made of porcelain-enameled steel, finished in blue and white.

It will not rust, rot, or fade—never needs refinishing—and will last indefinitely.

Costs but a few cents a day for electricity—no other expense. An occasional washing keeps it sparkling like new.

It is distinctly visible both day and night from a distance in each direction.

An electric night sign will bring more daytime business.

Send the coupon today for full information—no obligation.

We have just moved into our new model daylight factory which gives us nearly 100,000 square feet of additional floor space.

Tear Off and Mail Coupon Now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) : 8700 South State St., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

(T M W—9)

The BEACON

The future of any phonograph concern lies in the appreciation of its product by the ultimate purchaser.

The dealer who is now buying a mediocre product for a quick sale with excessive profits for himself is not looking ahead.

The Beacon is created for the progressive merchant who has foresight enough to realize that he must handle a product which advertises itself through its owner. In this way only can he be assured of permanent profits and a growing future business.

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

The tone is musical, pure and *scratchless.*

The motor is silent and durable.

Write to us at once.

If you qualify for an agency, you will be granted a franchise and may have shipment of goods deferred until Fall if desired.

Distributors everywhere East of the Mississippi River.

Beacon Phonograph Co., Inc.
19 Milk Street Boston, Mass.

Beacon service and co-operation make Beacon dealers Beacon enthusiasts

SUCCESSFUL SHOP IN SPOKANE

Talking Machine Section of Special Department Store in That City a Live Factor

SPOKANE, WASH., September 2.—The accompanying photograph shows one of the conspicuous successes among the phonograph shops of the Pacific Northwest, that of the Crescent Department Store in this city. Started a few years ago with one line of machines and two demonstration booths, it now occupies a splendid location on the third floor of the store, with eleven demonstration rooms. The Sonora, Victrola and Columbia Machines are carried.

Very complete libraries of Columbia and Victor records are kept in stock at all times. The record library occupies aisle space back of the demonstration rooms, affording easy access to all records from every room in the building.

Attractive Talking Section of the Crescent Department Store

The department is under the management of Mrs. A. O'Dea and employs a staff of seven sales people the year round. They are a busy and competent bunch.

RUMANIAN PRINCE BUYS RECORDS

Crown Prince Carol Goes Shopping and Buys a Talking Machine and Operatic Records

The delay in the sailing of the Aquitania on August 28 enabled Crown Prince Carol of Rumania to buy a talking machine and a selection of records to take back with him to his native country. With him on his shopping tour through the Forty-second street district was Miss Flora Boyle, a daughter of Col. J. W. Boyle, who is at present on a mission in Rumania. Learning that she was in New York the Prince at once got in touch with her and she piloted him through the city and aided him in choosing his favorite selections, which included all the available records from "Madame Butterfly." He showed little fondness for jazz and confined his purchases mostly to operatic records.

No man who is thoroughly occupied with his work is ever entirely miserable.

PATENT APPLICATIONS GROW FAST

U. S. Patent Office Reports Increase of 19,000 Over Last Year—Bureau Nets Profits

WASHINGTON, D. C., September 3.—Patent applications filed with the Patent Office during the last fiscal year showed the greatest increase in the history of the country, totaling 81,984, as compared with 62,755 for the preceding year.

The report of the Commissioner of Patents made public by Secretary Payne also showed that business of the Patent Office was further swelled by an increase of about 10,000 in the number of applications for registration of trade-marks and labels.

Patents granted and trade-marks and labels registered totaled 47,409, an increase of 4,056 over the preceding year. For the first time since 1917 Patent Office receipts, including application fees, exceeded expenditures, the net surplus for the year being $2,615,000.

MANY COUNTRIES WANT SONORAS

Inquiries Come in From All Corners of the Earth—Foreign Agencies Established

The sales department of the Sonora Phonograph Co. states that inquiries and orders for Sonoras are being received from all parts of the world. The J. & C. Fischer Co., of New York, Sonora export representatives, recently showed the sales department envelopes bearing the postmarks of France, England, Cuba, Serbia, India, Italy, Belgium, Australia, South Africa, Egypt, Spain, Chile, Peru, Argentina, Algeria, Turkey, New Zealand, Iceland, Syria, Panama, San Domingo, Brazil, Ecuador, Mexico, Venezuela and Colombia.

These envelopes indicate conclusively that Sonora is enhancing its prestige steadily in all parts of the world, and the J. & C. Fischer Co. has established important agency connections in many of the leading foreign countries.

"Easier to Sell
than any other
phonograph in the world"

That's the way salesmen talk about

The AEOLIAN-VOCALION

The new and greater phonograph

VOCALION RECORDS Two distinct styles of records. A lateral cut and a hill and dale. You can therefore sell *every* phonograph owner in your community.

—— Ask for our Dealers' Proposition ——
We are Western Distributors, prepared to give you the goods you want WHEN YOU WANT THEM.

FIRST OF ALL RELIABILITY
CONSOLIDATED MUSIC COMPANY
ROYAL W. DAYNES, MANAGER

13 to 19 East 1st, South - - - - - Salt Lake, Utah

It plays ALL Records BETTER

VITANOLA

QUALITY
SERVICE

Distributed in the Metropolitan District & New York State by
M. M. ROEMER SALES CORP.
1123 BROADWAY at 25th Street
New York

VITANOLA

The Phonograph of Marvelous Tone

VITANOLA
FOURTEEN

Make More Out of Your Phonograph Department

The Vitanola has been the big sales builder for dealers everywhere, because—

It has the tone quality and design that make it a quick seller and public favorite.

If you haven't information better send now for our booklet "Making a Phonograph Department Pay" and sample of handy vest pocket catalog

VITANOLA TALKING MACHINE COMPANY
Executive Offices, 1918 So. 52nd Ave., CICERO, ILL.

One of Several Dozen Letters received by us from enthusiastic Jobbers and Dealers — It will pay you to STOCK REFLEXO BLUE STEEL NEEDLES

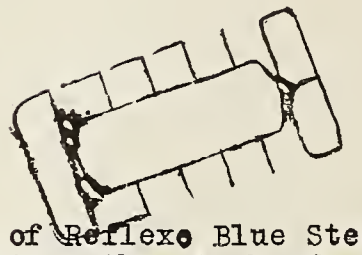
"With the desire to serve our community in every possible way, we dedicate this big Department Store to you."

H. H. SCHROEDER, PRESIDENT
R. W. HALBACH, VICE-PRESIDENT
E. F. HALBACH, SECRETARY
GEORGE GABRIEL, MANAGER

"STORE of QUALITY"
HALBACH-SCHROEDER CO.
QUINCY, ILL.

May 28, 1920.

Cole & Dunas Co.,
54 W. Lake St.,
Chicago, Ill.



Gentlemen:

We received your box of Reflexo Blue Steel needles and to say the least we believe them to be far better than anything we have yet tried.

We believe you will make no mistake in handling them as they have only been on our counter two hours and we have sold over a dozen packages.

Kindly send us another box.

Yours very truly,

HALBACH SCHROEDER CO.

EHW/HKL

Per E. H. Williams
Manager Sales and Service Department
for Brunswick.

(Write for Samples and Prices of Reflexo Needles and Polish)

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue

At 34th Street New York City Suite 1003

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

The "BLUE STEEL" NEEDLE that "Holds the Record" for popularity

PLAYS TEN RECORDS

Are you tying up your local advertising to the great national Columbia campaign by using the new monthly movie slides? They are actual reproductions in color of the current magazine advertisements and the black and white newspaper advertisements and carry *your hand-lettered imprint on each slide.* If not, begin this month. They bring results.

Columbia Graphophone Co.
NEW YORK

Columbia Grafonola
Columbia Records

PROGRESSIVE TRADE DEVELOPMENTS IN INDIANAPOLIS

Musical Director for Talking Machine Shop—Notable Pathé Visitors—Stewart Boosting Educational Records—Window Display of Bubble Books—Dealers Optimistic Regarding Fall Outlook

INDIANAPOLIS, IND., August 30.—Carl Anderson, manager of the Indianapolis Talking Machine Shop, has inaugurated something new in the employment of a musical director for his store. Mrs. Charles B. Foster, a well-known local musician, is the director. Mrs. Foster's chief aim is to popularize and encourage the sale of classical records and to instruct the sales force so that they may be able to acquaint the public with the names and achievements of the artists.

Mrs. Foster said that a great many people have been denied the pleasure of the classical records because they have not known what they were. They are not familiar with the names of the artists and they dislike to show "their ignorance" in the store. Mrs. Foster for two years was with the Aeolian Co.'s former branch store here and she conducted special demonstrations with the Duo-Art players. During the war she was active in conducting musical entertainments for the soldiers in the several training camps around Indianapolis.

Eugene Widmann, president, and James Watters, secretary of the Pathé Frères Phonograph Co., visited C. O. Mueller, in charge of the Pathé department of Mooney-Mueller-Ward Co., last week. They also visited the Pathé Shop, of which E. R. Eskew is manager.

W. T. McTigh from the Pathé factory is calling on Pathé dealers in this territory explaining the Actuelle. Mr. Mueller reported that the dealers through demonstrations of this instrument at county fairs, have aroused much interest and are expecting it to prove one of the big Pathé sellers.

J. M. Wallace, president of the Red Rooster's organization of Pathé dealers in this territory, has called a meeting of the advisory board at Marion, Ind., September 1, to discuss plans for a Fall meeting and for the annual banquet of the Association. Mr. Eskew, a member of the board, and Mr. Mueller are planning to attend.

The Stewart Talking Machine Co., Victor distributors, is meeting with much success in its campaign to boost the educational record sales. It has sent its dealers a list of 550 Victor records suitable for educational purposes and has designated those that are exceptionally good. The dealers have responded with generous orders. In connection with the county teachers' institutes now being held throughout the State, the company, through Miss Caroline Hobson, its educational director, and five assistants, is bringing directly to the teachers the benefit of using the Victor machine and educational records in schools.

At the Indianapolis Columbia Co.'s branch, Ben Brown, manager, and Charles B. Lang, assistant manager, are both back from their vacations. They report that the Columbia dealers in this territory are booking large Fall orders.

Will Hill, a live Columbia dealer at Bowling Green, Ky., has completed the remodeling of his store at a cost of $12,000. Mr. Lang said that Mr. Hill has one of the most modern stores in the country.

Miss Gertrude Woirhaye, bookkeeper at Wideners' Grafonola Shop, joined the delegation of St. Louis Columbia dealers on their trip to New York under the direction of John McKenna, St. Louis Columbia manager. Mr. McKenna invited Miss Woirhaye to take the trip on her vacation. D. L. Mann, one of the salesmen at the shop, has returned from his vacation in the East. W. G. Wilson, manager, reported that August business has been good.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, reported a brisk record business. During the last week the store has had an unusually attractive window display on Windsor phonographs.

The Pearson Piano Co. designed a clever window display on the Harper Bubble Book, depicting a nursery scene with dolls. The company is completing the remodeling of its basement where its new player roll department will be installed and also four demonstration booths for the sale of machines. These will be up-to-date in equipment.

George Standke, manager of the Brunswick Shop, in closing out a line of records the store has stopped handling, put on a special sale offering ten of the records with every machine purchased. Mr. Standke said the sale brought in the business.

H. J. Weir, manager of the talking machine department of the Carlin Music Co., said that prospects were bright for a big Edison and Columbia business starting this month.

Leonard G. Carlin and William Grindle, of the sales staff of the Edison Shop, joined the ranks of the benedicts when they were on their vacations. All the Edison Shop salesmen are now married.

LOS ANGELES PATHE MEN MEET

LOS ANGELES, CAL., August 30.—The Los Angeles branch of the Western Phonograph Co., Pacific Coast distributor of the Pathé, recently held a convention which was attended by the majority of Pathé dealers of Southern California. Addresses were delivered in the morning by James Watters, dealer service department; C. E. Gore, Western field manager; O. M. Keiss, field supervisor. Luncheon was served at Christopher's Cafe. During luncheon Miss Ruth Bowers, soprano, and Miss Olive Reed, violinist, sang and played respectively in unison with Pathé records. Their audience was unable to distinguish between the records' reproduction and the actual voice and instrument. A theatre party at the Orpheum brought the day's entertainment to a close.

SOUTHERN DISTRIBUTORS

Pathé REG. U.S. PAT. OFF. PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

JACK SIXSMITH ARDENT ROOTER

Youngest Member of Iowa Victor Dealers' Association Makes Friends With Famous Victor Dog—Picture Suggests Window Display Idea

Jack Sixsmith, youngest member of the Iowa Victor Dealers' Association, is one of the most ardent Victor supporters. The accompanying photograph shows Master Jack viewing with awe, admiration, and respect the famous Victor dog. Evidently, by his expression, at the same

"Jack" and "His Master's Voice"

time he is trying to call the attention of the Fox-terrier to the fact that he is a wearer of the badge of the Iowa Association.

Incidentally, Jack Sixsmith should inherit a strong liking for the Victor dog, as his father, H. B. Sixsmith, is a Victor man of long standing, who is at present sales manager of Mickel Bros. Co., of Des Moines, Iowa.

It seems that the accompanying picture might be a very good nucleus for a window display, using a kewpie doll to replace the Master Jack. Records should be placed flat on the floor of the window which should be covered with dark plush or other neutral coloring. The unique characterization of the Victor dog with a kewpie doll would attract attention to the window and the onlookers would be compelled to notice the different records which were being displayed.

PRIZE FOR BEST SONORA POSTER

University of Utah Students Boom Sonora in Novel Advertising Stunt Sponsored by Robinson Bros. Music Co. of Salt Lake City

SALT LAKE CITY, UTAH, September 7.—The Robinson Bros. Music Co. of this city and Provo, Utah, Sonora dealers, centered attention recently on the Sonora by offering a prize of $50 cash for the best poster submitted on Sonora phonographs by students of the University of Utah. Not only was a $50 prize awarded to the artist designing the poster considered best, but a special second prize of $25 was presented to the second choice. Over 100 posters were submitted in this interesting contest, and the Robinson Bros. Music Co. derived splendid publicity from this unique idea.

An effective window display was made recently by this company in its Salt Lake City establishment by showing a large size photograph of Prof. John J. McClellan, a distinguished musician, who is the organist at the famous Salt Lake Tabernacle. Prof. McClellan chose the Sonora for his home, and Robinson Bros. featured Prof. McClellan's purchase of this instrument through the medium of large space in the leading newspapers.

They say that one should not worry about not being a genius, for it is easier for a hard worker to achieve success than a genius.

A bad impression lasts long and it takes many good precepts to wipe the slate clean again.

E. M. LATHAM APPOINTED MANAGER

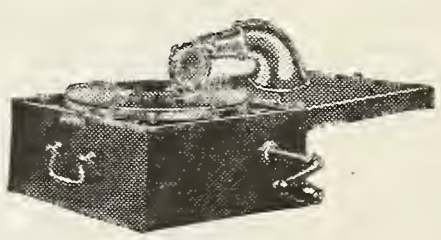
Former Welte-Mignon Talking Machine Manager to Take Charge of New Emerson Shop

E. M. Latham, one of the best known members of the local retail trade, has been appointed manager of the new Emerson Model Shop to be opened shortly at 206 Fifth avenue, New York City. Mr. Latham comes to this new post

E. M. Latham

well qualified, for he has spent practically his entire career in the retail talking machine field.

Before the war, in which, by the way, he served with distinction, Mr. Latham had one of the best appointed talking machine stores in Atlantic City, in which he still retains an interest. Shortly after his return from abroad, he became manager of the talking machine department in the Welte-Mignon Studios, New York, from which position he resigned to accept the management of the Emerson Model Shop.



The New Portable CIROLA

Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors. Write today.

Cirola Phonograph Corporation

Executive Offices:

1 West 34th Street : New York City

RELIEF AT LAST!!!

No more need for "Loud," "Soft" and "Medium" needles—no more need for changing needles after playing one record

Tonofone

THE NEEDLE WITH THE FLEXIBLE POINT

HAS SOLVED THE PROBLEM

One TONOFONE will play 20 to 50 RECORDS—any disc records ON ANY PHONOGRAPH and reproduce the ORIGINAL TONE PITCH and volume, be it LOUD, MEDIUM, or SOFT.

and

THE POINT being FLEXIBLE and SOFTER than the RECORDS, will neither WEAR NOR INJURE THEM—in fact

THE NEEDLE WEARS — THE RECORDS DON'T

A Very High Authority Writes:

"I have found no needle which transmits the full tone value of the record as does the Tonofone. Its elimination of surface noise and accurate reproduction makes it supreme for demonstrating purposes."

INVESTIGATE

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
110 SOUTH WABASH AVENUE
CHICAGO
PHONE RANDOLPH 2045

STOCK DIVIDEND PROFITS TAXABLE

Internal Revenue Commissioner Issues Ruling Stating That Tax Applies Where Sales Take Place—Decision of Interest to Business Men

WASHINGTON, D. C., August 31.—Acting Commissioner of Internal Revenue Paul F. Myers has handed down a ruling in the matter of stock dividends that will prove of decided interest to the financial world. It comes in sequence to the recent decision of the United States Supreme Court in the case of Eisner vs. MacComber by which it was held that stock dividends were not taxable as income. The Government by the new ruling adheres to its view that somewhere in the status of such distribution of profits, whether in the form of stock dividends or some other form in the matter of bookkeeping, the tax attaches. To meet the precise application of the decision of the Supreme Court it is now held that the profit derived by the stockholder from the sale of stock dividends is taxable income to him. In order to clarify the attitude of the Government in the situation that arises from the decision the income tax regulations have been amended, these actions affecting the tax in question being as follows:

"Article 1547, sale of stock received in dividend; stock received as a dividend does not constitute taxable income to the stockholder, but any profit derived by the stockholder from the sale of such stock is taxable income to him. For the purpose of ascertaining the gain or loss derived from the sale of such stock, or from the sale of the stock with respect to which it is issued, the cost (used to include also, where required, the fair market value as of March 1, 1913), of both the old and new shares is to be determined in accordance with the following rules:

"1. Where the stock issued as a dividend is all of substantially the same character or preference as the stock upon which the stock dividend is paid, the cost of each share of both the old and new stock will be the quotient of the cost or fair market value as of March 1, 1913, if acquired prior to that date, of the old shares of stock divided by the total number of the old and new shares.

"2. Where the stock issued as a dividend is in whole or in part of a character or preference materially different from the stock upon which the stock dividend is paid, the cost or fair market value as of March 1, 1913, if acquired prior to that date, of the old shares of stock shall be divided between such old stock and new stock or classes of new stock, in proportion as nearly as may be to the respective values of each class of stock, old and new, at the time new shares of stock are issued, and the cost of each share of stock will be the quotient of the cost of the class to which such share belongs divided by the number of shares in that class.

"3. Where the stock with respect to which a stock dividend issued was purchased at different times and at different prices and the identity of the lots cannot be determined, any sale of the original stock will be charged to the earliest purchases of such stock (See Art. 39) and any sale of dividend stock issued with respect to such stock will be presumed to have been made from the stock issued with respect to the earliest purchased stock to the amount of the dividend chargeable to such stock."

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. **Montvale, N. J.**

The Bell-Hood Surrounding the Needle Clarifies the Tone of Objectionable Surface and Mechanical Noise

A scientifically perfect needle designed after long experiment to better the tone quality of needles

SEMI - PERMANENT POINT

LOUD - MEDIUM - SOFT

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

3442 N. Clark St. Chicago, Ill.

N. E. M. I. T. CO., 127 E. 23rd St. New York City

807 The Arcade, Cleveland

89 10th St., South Minneapolis

Distributors for all states west of Mississippi River and Wisconsin.

THE INDUSTRY OF THE NATION

The home builder is the mainstay of the nation, and industries are now giving preference to the men who either have or manifest a desire to build their own homes.

It's just as desirable to know when to forego an advantage as it is to know when to grasp an opportunity.

ROTTEN STONE

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

KEYSTONE MINERALS CO.

41 Union Square, New York City

UNCLE JOSH TALES IN BOOK FORM

Stories Known to Victor Enthusiasts Through Victor Records Now Assembled

Kin Hubbard has received much publicity through his quaint old character, "Abe Martin." The bright and humorous sayings of "Abe Martin"—the Hoosier from the hills of Brown County—are not only popular with the people of Indiana, but are read and enjoyed by people all over the United States.

The most recent novelty to be offered to the public is the collection of short stories by Cal Stewart. To the average person these stories are not new. Cal Stewart, like Kin Hubbard, has made a world-wide reputation as a spinner of funny yarns.

In Uncle Josh Weatherby Cal Stewart has a purely imaginary character, yet one true to life. Uncle Josh is full of sunshine and rural simplicity. In his experiences you will observe that there is a bright side to everything.

Uncle Josh stories have been played on Victor records for many years. They have met with great success and for this reason they have been printed in book form and are being distributed by the Victor wholesalers.

ADVERTISING A STRONG ASSET

Fourth Estate Makes Timely Reference to Extent of Columbia Advertising Appropriations

It is interesting to note that the Columbia Graphophone Co. is urging as one of its reasons for being in a strong financial position the fact that during the last four and a half years its expenditures for advertising have exceeded $10,000,000.

The president of the company used this argument in a statement to his bankers, in support of an appeal for a $7,500,000 note issue, and the bankers thought enough of the argument to put that part of the president's letter in black type.

"When advertisers can use their appropriations as an argument with their bankers," says The Fourth Estate, "advertising has come into its own."

V. MENDEZ OF CUBA A VISITOR

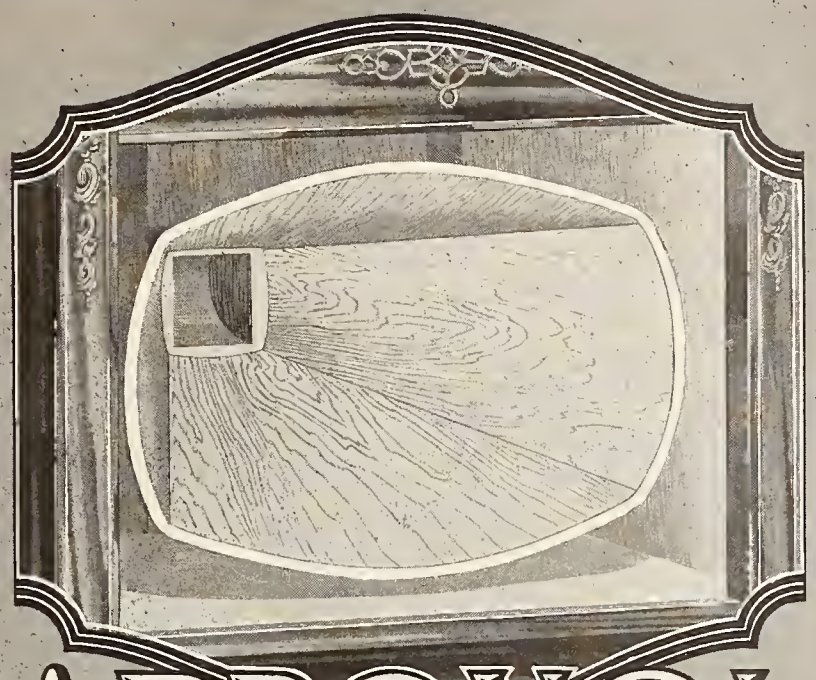
Sonora Representative in Havana Finds Product Making Good Headway There

During the past few weeks the executives of the Sonora Phonograph Co. entertained V. Mendez, Jr., of Mendez & Co., Havana, Cuba, Sonora representatives, who was accompanied by Claudia Mezzacaso, of Santiago, Cuba.

The Sonora show rooms of Mendez & Co. in Havana are very handsome, and are now being reconstructed in order to accommodate the company's fast growing business. A novelty in these showrooms is a booth in the shape of a Sonora phonograph, and the Sonora trade-mark is worked into the mosaic floor tiling in a very clever fashion.

Mr. Mendez stated that the Cuban industrial situation is very satisfactory, and that the Sonora product is making steady headway in the important cities on the island. Among recent sales was a Louis XV de luxe model to the Casino in Havana, and the throngs who visit this establishment, after trying their skill at the various games of chance, dance to the music of the Sonora Louis XV model.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

The PHONOGRAPH with the GOLDEN VOICE

Use HARPONOLA to Increase Your Business

A store is judged by the merchandise it carries. A HARPONOLA Department is not only a profit-builder in itself, but adds to your good-will assets by stamping yours as a quality institution.

All you need do to convince your customers that HARPONOLA is the superior phonograph

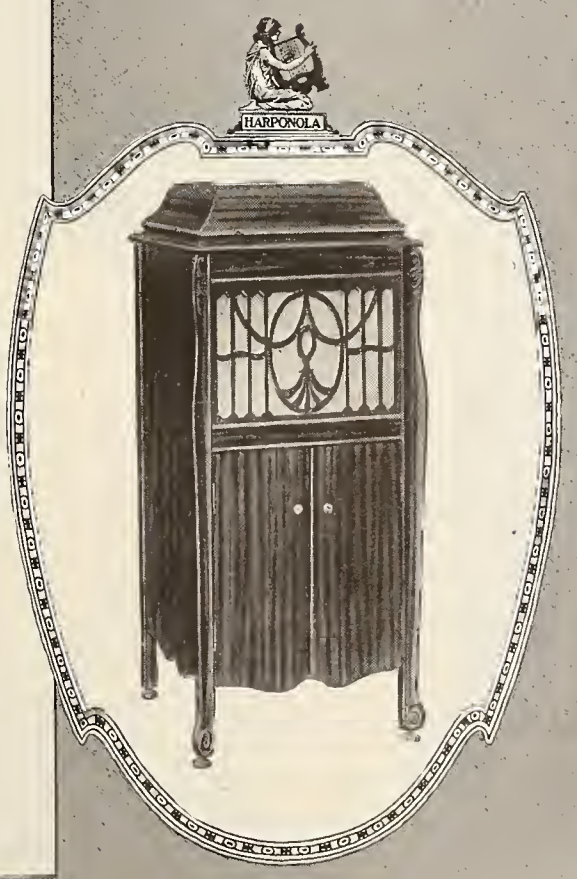
—is to remove the grille and expose to the eye the hidden beauty of the golden horn of mellow spruce.

Here in this hidden detail is a perfection of finish that is not excelled in other phonographs even in their exposed portions.

And the perfect construction and finish of this golden horn—carefully wrought out of Nature's most vibrant wood—is one reason for the bell-like clarity of the tones that issue from the phonograph with the golden voice.

Perfect mechanism and superior reproduction qualities—coupled with the fact that HARPONOLA plays all records equally well—are further reasons why HARPONOLA sells and "stays sold."

Write for our combination HARPONOLA and OkeH Record proposition.



THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

Gennett
RECORDS
"The difference is in the tone"

Life Vibrant

The greater joy Gennett Records give to music lovers is the joy of hearing the buoyant, warm, colorful tones expressed by the artists at their best. The life that is in the artist is in the record. That's why Gennett Records are better for *dancing—better* for hearing.

For New Record Delights Hear These New Gennetts:

9045—**Old Man Jazz** (Novelty Fox Trot) (Gene Quaw). Saxi Holtsworth Harmony Hounds.
Why Cry Blues (Fox Trot) (Durante and Baquet). Jimmy Duraute's Jazz Band $1.00

9053—**I'd Love to Fall Asleep (and Wake Up in My Mammy's Arms)** (Ahlert-Lewis-Young). Flo Bert, Contralto—Orchestra Accompaniment.
I've Got the Blues for My Kentucky Home (Clarence Gaskill). Flo Bert, Contralto—Orchestra Acc. . $1.00

9054—**Pretty Little Cinderella** (Franklyn and Vincent). Ballard and Terall, Tenor and Contralto Duet—Orchestra Accompaniment.
Pretty Kitty Kelly (Pease and Nelson). Robert Hudson, Tenor—Orchestra Accompaniment $1.00

9055—**Kawaii Waltz.** Ferera and Franchini, Hawaiian Guitars.
Hawaiian Hula Medley. Ferera and Franchini, Hawaiian Guitars. Medley Intro.: (1) Monanalua. (2) Maunawili. (3) Meleana $1.00

9056—**Silver Moon** (Charles Ernst). Frank Kamplain, Yodling—Orchestra Accompaniment.
Emmet's Cuckoo Song (Emmet). Frank Kamplain, Yodling—Orchestra Accompaniment . . . $1.00

Gennetts better all phonographs. Hearing is believing

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK - CHICAGO - LOS ANGELES - BIRMINGHAM - DETROIT
CINCINNATI - CLEVELAND - INDIANAPOLIS - LONDON, CANADA

FEATURING FRED HUGHES' RECORDS

Nashville Columbia Dealers Use Exceptionally Effective Display in Connection With Theatrical Engagement of Columbia Star

NASHVILLE, TENN., August 30.—Lebeck Bros., of this city, Columbia dealers, recently conducted one of the most effective artist "tie ups" that has been instituted by a talking machine dealer in this territory for some time past. E. A. Vinson, director of publicity for this organization, handled all of the details incidental to this "tie up" and well deserved the congratulations which he received.

This publicity was inaugurated in connection with the appearance in this city at Loew's Vendome Theatre of Fred Hughes, exclusive Columbia artist. Mr. Hughes appeared for three days in the early part of the week, and prior to his arrival Lebeck Bros. utilized every possible means of publicity to advise the public regarding Mr. Hughes' act at Loew's Theatre, the fact that he is a Columbia artist, and that his records are on sale at their store.

The lobby of Loew's Vendome Theatre held Nashville, the following three days. On Monday morning, in addition to the preparation of artistic displays, etc., Lebeck Bros. carried out the following intensive publicity: Follow-up ads were used in all of the daily newspapers; a Grafonola was placed on the stage during Mr. Hughes' act, and was used as the basis of an interesting feature; Mr. Hughes made brief announcements in which he mentioned Columbia records as well as Lebeck Bros., and at each performance a Columbia record was presented to any young lady who would sing one of his Columbia successes.

On Tuesday the concert was given to a crowded house, and this remarkable publicity produced splendid results for these enterprising dealers.

Lebeck Bros.' Window Display Featuring Fred Hughes' Records

an attractive display of Grafonolas and standing by each machine was a large card introducing Mr. Hughes, presenting his records, and featuring the fact that there would be a concert at Lebeck Bros.' store. It was also announced that one of Mr. Hughes' latest Columbia records would be presented to any lady who would sing a chorus of one of his Columbia record hits. Two slides were used at the theatre announcing Mr. Hughes' concert in the store, and one of the acts appearing at Loew's Vendome Theatre during the three days prior to Mr. Hughes' performance advised the public that Mr. Hughes would be present the following week and that he would give a concert at the Lebeck Bros. establishment.

The Columbia Display in the Theatre Lobby

On Sunday morning the newspapers carried half-page advertising, together with text matter incidental to Mr. Hughes' appearance in

VICTOR CATALOG BASIS OF ARTICLE

A Writer in Printers' Ink Monthly Pays High Tribute to Victor Co. Record Literature

The record catalog of the Victor Talking Machine Co., with the company's monthly record supplements, was made the basis of a most interesting and enlightening four-page article by Roland Cole in the August issue of Printers' Ink Monthly, under the caption: "A Business Built Around a Musical Text Book."

The article dwelt particularly upon the unusual and intimate portraits of Victor artists published in the supplement and the particular appeal they made to record buyers, while special reference was made to the handling of opera subjects in a popular way, and the efficient manner in which the big catalog is kept strictly up to date at all times. The article was published as a guide to manufacturers in other lines who have been seeking ways and means for improving their catalogs and giving them individuality. The many details offered should prove of particular interest to Victor wholesalers and dealers who, although they have received the Victor catalog and supplements regularly for years, have little conception of the amount of work involved in their compilation and the excellent system that is followed in preparing them.

IN THE HANDY CAN
NYOIL
FOR YOUR PHONOGRAPH
Made in Our Watch Oil DEPARTMENT
which for half a century has made 80% of all the watch, clock and chronometer oil used in America.
The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it
Colorless, Odorless and Stainless.
Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.
NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A

OPENING OF OPERA SEASON NEAR

The opening of the opera season is a very important event for talking machine dealers and the Victor Co. in sending out to the trade the October literature makes emphasis of the fact that dealers should now prepare their stores to take care of the increase which is sure to come. There are many things which can be improved now while there is still time. The show windows can be brightened, extra help can be engaged and trained, additional record rooms may be installed and, it is pointed out, there is still time to send at least one salesman to the Victor Salesmanship School. Now is the time to do this, for in a month or so the rush of trade will keep dealers and salesmen too busy to give these subjects attention.

Victor Dealers—
will find in our new wholesale store every facility for the marketing of
VICTROLAS and RECORDS
Our New Location at
Penn Avenue and 12th Street
brings our wholesale department to within one block of the Pennsylvania Station.
Be Sure to visit the Model Victor Sales Room on the first floor.
Mellor's
PITTSBURGH, PA.

Columbia Records Grafonola

Are you making every Grafonola delivery an advertisement by using our new waterproof delivery covers carrying 14-inch Columbia trade-marks? They mean safety and ease of delivery, convenience of handling, and insurance against breakage in addition to their advertising value.

Columbia Graphophone Co.
NEW YORK

BREMERTON STORE IN NEW HOME

Takes Building Recently Vacated by Keith Furniture Co.—Interior to Be Remodeled

Bremerton, Wash., September 4.—Features that will make Jackson's Music Store the finest of its size in the Northwest are being installed at the present time in the store left vacant by E. S. Keith, which will be the future home of the Bremerton Music Store.

The entire interior is being finished in white enamel, windows have been enlarged and an inverted lighting system introduced. Six soundproof record booths and four music studios are built in along the walls and a ladies' parlor and nursery are to be special features of the balcony, which extend around the entire room.

Partitions which divided the floor space of 60 by 100 into various rooms are being torn out to make one spacious room, which will be devoted entirely to the display of musical instruments and supplies.

BUYS WALTER R. GAGE MUSIC STORE

Leon F. Douglass, Jr., Takes Over Management of Hollywood Victor Establishment

Leon F. Douglass, Jr., of Hollywood, Cal., has taken over the Walter R. Gage music store, at 6614 Hollywood boulevard, and the store in the future will be known as the Forrest Victrola Studio. The Victor line of Victrolas and records is carried exclusively at this store and Mr. Douglass declared that he will immediately improve the store facilities to accommodate a more complete line of both machines and records.

ORMES MEN AT VICTOR SCHOOL

H. E. Beauregard and Henry C. Hawken, of the sales staff of Ormes, Inc., Victor distributor, New York City, are attending the Victor school at Camden this month.

INTERESTING EMERSON DISPLAY

Dack's Drug Store Works Out Attractive Display Window Featuring Emerson Records

Talking machine dealers have frequently spent considerable time working out attractive designs featuring records and in many instances have found it difficult to devise a window display that would give the public an adequate sales argument.

The advertising department of the Emerson Phonograph Co. received recently an interesting photograph from Dack's Drug Store, Columbus, Neb., featuring a most effective window display in behalf of Emerson records. This display is shown herewith, and a casual study of the photograph will indicate that this dealer has utilized the most effective window display methods in the preparation of this timely and attractive window. Needless to say, the display produced splendid results and enhanced the prestige of Emerson records in the city of Columbus.

Clever Record Display by Dack's Drug Store

H. T. GRATZ WITH HAVERTY CO.

Takes Charge of Columbia Department of Large Savannah Furniture House

Savannah, Ga., September 6.—H. Turney Gratz, who was formerly connected with the Lindsay & Morgan Co., has taken charge of the Grafonola department of the Haverty Furniture Co., to succeed W. F. Thorpe, who has been transferred to the collection department of the Haverty Co.

Mr. Gratz is a musical critic of ability and has had experience in the phonograph business. He plans to make the Grafonola department of this house the most complete in the South.

Harry A. Chick, who was well known to visitors to moving picture theatres in the good old days when illustrated songs were very popular, is a very efficient and courteous salesman in the Victrola department at Kann's Department Store, Washington, D. C.

When you've set out to do a thing, don't leave the job half done—it's slovenly.

Emerson Records

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

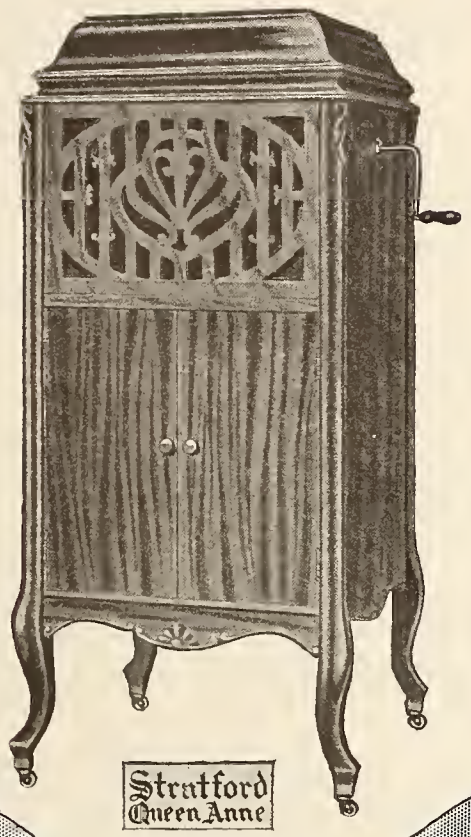
CARPENTER PAPER COMPANY
OMAHA *Distributors* NEBRASKA

Stratford

The Shakespeare of Phonographs

NOTED FOR:

Tone
Quality
Distinction
Service
Appearance



MODELS:

Adam
Louis XVI
Sheraton
Queen Anne
William & Mary

Stratford

The Shakespeare of Phonographs

IS A QUALITY PHONOGRAPH

¶ Stratford Dealers are Earning Attractive Profits.

¶ The outstanding quality of The Stratford; the beauty of its design and finish combined with its distinct reproduction and unusually full, round, natural tone, wins and holds customers for you.

¶ Without extra attachments any record is reproduced perfectly.

¶ Here is the phonograph you will want to handle; the phonograph your trade will demand.

Progressive dealers everywhere are urged to get The Stratford proposition. It spells attractive profits.

The Stratford Phonograph Co., Inc.

Factories **Ashland, Ohio** **General Offices**

MR. JOBBER

We want you to investigate the Independent line as a ***leading jobbing proposition***

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live, responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street, New York City

Southern Distributors, - 5 Governor Street, Richmond, Va.
New England Branch Office, 105 Washington St., Boston, Mass.

PAN-AMERICAN TOUR FOR SOUSA

Famous Bandmaster to Visit Cuba and Mexico for First Time in Response to Demand for American Music—Strengthens Musical Ties

John Philip Sousa, the famous Victor artist, who will celebrate his twenty-eighth year as band leader with a great concert on September 28 at the Hippodrome, has announced that Sousa's Band will play under the auspices and

Lieut. John Philip Sousa

direction of the Cuban Government for a season of six weeks in Havana and other cities of both that republic and Mexico in 1921. This engagement is regarded as a token of the late growing Latin-American understanding and admiration for the best of American music.

"There is no more musically inclined people in the world than the Latin-American," said Mr. Sousa recently, "and not even their Spanish ancestors were more deeply schooled or more intensely susceptible to lyric art than are the warm-hearted and emotional people of this island of the Caribbean Sea. And they have great bands of their own, don't forget that; wonderful bands, that have won renown in various parts of the Anglo-Saxon world."

The Cuban season of Sousa's Band is to be followed by four weeks in the City of Mexico, the home of much traditional and written Spanish music on this continent. The joint enterprise will mark Sousa's first visit to cities south of Key West and the Rio Grande, where the fame of Sousa's Band has gone before the bandmaster and his men. Their tour, it is declared, should go far toward cementing new ties of understanding, a sort of musical "Monroe Doctrine" of the fine arts in the Western Hemisphere.

HAS STAGGERED RECORD RACK

Greenfield Talking Machine Man Brings Out "Music Table" Embodying New Device

Greenfield, O., September 7.—When the idea of staggering or stepping the partition spaces of a record filing cabinet for talking machines occurred to John M. Waddell of this city, he intended it merely for use in his own home, but after it was completed it received so much attention that he decided to design a talking machine that would be different, at least in this respect.

The result of his efforts was the "Music Table," which features the staggered record rack. This was followed by the music stand, the music cabinet No. 1 and music cabinet No. 2, all using this system, in which two records may be filed in the space usually required for one. Mr. Waddell, who has invented and patented this unique system, is the inventor of many articles, and his instruments, which are manufactured by the Music Table Co., of this city, are meeting with a ready sale.

You have to stay for the showdown if you want a chance at the pot.

A SUCCESSFUL IDAHO MUSIC STORE

Auerbach's Music Store Finds Columbia Dealer Helps Valuable in Improving Business

Idaho Falls, Idaho, September 5.—One of the most successful retail stores in this city is Auerbach's Music Store, which specializes in the sale of Columbia Grafonolas and Columbia records. This store is located on the principal business street of this city, and through the use of efficient sales methods and timely publicity Mr.

View of Interior of Auerbach's Store

Auerbach has developed a profitable clientele for Columbia product.

A section of this store is shown herewith, and the refinement of the decorations, together with the attractiveness of the store lay-out, have contributed materially to the success of the establishment. Mr. Auerbach uses all of the sales helps prepared by the Columbia Dealer Service department, and states that he has found them an invaluable aid in his business.

MULTUM IN PARVO

No manufacturer or dealer is so firmly established in a field that he can afford to let a live competitor do all the advertising.

* * * *

If a merchant doesn't read the papers of his own trade, what the Sam Hill does he read?

IMPORTANT COLUMBIA CHANGES

General Sales Manager Hopkins, of the Columbia Co., Announces a Number of Changes in the Sales Personnel of the Company's Branches

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, sent out this week an important announcement relative to changes in the Columbia sales personnel.

Effective September 1, E. M. Morgan, formerly city salesman in the Boston branch, becomes manager of the St. Louis branch, succeeding John McKenna, who has been promoted to the management of the Chicago branch. Mr. Morgan has had extensive experience in the Columbia organization, and is thoroughly qualified to fill his new post.

H. B. Haring, formerly associated with the Baltimore branch in charge of Baltimore city territory, has been appointed manager of the New Haven branch, succeeding H. E. Gardner.

R. H. Woodford, formerly connected with the Philadelphia branch and well known in the Eastern trade, has been appointed manager of the Cincinnati branch, succeeding F. F. Dawson, who recently resigned from the company's service.

Effective September 1, the Columbia Graphophone Co. closed its Portland, Me., branch, and this business is now being handled by the Boston branch. G. P. Donnelly, formerly manager of the Portland branch, has been appointed assistant manager of the Boston branch, which is under the management of Fred E. Mann.

Effective October 1, H. E. Gardner, formerly manager of the New Haven branch, becomes manager of the Detroit branch, succeeding S. E. Lind, who has resigned from the Columbia service.

LITHUANIAN RECORD CORPORATION

The Lithuanian Record Corp., Brooklyn, N. Y., was recently incorporated under the laws of New York State to deal in musical instruments and records. The capital of the new corporation is $50,000 and the incorporators are J. Girdes, P. Buksnaitis and J. Wizas, 317 Eighty-fourth street, Brooklyn.

ARCADE SONG SHOP MOVES

The Arcade Song Shop, Milwaukee, Wis., has recently moved from Room 22 to Room 34 in the Plankinton Arcade. C. G. Creibe, the owner and proprietor, said that it is his intention to add a line of talking machines and records to his present stock of sheet music.

Intermountain Victrola Service

Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make ***your*** store the musical center of your community.

THE JOHN ELLIOTT CLARK CO.

Victor Wholesalers

SALT LAKE CITY, UTAH

SELL RETAIL SONORA BUSINESS

I. Quimby Tobin Takes Retail Business of Moore-Bird & Co. of Denver

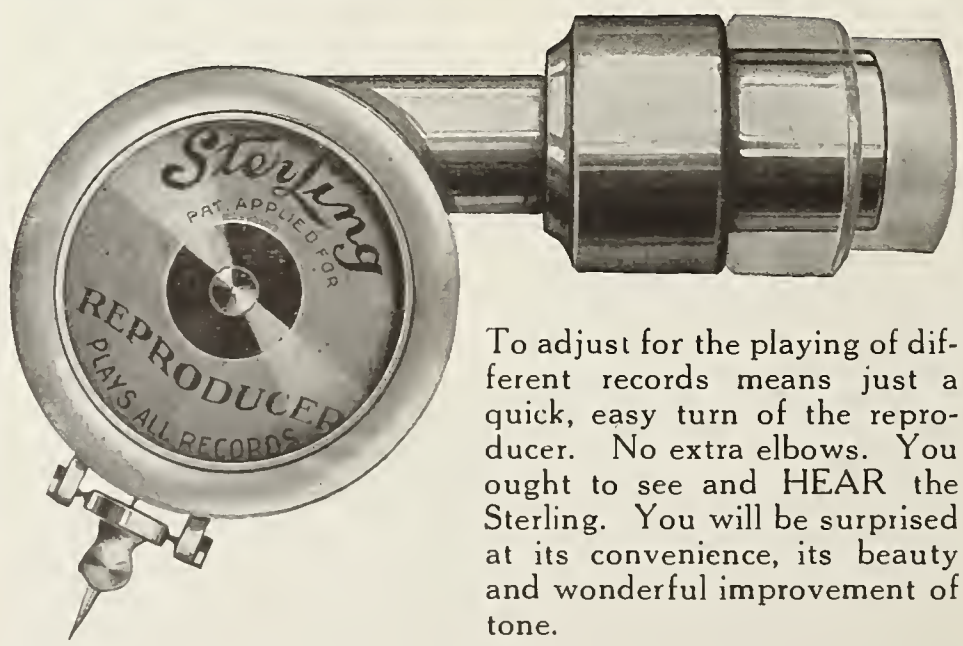
Moore-Bird & Co., Denver, Colo., who were recently appointed Sonora distributors for Colorado, New Mexico and Wyoming (East of Rock Springs), are making splendid headway. The company has secured an excellent location in the center of the city at 1751 California street, and this building is being equipped in a thoroughly up-to-date manner.

View of Moore-Bird & Co.'s Establishment

The retail business formerly handled by Moore-Bird & Co. has been sold by them to I. Quimby Tobin, who is conducting the business under the name of the Sonora Shop. He is making an excellent start in the phonograph business, and although this is his first venture in this industry there is every reason to believe that he will attain signal success.

HENRY A. GAUTSCHI NOW MANAGER

Henry A. Gautschi, one of the enterprising members of the talking machine trade in Philadelphia, Pa., is now manager of the talking machine department of the Monroe M. Johnson store, Victor dealer, at 2530 West Lehigh avenue. Mr. Gautschi is planning to take care of an unusually large volume of business in Victor machines and records during the coming Fall and Winter.



To adjust for the playing of different records means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.

Plays All Records

ATTENTION
Edison Dealers

Edison owners want this perfect Reproducer that plays all records.

Send for circular and prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-467 E. Ohio St. Chicago Illinois U.S.A.

Sell Okeh Records!

Okeh Records have quality, volume and clarity. Earliest releases of biggest song and dance hits! Become a profit sharer of the most lucrative record enterprise. Write your nearest distributor for details of our proposition.

Okeh Distributors

ATLANTA, GA.
Scoville Mercantile Company.

BOSTON, MASS.
Musical Products Company, 142 Berkeley Street.

BOURBON, IND.
Stoffer & Stackhouse Company.

BUFFALO, N. Y.
Iroquois Sales Corporation, 14 N. Division Street.

CELINA, OHIO
Harponola Company.

CHARLESTON, W. VA.
Jno. W. Sparkes Company.

CHARLOTTE, N. C.
American Hardware & Equipment Company.

CHICAGO, ILL.
Consolidated Talking Machine Company, 227 West Washington Street.
Magnola Talking Machine Company, 711 Milwaukee Avenue.
Playerphone Talking Machine Company, 338-352 N. Kedzie Ave.
C. J. Van Houten & Zoon, 140 S. Dearborn Street.
Wade Talking Machine Company, 14 N. Michigan Ave.

CLEVELAND, OHIO.
Kennedy-Green Company, 1865 Prospect Avenue.

DALLAS, TEXAS.
Sonora Distributing Co. of Texas.

DENVER, COLORADO.
Moore-Bird Company, 1751 California Street.

DES MOINES, IOWA.
Des Moines Drug Company, 4th and Vine Streets.

GOLDSBORO, N. C.
Independent Jobbing Corporation.

INDIANAPOLIS, IND.
Kiefer-Stewart Company, Capitol Ave. and Georgia Street.

MARIETTA, OHIO.
Stevens Organ & Piano Company.

MILWAUKEE, WIS.
Yahr & Lange Drug Company, 207 E. Water Street.

MINNEAPOLIS, MINN.
Minneapolis Drug Company.

NEWARK, N. J.
Griffith Piano Company, 605 Broad Street.

NEW YORK, N. Y.
Fred Gretsch Manufacturing Company, 60 Broadway, Brooklyn.
Ziegler, Baker & Johnson, 100 Chambers Street.

OMAHA, NEBR.
Lee-Coit Andreesen Hardware Company.
Schmoller & Mueller Piano Company, 1311 Farnum Street.

PHILADELPHIA, PA.
Heath & Gorham, 26 S. 15th Street.
Philadelphia Show Case Company, 127 N. 13th Street.

PITTSBURGH, PA.
Philadelphia Show Case Company, 2002 Jenkins Arcade.

PORTLAND, ORE.
Pacific Phonograph Manufacturing Company, 45 Fourth Street.

SAINT LOUIS, MO.
The Artophone Company, 1113 Olive Street.

SAN FRANCISCO, CALIF.
Kohler & Chase, 26 O'Farrell Street.

WICHITA, KANS.
Southwestern Drug Company.

WILLIAMSPORT, PA.
Rishel Phonograph Company.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can London, Eng.

Art Hickman's Orchestra plays three fox-trots and a waltz—"A Young Man's Fancy", "Tell Me Little Gypsy", "La Veeda" and "In the Gloaming". Have you ordered a big supply? A-2970 and A-2972.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

AN INTERESTING PUBLICATION

The New Catalog Just Issued by the Granby Phonograph Corp., Norfolk, Va., Is Most Admirably Written and Handsomely Illustrated

It is generally conceded that the catalogs produced by the various talking machine manufacturers are numbered among the most attractive pieces of literature sent out by any industry. The premier catalog of the Granby Phonograph Corp., of Norfolk, Va., is well entitled to rank among the foremost in the talking machine field. It is an excellent example of the best work in modern printing and engraving. The same good taste manifested in the artistic perfection of the model designs of the Granby line is carried forward in the printed presentation of the line.

The cover design, in pale green and white, is in entire keeping with the nature of the product described and follows the theme of the "Pipes of Pan." The objective which impelled the production of the Granby phonograph is described in the foreword as "the unsatisfied universal desire for an instrument possessing perfect co-ordination of the functions that give volume and that carry the music to the listener's ear," and it is stated that the musician, the artist, the interior decorator and the lover of home entertainment all find renewed delight and enjoyment in this latest of all reproducing instruments.

In the succeeding pages the eight models of the Granby line are portrayed and described. The models are equally divided between four console and four upright models and a full page is devoted to the illustration and description of each. The designs are the handiwork of one of Grand Rapids' foremost designers and in each instance great care has been taken to have the model true in every detail to the period which it represents. The console models are produced in the Chippendale, Louis XVI, Queen Anne and Adam periods, while the upright models are in Louis XVI, Queen Anne, Adam and Sheraton periods. One of the entirely distinctive features in the upright models is found in the top. The familiar flat top has been eliminated in favor of a curved top, the lines of which give a very pleasing effect. All the upright models are equipped with flush motor boards with dust molding, automatic stop, jewel points for playing all records and 200 steel needles. All exposed metal parts in the Louis XVI model are finished in heavy gold plate, while all other upright models are heavily nickel plated. The same high-class equipment is also found in the console models. Extra powerful two-spring and three-spring motors are used and several of the models have electric light equipment.

In a four-page closing article is given the purpose of the Granby Phonograph Corp., which is to so make the instrument that it will set the pace in the industry. The exceptional tonal qualities of the Granby are described and the damper tone control is mentioned. Considerable space is also devoted to the design, construction and finish of Granby cabinets. In conclusion the Granby motor is described as follows: "The most important feature of a Granby phonograph can never be shown or explained in a catalog, no more than the ability of a watch to keep accurate time can be shown by a photograph. Most people need to carry a watch, to wind it a few times and test it in their own possession before they are convinced that a watch is a good time keeper. The possession of a Granby phonograph, and the tests of the motor which will naturally be made, will be the cause of the Granby motor becoming famous the world over."

This first descriptive catalog has just come off the press and is being mailed to interested dealers upon application from the headquarters of the Granby Phonograph Corp., Norfolk, Va.

Tact and cheerfulness are the Gold-dust Twins of salesmanship—they keep things bright.

GETS $1,250,000 POLICY

Brunswick-Balke-Collender Co. President Makes His Concern Beneficiary

Benjamin H. Bensinger, president of the Brunswick-Balke-Collender Co. of Chicago, recently completed arrangements for a straight life insurance policy amounting to $1,250,000, naming his corporation as beneficiary. This is in addition to $1,000,000 carried by Mr. Bensinger for the benefit of his family.

The premium on the $1,250,000 policy, amounting to $62,500 per annum, will be paid by the corporation. Eight insurance companies participated in the joint policy. He was examined physically by more than twenty doctors.

Don't forget that advertising means competing for the reader's attention.

Scare Crow

Ballet Dancer

Dancing Darky

New--High-Class Attractive--Exclusive

Carry the Country by Storm in an Avalanche of Fun

The "Phono-Movies" enliven the fun while playing popular records.

Cleverly designed, brightly colored figures perform laughable stunts that create unbounded merriment.

The "Phono-Movies" are enduring as a mirth-provoking amusement device and every phonograph owner is won over at once by the funny performance of these manikins as they dance to the music of a lively record.

In addition to the three parts that comprise the working device, THREE "Phono-Movie" subjects are included in each outfit.

Operated without attachments of any kind by any disc phonograph and automatically adjusted.

Retail price $1.50

STOCK ON HAND FOR IMMEDIATE DELIVERY

QUICK! Get your sample—Send coupon NOW to

Commercial Art Shop - Covington, Ky.

Find enclosed $1.00 for which please send "Phono-Movie" sample outfit complete with three "Movies" and directions, by prepaid parcel post. Also give introductory proposition to

JOBBER
DEALER
AGENT } Indicate which

.....

.....

Freeing the Imprisoned Voice

"The Remington Reproducer Is a Revelation!"

WE want to repeat that—*it's a revelation.* That remark will be your exclamation, just as it was of all other individuals when for the first time in their lives they had been gripped, and thrilled by the music coming from a phonograph.

It was not the record; it was not the phonograph, but the Remington Reproducer which clearly, distinctly, and purely produced the record of an operatic artist far better than ever heard before.

The more or less cramped, choked, and nasal tones of the phonograph are, and were always its weakest points. How often, as you stood beside a talking machine or phonograph, the thought would flash through your brain—*"if I only could do something to stop the machine from choking the tones of the singer."*

Alas, the choked and nasal tones have been eliminated by the Remington Reproducer. The Patented scientific construction of *elastically mounting* the sound box shell so as to permit the free vibrations of the diaphragm marks the greatest advancement in phonograph tone reproduction thus far brought into the industry.

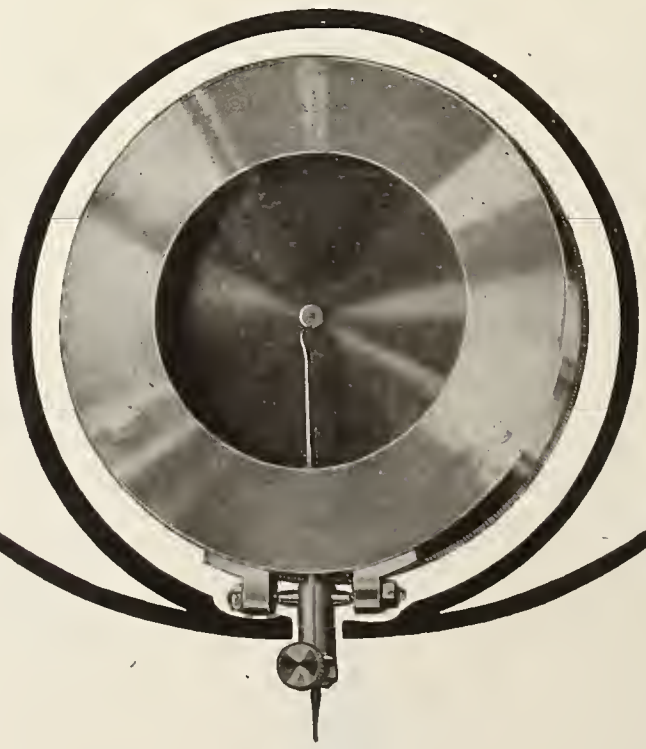
THE REMINGTON PHONOGRAPH CORPORATION

General Offices: 1662-1666 *Broadway, New York*

Philo E. Remington
President

Everett H. Holmes
Sales Manager

James S. Holmes
Vice-President and General Manager



HANDLING INSTALMENT SALES UNDER REVENUE LAW

Internal Revenue Department Issues New Ruling Covering the Keeping of Book Accounts of Instalment Sales—Information of Great Importance to Music Merchants Generally

The Legal Department of the Music Industries Chamber of Commerce has just notified the music industry that on July 28, 1920, the Internal Revenue Department issued a new ruling (T. D. 3046) reconsidering its previous dictum and adopting the following procedure where a taxpayer engaged in merchandising upon the instalment plan, who has heretofore made returns upon the basis of treating the profit upon instalment sales as realized as at the date of sale, now wishes to change to the basis of reporting the profit as being realized as at the date of collection of the outstanding accounts.

1. In accordance with the provision of Article 42 Par. 914) (as amended sic) of Regulations 45, the balance sheet as at the beginning of the taxable year, which shall be filed as a part of the return, shall carry the instalment sales contracts unliquidated and remaining in force as at the date that this system of accounting is adopted and made effective by the taxpayer, as accounts receivable, such unliquidated instalment sales contracts having been inventoried and determined as at that date. Cash collections on account of such contracts will be credited directly to such accounts receivable, and no part of such collections will be included in computing realized profits for the taxable year.

2. As from the beginning of the taxable year, the following accounts should be set up:

(a) GOODS PURCHASED, which will be charged with the amount of inventory of the goods on hand at the beginning of the taxable year and with the expenditures for goods purchased during the year.

(b) GOODS SOLD (cost value), which will be credited with the cost value of all goods sold during the year.

(c) INSTALMENT SALES CONTRACTS (year date), which will be charged only with the amount of instalment sales contracts made during the year specified. This account for each year will be credited with all cash contracts FOR THAT YEAR ONLY, and with the unpaid instalments of defaulted or canceled contracts for that year.

(d) UNREALIZED GROSS PROFITS ON INSTALMENT SALES CONTRACTS (year date), which will be credited only with the amount of unrealized gross profits upon instalment sales contracts made during the year specified. This amount will be the total of the instalment sales contracts for that year reduced by the cost or inventory value (as carried in account (a) GOODS PURCHASED), of the actual goods sold and covered by the contracts; the balance remaining being the amount of the unrealized gross profits. The proforma monthly (or annual) journal entry would be:

Instalment sales contract

	Dr.	Cr.
(year date)	$.....	$.....
To goods sold		
(cost value)		$.....
Unrealized gross profits on instalment sales contracts		
(year date)		$.....

(e) REALIZED PROFITS ON INSTALMENT SALES CONTRACTS, which will be credited from month to month (or at the end of the year), with the profits realized by cash collections upon all instalment sales contracts of any year. Such profits should be computed by taking the same percentage of the cash collections made during the taxable year on account of instalment sales contracts of either that or prior years, as the total unrealized profits on instalment sales contracts for the year against which the collection applies bear to the total instalment sales made during that respective year. Corresponding debits should be made to UNREALIZED GROSS PROFITS ON INSTALMENT SALES CONTRACTS for the year affected by such collections. If adjustments to any or all of these various accounts become necessary in order that it or they may accurately reflect the facts, such adjustments may be made either monthly or as at the end of the taxable year.

It is believed that sufficient has been said above to indicate the use that is to be made of these special accounts, and it is not necessary to discuss any of the other ordinary accounts.

It will be noted that the foregoing plan which will be permitted upon an explicit statement of facts made to the Commissioner of Internal Revenue by a taxpayer engaged in merchandising upon the instalment plan is not a change from an accrual basis to a cash received and paid basis. In the opinion of this office the income of a merchandising concern cannot be correctly reflected upon the latter basis as the use of inventories is absolutely essential. The plan herein outlined is, therefore, merely such a modification or adaptation of the ordinary accrual method of accounting as in the opinion of this office will enable the accounts of the taxpayer clearly to reflect his net income. Where in the past another method has been used that has failed to reflect the taxpayer's net income an amended return or returns for such year may be made.

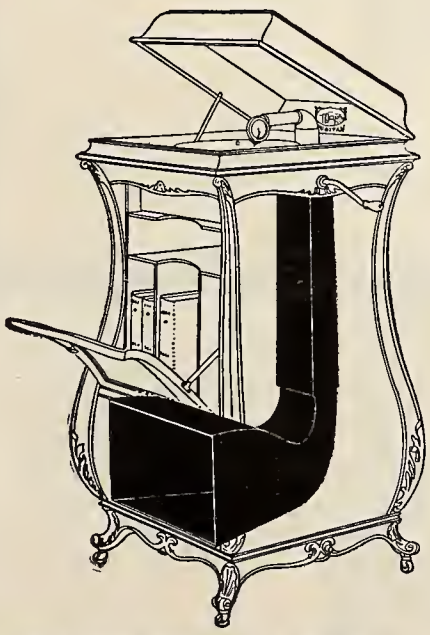
In cases where the taxpayer has in the past exercised the option of reporting the profit as realized as at the date of sale and now wishes to change to a basis of reporting the profit as realized as at the date of collection of the outstanding instalments, either of which method is allowable under Article 42 of Regulations 45, amended returns for years prior to the date that the above outlined system of accounting is adopted and made effective by the taxpayer, will not be required or allowed unless in the option of the Commissioner such former method has failed to reflect the net income.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
Ilsley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.
This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of
EUREKA NOISELESS TALKING MACHINE LUBRICANT
Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

REED *The Music House of Service*



Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

Phonographs and Accessories

Operaphone Records and Melodee Rolls

(Write us for our special August Discount)

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE
VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms
Counters Racks
Our Specialty—Write for catalog

Universal Display Fixtures For Your Every Need — 40% off list

THE REED COMPANY *INC.*

5748-50 Ellsworth Avenue -:- -:- -:- Pittsburgh, Penna.

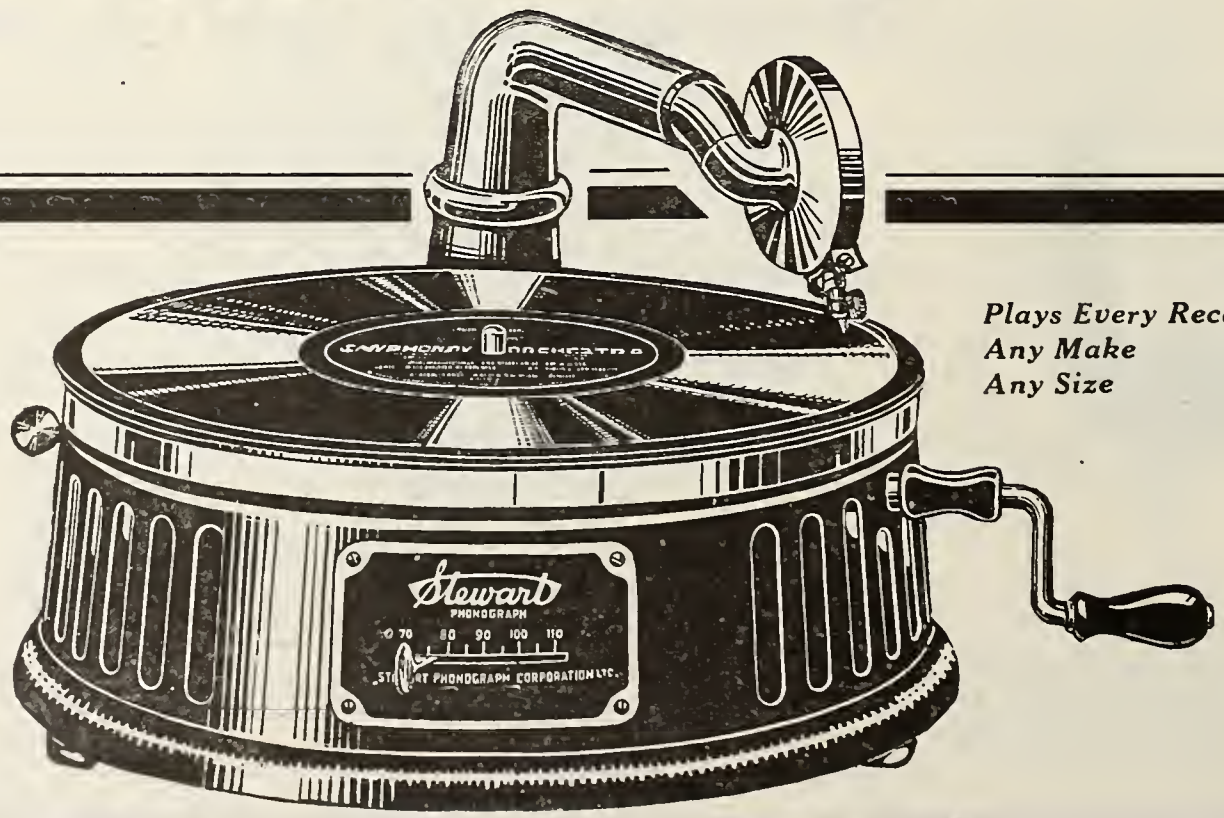
Even with a production of over 500 phonographs a day, we require your order NOW in order to assure delivery for Fall and Christmas selling

Don't let delay rob you of the profits this sensationally low-priced phonograph offers you

Remember—Every Stewart Phonograph is Guaranteed!

STEWART PHONOGRAPH CORPORATION, Inc., Lincoln Bldg., Buffalo, N. Y.

Stewart PHONOGRAPH



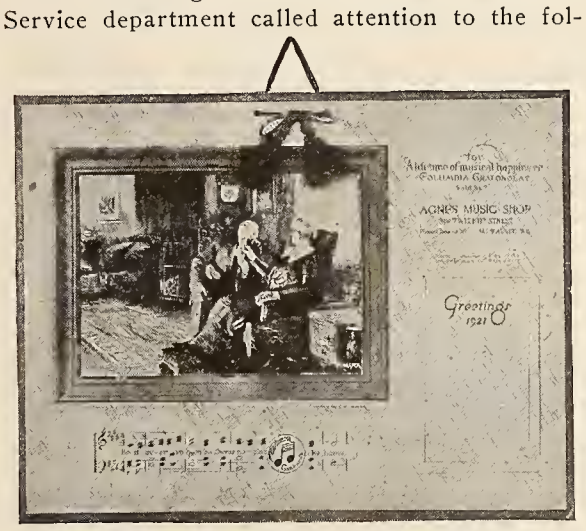
Plays Every Record
Any Make
Any Size

NEW COLUMBIA CALENDAR READY

Dealer Service Department of Columbia Graphophone Co. Sending Samples of Next Year's Calendar to Dealers Throughout the Country

The Dealer Service department of the Columbia Graphophone Co. has forwarded to Columbia dealers a sample of the new 1921 calendar, designed exclusively for Columbia representatives. This calendar has won the enthusiastic approbation of all the dealers who have seen it, and judging from present indications it will be used universally by Columbia representatives.

In announcing this new calendar the Dealer Service department called attention to the following important features: "In designing the 1921 calendar all the best features of last year's issue have been incorporated with just enough change to make it very different. The 1920 calendar enjoyed such a tremendous distribution, one so far beyond all expectations and our power to handle, that we were fairly swamped with orders. This huge distribution answered two important questions. First, that the calendar should be continued as a permanent, yearly proposition; second, that as a publicity medium and business getter no similar expenditure by the dealer could be made with greater results.



The 1921 Columbia Co. Calendar

"The main illustration, executed by a world-famous artist, is a distinctive one of a fundamental inspiration which will appeal to any and every person. Each monthly date sheet is a finished picture in itself, illustrated by the color process printing method instead of sketched illustration. The monthly pad sheets are designed to interest not only the owner, but likewise the non-owner of a phonograph. They carry an appeal that indicates the wide scope and versatility of the Grafonola, as well as that covered by Columbia records.

"The main background of the calendar is of beautiful gold-figured paper, very plain and dignified—not illustrated. Each record release date, the 1st, 10th and 20th, is indicated by a red or green numeral on the date sheet. Completion of calendars early in September permits shipment to you by freight, which is quite an improvement over last year's service that made express shipment necessary. Two shipping points, Chicago and New York, offer additional service and saving in transportation rates.

"In the new 1921 Columbia calendar you have a quality article of such unusual artistic merit that you can readily ask and have customers go out of their way to get them. A special, two-color illustrated envelope of sixty-pound brown kraft paper accompanies each calendar at no additional expense to you. Calendars and envelopes are not assembled. This is an improvement in service which permits running the envelopes through an addressograph machine or to otherwise make them easily directed."

Mr. Victor Dealer:
is Victor Supremacy
Reflected

by the smart, up-to-the-minute equipment and intelligent selling-serving personnel of your store?

IF EVER—WHY NOT NOW?

TALKING MACHINE CO.
BIRMINGHAM
VICTOR JOBBERS EXCLUSIVELY

HEMPEL AT JENNY LIND FESTIVAL

Celebrated Edison Artist to Return From Europe in Time to Participate in Jenny Lind Historical Centennial Concert in New York

Frieda Hempel, the celebrated Edison artist and famous concert soprano, who has been visiting a number of important cities in Europe, will return to New York in time to participate in the great Jenny Lind Historical Centennial Concert, which will take place on October 6, this being the one hundredth anniversary of the birth of the Swedish Nightingale, whom P. T. Barnum brought to this country on a spectacular concert tour in September, 1850. Had the talking machine been in vogue in Jenny Lind's day we would to-day be blessed with records of her wonderful voice, hence we can appreciate how we, as well as posterity, are benefited by having the voices of all the famous artists of our day perpetuated in record form so that

Frieda Hempel

they can be enjoyed in the years to come as well as we enjoy them to-day. Miss Hempel, by the way, will sing a number of her famous selections at this concert.

BUXKIN PADDED COVERS
MAKE YOUR DELIVERIES SAFE AND EASY

This Buxkin Padded Cover for period models is just one of our popular styles.

Write NOW for description and samples of strong, handy delivery covers for your particular conditions.

Get ready for a busy season in good time.

THE NEW YORK TENT AND TARPAULIN CO.
388 Atlantic Avenue -:- -:- **BROOKLYN, N. Y.**

THE SATURDAY EVENING POST September 18, 1920

Water Waves and Sound Waves

WHAT happens when you throw a stone into the water?

A series of ripples spreads out, and keeps on spreading, until the rippling circle attains its greatest circumference and fades slowly away.

Sound waves, like water waves, travel in widening circles. Great experts on acoustics testify to this.

The Emerson Music Master Horn is made *round*—to conform to this scientific principle.

The *round* trumpet construction of the Emerson Music Master Horn permits the music to flow out without interruption or impediment. There are no angles for the sound waves to strike against—no corners for them to echo in—nothing to interfere with the smooth, *round* flow of music.

Every note in every selection flows *full* and *round* from the Emerson Music Master Horn. Its perfect proportions are your guaranty of *perfectly proportioned tone*—music that is a revelation.

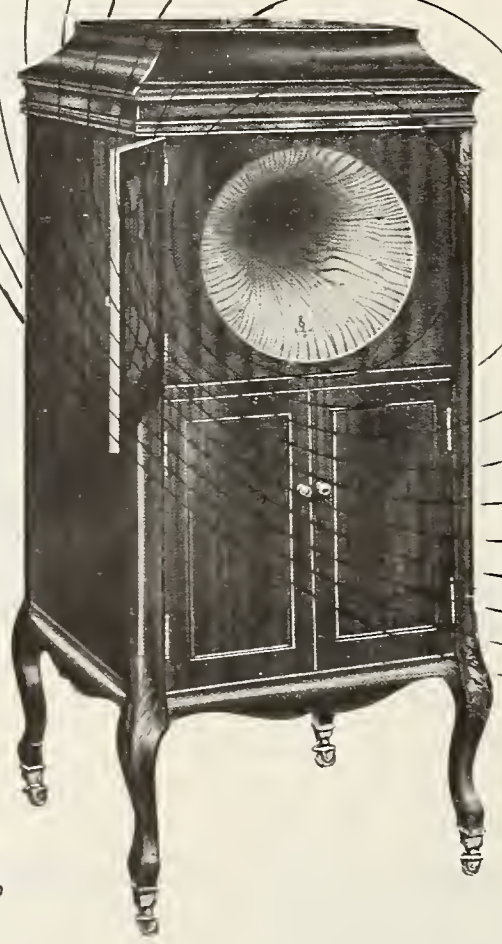
These latest Emerson hits, for example, are heard at their very *best* on the Emerson Phonograph. Any Emerson dealer will be glad to play them for you.

10215 The Moon Shines on the Moonshine Comedy Song ..... Ernest Hare
10211 A Young Man's Fancy. Fox Trot ..... Van Eps Specialty Four
10219 Bells Medley. Fox Trot ..... Merry Melody Men
10218 Anytime, Anyday, Anywhere. Fox Trot ..... Plantation Jazz Orchestra
10216 In Sweet September. Fox Trot ..... Plantation Jazz Orchestra
10223 Chili Bean. Character Song ..... Irving Kaufman
10222 Pretty Kitty Kelly. Tenor Solo ..... Walter Scanlan

SEND for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including Model 20, here shown. It describes the new Emerson Music Master Horn and explains why this new *round* tone can come only from this acoustically correct *round* horn, made of solid, seasoned, *rounded*, vibrant spruce.

EMERSON PHONOGRAPH CO., INC.
NEW YORK 206 Fifth Ave. CHICAGO 315 So. Wabash Ave.

Makers of Standard Emerson 10-inch Gold Seal Records



EMERSON *Phonograph*

Standard Model 20
Mahogany
Golden Oak
Fumed Oak

with Emerson Music Master Horn; Emerson Thrush-Throat Universal Tone Arm; Emerson True Tone Reproducer, Emerson Special Gold-Edge Clamp-Ring Turn Table, Emerson New Style Patented 21st Century Filing System, Emerson Perfect Tone Control; Emerson Flush Motorboard.

Other Emerson Models, with Emerson Music Master Horn, $80 to $1,000.

Emerson Records and Phonographs

The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

In the Saturday Evening Post

ISSUE OF SEPTEMBER 18th

will appear this full page Emerson advertisement. Think what a lot of comment it will get! A small boy heaving a stone into the old swimmin' hole—what's *that* got to do with *phonographs!* What's *that* got to do with *tone!* Well, in this particular case, it has everything to do with *one* phonograph—the new Emerson Phonograph. For every Emerson Phonograph is equipped with the Emerson Music Master Horn—and every Emerson Music Master Horn on every Emerson Phonograph, is *round—perfectly round!* The ad in the *Saturday Evening Post* tells why.

Why the Salesman "With the Facts" Secures the Confidence of the Purchasing Public

Personality in salesmanship has so many variations that it is hard to lay down hard and fast rules regarding its application. These variations are ever present because as many types of buyers exist as there are types of men. Men of long experience in the selling game have appropriated a phrase of the baseball diamond which applies very well to the selling arguments of salesmen. This phrase is "change of pace." Just as the pitcher must study each batter and change his tactics as the conditions warrant, so the salesman in seeking to persuade his customers must be ready to meet the constantly new problems presented. Citing a single example will illustrate this point.

There was a young and very energetic salesman in one of the New York music houses who, under the careful eye of the district sales manager, received some excellent coaching in selling his particular line of instrument. The young man had a splendid opportunity not only to see a super-salesman in action but was also his understudy. Suggestions and criticisms were his for the asking and he was willing to do his best. But he had one fault which he could not overcome and this one thing kept him from becoming a really successful salesman. He had no change of pace. While he might in some instances change his approach to certain customers, he always wound up his selling talk in the same manner. This rubber stamp method was his one great trouble.

Then there is another type, the domineering salesman, who is usually the idol of his class. He likes to tell of his experiences and how he has made the buyer eat out of his hand. Veterans in the profession are apt, however, to call attention to the fact that, while the "nervy" member can relate quite a few instances of the sort, some inquiry will point to quite a number of cases where nerve and domineering got the same salesman nothing. In fact, to establish a reputation as a browbeater the salesman is apt to overplay his part and get into more hot water than he can comfortably stand.

Interesting sidelights on the subject of salesmanship are brought into prominence by the long-continued sellers' market in the talking machine field. The latter, it seems, has done more to encourage the domineering type of salesman than any other factor. Circumstances made it possible for the salesman to dictate to buyers in a manner never before possible. Not a few of them took full advantage of this new power and, no doubt, deceived themselves into believing it was their strong personality that was "getting across" instead of the dictation of conditions. On the other hand, there are many instances related by salesmen who admit they will never talk to buyers again the way they did until the millennium arrives.

As much as browbeating tactics are criticized, there is many a word said in favor of the method when judiciously used. A subservient manner, on the other hand, is not so well recommended. It has very few, if any, supporters among the salesmen who lead in their profession. Sales diplomacy gets the largest share of credit of any attribute of personality, but a sharp dividing line is drawn between diplomacy and bootlicking. Said a salesman who has an excellent record of achievement:

"Bootlicking gets many deals across because it is human nature for a buyer to relish holding the whip hand. But with all the sales that have been made this way the element of respect is totally lacking. The man who makes it his business to say nice things to the buyer has to keep busy thinking up new compliments and new ways to make himself more humble. There is nothing quite so tiresome as honeyed words after a time, and it might surprise the salesman who makes constant use of them to know how well an independent and outspoken rival is getting along with the same customer. It is quite a common thing for a buyer to mix up the types of men he does business with. Some will be of the subservient, mealy-mouthed sort, and others will be the breeziest kind of individuals.

"It's when the buyer is thinking of making a change in placing his business that the fellow who is always handing out soft words has to be afraid. The buyer doesn't care a whit what his flatterer thinks of him. Down in his heart he knows that a lot of the compliments he got were pure 'bunk.' He has some respect, however, for the opinion of the man who talks right up to him, and is not so prone to give him offense. Hence the free speaker has the advantage."

When the discussion of sales personality comes up among salesmen there is increased emphasis given to the success of the "man with the facts." From the days of the salesman with the liveliest stories and a pocketbook sufficient to take care of large entertainment expenses, the development is now in the direction of ability to impart the latest and most accurate information concerning business. Business is no longer just "good"; what goes to make up its goodness must be explained. Therefore the quiet-spoken salesman, who knows, is a factor.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs
"Nothing More—Nothing Less"

THE "BABY" MODEL
RETAILS AT $6

Description of "Baby" Model
Plays Little Wonder or 7-inch records
Metal Cabinet finished in high grade Ebony Enamel with nickel trimmings.
Length 8¼ inches Height 7½ inches
Width 5½ inches Weight 3½ lbs.
Provided with one spring worm gear motor. 5¼-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

MODEL X
RETAILS AT $10

CLOSED

OPEN

Description of Model "X"
Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany
Height ..... 17¼ inches Width ..... 8⅝ inches
Depth ..... 9⅝ inches
Provided with one spring worm gear motor. 5¼-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.

RAGOVIN JOINS REMINGTON CORP.

Will Cover Eastern States in Interest of Remington Phonographs

The Remington Phonograph Corp., New York City, announce the addition of Harry Ragovin to the sales staff of the company. Mr. Ragovin will cover the Eastern States in the interests of Remington phonographs. Everett H. Holmes, sales manager of the company, has just returned from a trip of several weeks throughout the trade. Mr. Holmes reports general good conditions and that the trip proved decidedly successful from every viewpoint. The offices of the Remington Phonograph Corp. at 1662 Broadway have proved the mecca for many out-of-town dealers who visited the metropolis during the Summer months. Substantial orders have been placed for Fall delivery.

NEW CONCERN IN OKLAHOMA

A. H. Smith Organizes Oklahoma Phonograph Co. for the Purpose of Distributing Paramount Products in That State

OKLAHOMA CITY, OKLA., September 1.—A. H. Smith, formerly an Edison jobber, but for the past four years general manager and secretary of the Phonograph Shop, Inc., operating a chain of retail Edison shops in the principal cities of this State, has sold his entire interest in that concern and has signed a contract with the Paramount Talking Machine Co. to distribute their products in Oklahoma. Mr. Smith has organized the Oklahoma Phonograph Co. with headquarters here, and has arranged to carry a full line of Paramount machines and records.

Mr. Jobber

We have created a steady all the year round demand for The Portophone. The largest and best dealers everywhere sell them. Wire or write today for detailed information.

The Portophone

Container in Lid Holds Twenty-four Selections

Examine the motor and listen to the tone. You will be convinced that it is a high grade Phonograph. Guaranteed for one year including springs.

The TRI-SALES CO.

Main Office: Victoria Bldg., St. Louis, Mo.

TERRITORY GREATLY EXPANDED

Johndrew Sales Corp. of Hamburg Now Has Distributing Rights for the Dalion in New York State Except New York City Territory

MILWAUKEE, WIS., September 7.—The Milwaukee Talking Machine Mfg. Co., of this city, announced recently that the Johndrew Sales Corp., Hamburg, N. Y., who has been western New York distributor for the Dalion machine for some time past, has attained such pleasing success with this line that its territory has been materially increased. According to present plans, the company will now handle the entire State of New York, with the exception of the Greater New York metropolitan district, and will also cover western Pennsylvania.

In order to handle adequately the demands of Dalion dealers in this large territory, the company has added two new salesmen to its staff: D. L. Green and S. G. Stacye. Both of these men have had extensive experience in the talking machine field, and are well equipped to give splendid service and co-operation to Dalion representatives. A. Johndrew, head of the Johndrew Sales Corp., is enthusiastic regarding the sales possibilities of Dalion product, and is making plans for a banner Fall trade.

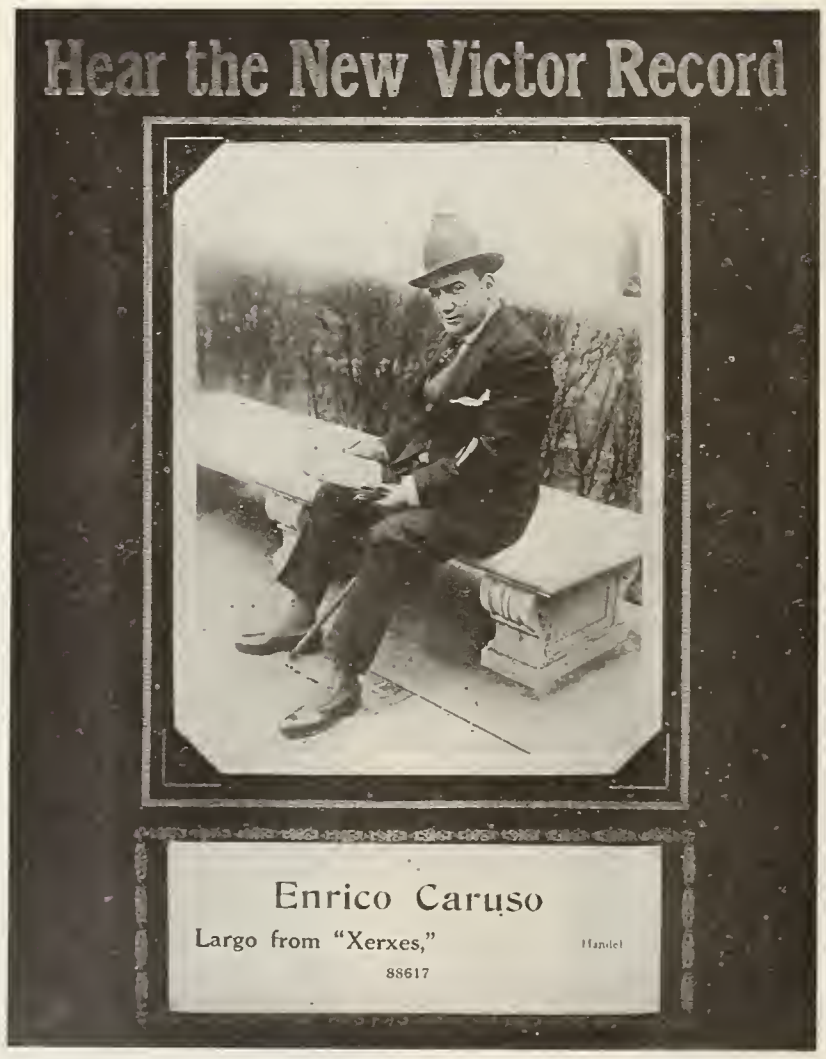
OPEN BRANCH AT JAMESTOWN

Empire Veneer Co., Inc., Increases Capital Stock From $10,000 to $150,000

The Empire Veneer Co., Inc., Chicago, recently increased its capital stock from $10,000 to $150,000. The personnel of the organization remains unchanged. The officers are: J. D. Lassky, president and secretary; F. E. Comiskey, treasurer. H. B. Murray is in charge of sales.

The company announces the establishment of a branch at Jamestown, N. Y., where they will carry from two to three million feet of mahogany and walnut veneer in stock. A change, also, of the location of their show rooms in Chicago is announced. The offices and show rooms are now in rooms 1106 and 1107, Lytton building.

VICTOR WINDOW DISPLAY SERVICE



We send each month to subscribers six genuine photo's, each 6½ by 8½ inches in size, like the pictures in the Current Supplement, with printed captions naming the artist and the new record. Ready for display on the first of the month. Price $2 a month for six months or a year. Individual pictures like these of ANY VICTOR ARTIST to your order $1.50 each.

We supply cards or frames for displaying these pictures and the captions. They are 11 by 14 inches, of heavy board, lettered in white on black. A set, which can be used indefinitely, costs $1.50. Each card has an easel mount and can be used in the window.

Send us $3.50 for a set of frames and one month trial service. Subscribe through your wholesaler or write to us direct.

We have thousands of special negatives of Victor, Columbia, Edison, Aeolian, Brunswick, Emerson and all other record artists.

CARUSO will visit Montreal, Toronto, Omaha, Denver, Tulsa, Fort Worth, Houston and Kansas City. Dealers there should make window displays of our TWELVE NEW PICTURES of him.

BAIN NEWS SERVICE, 255 Canal Street, New York

Keystone Die-Casting Co.

Norristown, Pa.

LAMPAGRAPH

NOTHING BUT CLASS

Lampagraph Company : St. Louis, Mo.

W. J. STEVENS NOW WITH EMERSON

Formerly Held Similar Position With Pathé Frères Phonograph Co.—Will Serve Many Dealers Throughout His Territory

Wm. J. Stevens, recently manager of the New York City jobbing branch of the Pathé Frères Phonograph Co., has assumed a similar post with the Emerson Record Sales Co., Emerson jobbers in metropolitan territory. Mr. Stevens is well known to the local trade, and he leaves the Pathé Frères Phonograph Co. with the good wishes of all his associates.

With over 700 Emerson dealers to serve in the metropolitan district, Mr. Stevens will have

Wm. J. Stevens

unlimited opportunities to utilize his intimate knowledge of the field, and Emerson representatives in this territory are pleased to learn that he is on the Emerson Record Sales Co. staff.

CAREFUL LETTERS TO MEN ON ROAD

Correspondence With Travelers One of Most Important Features of Any Business

A talking machine sales manager says of his correspondence with the men on the road: "If a man's business has not been what I believe it should be I mention this, but before I do so I mention some good thing he has done, even if it only relates to the neatness with which he makes up his orders or something like that. And when I do find fault I usually leave the way open for the man to come right back with the reasons why, so that I can have a second opportunity to write him on the subject and to be more specific in my effort to help him solve his troubles.

"Rather than write a careless letter to one of the men, I would prefer to skimp a letter to one of our best accounts. This would risk losing only one account. The wrong letter to a salesman is likely to be reflected in his attitude toward a number of customers."

Sincerity

No matter what product is chosen for manufacture, any firm succeeds in direct proportion to its appreciation of sincere values.

Phonograph Accessories

For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records.

Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Furniture Trimmings

A complete offering in all the Period and Commercial Furniture Lines.

Refrigerator Hardware

All sized Locks and Hinges.

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan **New York: 7 E. 42nd St.**

MUSIC IMPROVES CHARACTER

"Along Broadway" Points Out Great Work Done by Talking Machines in Past Few Years

"It would have been a daring prophet who could have predicted a few years ago that music would have a greater effect on changing the characteristics of the American people than any other one thing, but, nevertheless, it is a fact," says "Along Broadway."

"This is due to the almost universal use of the phonograph. Before its advent, a musical education was restricted to the very few who had the means and the inclination to attend concerts and oratorios at some music center. The music knowledge of the many was limited to hymn tunes and those popular songs that had been preserved because of their fundamental simplicity rather than because of their musical value.

"To-day it is not unusual to hear the farm boy whistling Mendelssohn's 'Spring Song,' or a bit of 'Faust,' while the boy of a few years ago whistled songs like 'Aunt Dinah's Quilting Party' or 'Swanee River.'"

THE VALUE OF ENTHUSIASM

If we read the biographies of great men, we find that the power and influence which they have won can be directly traced to their enthusiasm and ability to enthuse.

TALKING MACHINE TEACHES RHYTHM

Especially Noticeable in Classes Which Teach Typewriting—Proves Great Aid in Increasing Speed and Accuracy of Operation

The universal impulse of rhythm is one of the first to awaken in a race or in a child. Man is a rhythmic being, born into a rhythmic universe. Motion always attracts. The rhythmic element in man is not then the product of culture, it is inherent.

It is stated by the Columbia Graphophone Co. that classes in typewriting respond at once to this universal appeal of rhythm. In accuracy, speed and ease pupils gain almost incredible results through the use of selected rhythmic records. The music, other than furnishing the rhythmic basis for work, tends to decrease the natural tenseness which accompanies any effort to work accurately as well as fast. An atmosphere of pleasant stimulation and enjoyment displaces one of restraint and nervous confusion. Time is saved, for unconsciously all pupils go on working until the musical selection is finished.

The basis of good penmanship is rhythmic movement. The penmanship lesson is one that children proverbially dislike, because of its monotony.

Work is an acquired habit and is one of the best of the good habits to develop.

VICTOR DEALERS:

Study your business from all its angles, weigh carefully the future possibilities of all lines carried.

When this has been done, we believe that you can reach but one logical conclusion, and that will be to become

VICTOR EXCLUSIVELY

THE TOLEDO TALKING MACHINE CO.

WHOLESALE EXCLUSIVELY **TOLEDO, OHIO**

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10-inch records, $3.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, $4.00; with 12-inch turntable, $4.25.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{3}{16}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reprodncer and part manufacturers.

Special quotations given to qnantity huyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.

No. 135—Price $135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	11c
Hundred Lots	9c
Thousand Lots	8c
5-Thousand Lots	7c

SAPPHIRE POINTS

	Each
Dozen Lots	12c
Hundred Lots	10c
Thousand Lots	9c
5-Thousand Lots	8c

GENUINE DIAMONDS

	Each
Dozen Lots	$1.00
Hundred Lots	.90
Thousand Lots	.75

Model 175—Price $175

Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

46 East Twelfth Street, New York, N. Y.

E. PAUL HAMILTON ENTERS RETAIL TRADE IN BALTIMORE

Takes Over Establishment Formerly Occupied by Cohen & Hughes and Will Operate Under the Name of Chickering Warerooms—Has Achieved Great Success in the Retail Music Field

Formal announcement was made recently of the entrance into the Baltimore field of E. Paul Hamilton, the well-known piano man, at present of E. Paul Hamilton, Inc., a new Maryland corporation operating a retail piano and talking machine establishment to be known as Chickering Warerooms.

E. Paul Hamilton

The new corporation has taken over the six-story building at 422 North Howard street, formerly occupied by the retail business of Cohen & Hughes, who in future will devote their entire attention to the wholesaling of Victor talking machines and records. The building will be entirely remodeled and it is expected that the alterations will be completed in time for the formal opening on October 1.

The first floor will be devoted to what is expected to be one of the best equipped retail talking machine departments in the East, with a complete installation of Unico soundproof booths for the demonstration of machines and records. In the basement there will be an extensive music roll department, likewise equipped with soundproof demonstrating parlors. The upper floors of the building will be given over to piano and player-piano warerooms, suitable recital halls, and other features.

The line of instruments to be handled by Chickering Warerooms will be a notable one, including the Chickering, together with the Ampico installed in that instrument, the Franklin piano, also with the Ampico, the Hardman, Harrington and Hensel pianos, as well as the Autotone and Playotone. In the talking machine department the Victor line will be handled exclusively.

E. Paul Hamilton is president of E. Paul Hamilton, Inc., which has been incorporated under the laws of Maryland. The vice-president of the company is Frederick Barlow, the well-known piano man of Trenton, N. J. The other officers will be announced shortly.

Mr. Hamilton, who relinquished his post as manager of the Welte Studios, New York, to go to Baltimore, is well known in the trade throughout the country. He first came into prominence as manager of the piano department of Frederick Loeser & Co., Brooklyn, N. Y., where he achieved a notable success. He was instrumental in organizing the New York Piano Merchants' Association and in having that organization endorse a number of his business principles, among them being the granting of allowances on a basis of actual valuation and the elimination of the practice of giving free rolls, scarfs, etc., with piano sales.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

Mr. Hamilton is at the present time president of the National Association of Music Merchants, and has for a number of years proven an active factor in developing the activities of that body.

The business in Baltimore will be carried on a strictly high-grade basis. There will be no free gifts with sales, and careful watch will be kept on terms. At the present time there is an elaborate advertising campaign being formulated, to be put into effect some time during the coming month.

ARRANGE VICTOR ARTISTS' TOUR

P. A. Ware, sales manager for Putnam-Page Co., Victor distributors, Peoria, Ill., took on the role of "impresario" during August and made a whirlwind tour of Central Illinois in the interests of the eight famous Victor artists, who are being booked through Putnam-Page Co., for concerts under the auspices of Victor dealers. Concerts have been arranged for Galesburg, Peoria and other Central Illinois cities, and the artists will tour through Illinois for the first time during early October.

The difference in reaching a special market by a general medium and by a trade journal is, briefly put, the difference between a fishnet and a blanket.

ANDREWS

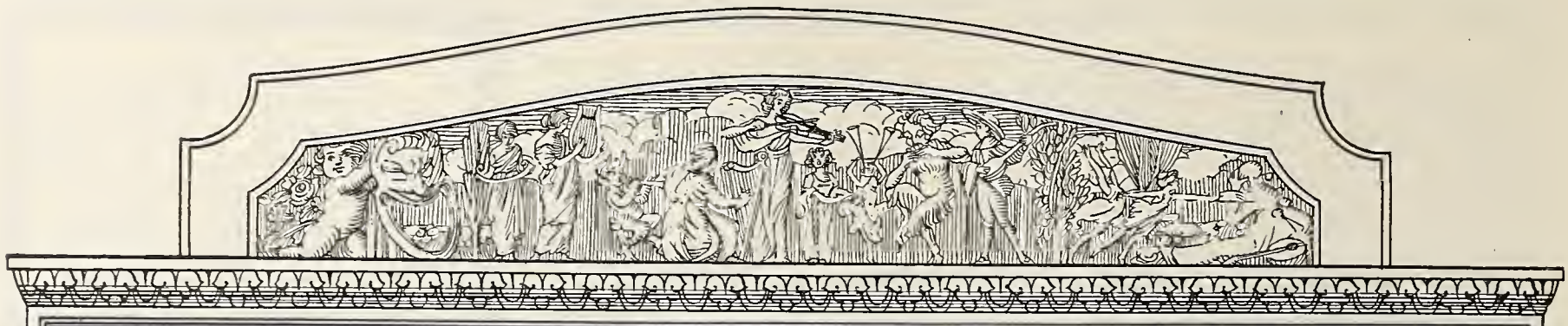
VICTOR SERVICE

What the Victor trade-mark means in Service to the ultimate purchaser our name means in service to the dealer.

Andrews Victor Service

W. D. & C. N. ANDREWS ~ Buffalo, N.Y.

Victor
His Master's Voice



Your Opportunity is Here—Right Now—Mr. Phonograph Dealer!

Fall business has already begun with a rush that promises great things for the dealer who is able to satisfy EVERY demand of his customers.

Do they want a beautiful instrument?
The Brooks is artistic in the highest degree.

Do they ask for a machine that will repeat?
The Brooks Automatic Repeating Phonograph plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air. The Brooks is the only instrument possessing these features. Easy to set—reliable in action.

Do they demand rich, clear, mellow tone?
NO instrument surpasses the Brooks in quality of tone.

Do they desire a long-playing motor?
The Brooks plays 6 to 8 ten inch records with one winding.

Besides the above advantages, all Brooks machines come equipped with counter-balanced lids and large door in back giving access to extra filing space.

Assure a successful holiday season. Sell this remarkable instrument that combines all the good features of all others—that has many features possessed by no other machine.

The Walters & Barry Corporation

256 MAIN STREET, BUFFALO, N. Y.

We are the largest Distributors of Brooks Automatic Repeating Phonographs in the United States

Dealers in New York, Eastern Pennsylvania, New Jersey and Connecticut are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

Prices Range from
$175 to $300

The First Really Complete Phonograph

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

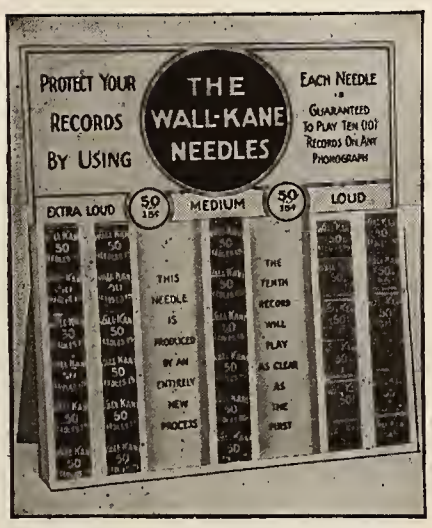
The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, and we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

Every WALL KANE NEEDLE is a great improvement of the highest grade steel needles of American manufacture, absolutely uniform in temper, length and taper. You may line up any number of any of the three grades of WALL KANE NEEDLES and you will find the above statement to be correct.

The point of the needle is greatly improved in the WALL KANE. Ordinary steel needles, owing to their fibrous structure, flatten out readily and bring more and more of the grain of the steel in contact with the record grooves. The point of the WALL KANE NEEDLES is treated by various chemical processes, several coatings being placed on it, thereby creating a layer of soft material that will not wear off until at least 3,000 revolutions are made and thus does not permit the grain of the steel to come into contact with the record grooves.

This material placed on the point, is softer than steel and such that it will greatly benefit the record, minimize the scraping sound, prolong the life of the record and play it better.

Any instrument or record will show off best when WALL KANE NEEDLES are used.



BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, $4.60; $4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a kind of WALL KANE Needles, cost the dealer $7.50; $8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

TIME USED IN DEMONSTRATING

Dealers and Salesmen Should Take Care Not to Turn This Feature of Their Business Into an Entertainment—What One Dealer Thinks

The time consumed in demonstrating records has always been a point over which there has been considerable discussion in the talking machine trade, for this feature sometimes takes the form of entertainment rather than simple demonstration for the purpose of inducing a customer to buy. In talking about this subject a prominent member of the trade recently said:

"There are entirely too many salesmen who think they are demonstrating when in reality they are only entertaining. When a man comes into a store he has pretty well made up his mind that the talking machine reproduces music and furnishes him the means of having the music he desires. Putting a record on the instrument and playing it tells him nothing he does not know already, except that it illustrates a new song or melody. What that man should be told is why the particular machine handled by the dealer is the one instrument.

"One of the best demonstrations is somewhat along these lines. Take a good instrumental record reproducing the various instruments. Tell the prospect to listen for some particularly interesting part of the record, telling him in advance that when the record is completed you will explain just how the instrument achieves such perfect reproduction. After the record is played begin the sales talk on the reproducer, the tone chamber, the tone arm, the sound-box, the motor, etc. Then, if necessary, play a vocal record to demonstrate vocal reproductions and one or two ensemble or solo recordings. With this plan, demonstrations will last half as long and produce specific results with a more certain and speedier 'close.'"

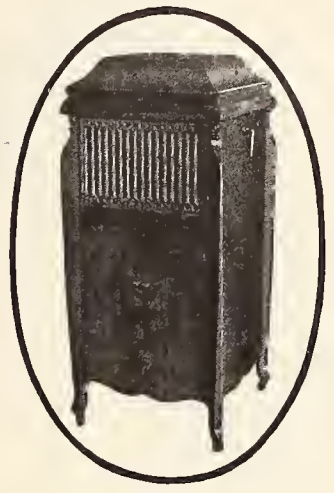
SENDS OUT JOHNSON'S ADDRESS

General Manager of Eclipse Musical Co. of Cleveland Discusses Its Importance and Value

The interesting address delivered by Eldridge R. Johnson, president of the Victor Talking Machine Co., before the convention of the National Association of Talking Machine Jobbers at Atlantic City in July has been sent out in book form by C. K. Bennett, general manager of the Eclipse Musical Co., Cleveland, O., to all the clients of the Eclipse Co. as well as friends and associates in the industry. In this connection Mr. Bennett said: "We believe the address of Mr. Johnson is a masterpiece of thought, as it deals in a strikingly creative manner with the remedy for the ills of our country, and sets forth very aptly our position in those countries across the seas where turmoil now prevails. It is so vital to our well being and we deem it of such importance to everyone that we are spreading this gospel as widely as possible."

STATISTICS ON BUSINESS FATALITIES

Statistics show that more than one-half of all the wholesale and retail stores and factories that begin business in the United States cease to exist within thirty years from the date of organization. Students of economics, indeed, have fixed upon five years as a "generation" in trade. In proof of this statement they show, among other things, that 63 per cent of all retail grocery stores, 61 per cent of all retail furniture houses, and 38 per cent of all book and stationery stores die during the first five years, and hardware stores 20 per cent.



BLANDIN

TO plan, develop and produce a book, a play, an instrument, anything—brings a great, fine, wondrous feeling of accomplishment—but the really satisfying feeling comes when most discriminating buyers and users of the product assign it a place of leadership in its field. Music lovers pronounce the Blandin Phonograph first among musical reproducing machines and it is because of that recognition that we invite your inquiry.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

PHONOGRAPH CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

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

Prima-Donna

"The Phonograph Inspired"

TRULY, the instrument supreme. Not because we say so, but because scores of satisfied dealers thruout the country who are selling Prima-Donnas give their hearty indorsement.

Rightfully named Prima-Donna because it interprets correctly all music on any record with a fidelity that's truly marvelous, preserving the matchless qualities of the human voice and the true tones of all musical instruments.

This wonderful interpretation of tone is due to the scientifically constructed all wood amplifier of Prima-Donna—the masterpiece in sound reproduction.

A glance at the design, construction and finish of the Prima-Donna will convince you that they set a new standard for quality, beauty and durability.

Note how all panels which are 5-ply are inserted in a continuous frame, making the cabinet absolutely wear-proof.

Mr. Retailer:—There's a Prima-Donna jobber in your territory who can supply you overnight with these big phonograph values.

Mr. Jobber:—We have some choice territory open. Write us—you may be in territory still available.

GENERAL SALES CORPORATION

1520 Buffum Street **Milwaukee, Wis.**

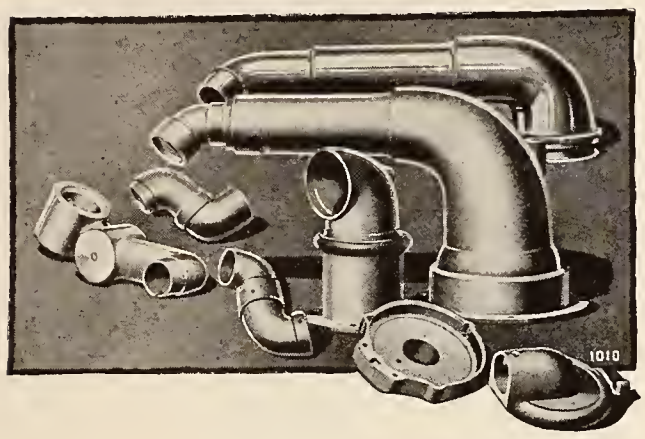
Owning and Operating—General Manufacturing Corporation
Recordeon Phonograph Company
Manufacturers of Phonographs

Heaney-Schwab Billiard Manufacturing Co.
Makers of
Fine Billard and Pool
Tables since 1882

SIX WONDERFUL MODELS

Unqualifiedly Guaranteed for One Year

Each Prima-Donna is guaranteed against all imperfections of materials and workmanship; any parts that do not give satisfaction will be replaced free of charge.



Good enough for the best—
inexpensive enough for everyone

You can profitably build Doehler Die-Castings into your product.

Let the Doehler Engineering staff advise you.

Doehler Die-Castings are a quality product, first, last and always. Made to an exacting standard, Doehler Die-Castings meet your most rigid specifications for strength, accuracy and uniformity. They are worthy parts of a high grade product. Yet these quality die-castings cost so much less than the same parts made in any other way that they can advantageously be built into the inexpensive product as well as the costly one.

Doehler Die-Castings eliminate much, if not most of the machine work. You can have an intricate design made as a single piece where otherwise it must be built up of several units. Doehler Die-Castings are a finished product, smooth surfaced, perfect in contour, with holes, bosses or projections cast in place, bushings or pins or other inserts placed before casting.

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. | CENTRAL PLANT TOLEDO, OHIO. | WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

BROOKS PRODUCTION INCREASED

Saginaw Manufacturers Now Opening Many New Accounts—Big Deal in New Zealand—What General Manager Norris Reports

SAGINAW, MICH., September 4.—The Brooks Mfg. Co., of this city, manufacturer of the Brooks automatic repeating phonograph, is making splendid progress in the development of production to meet the ever increasing demand for this well-known instrument.

In a chat with The World, A. W. Norris, vice-president and general manager of the company, stated that for the first half of this year the company was on the defensive as regards the opening of new accounts, for the entire production was required to meet the demand of the present distributors. Within the past two months, however, production has been steadily augmented, and many important accounts have been closed. During the past ten days several of the Brooks distributors visited the factory, and left their specifications for carload shipments calling for immediate delivery.

Mr. Norris states that the present outlook indicates that 1920 production will more than double last year, and the company is well pleased with the general business situation. Last week a new account was established with a distributor in New Zealand, whose orders indicate that he will use approximately 1,000 machines during the coming year.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO

Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

BETTER MUSICAL APPRECIATION

Printers' Ink Says Advertising of Talking Machine Companies Has Had Vital Effect

"What has caused this general knowledge and appreciation of good music?" Printers' Ink answers the question as follows:

"The musical advertising of the talking machine companies and the player-piano makers has had the most vital effect on American national life of any advertising undertaken by any concern or group of concerns.

"No other advertising has so deeply changed the country's characteristics.

"The talking machine manufacturers and the piano manufacturers have, through their advertising, sold music to the American nation. They have, by their advertising, changed America from one of the least musical nations into one of the leading musical nations of the world."

NEW VENEER COMPANY FORMED

Raymond Veneer Mfg. Co. to Manufacture Mahogany and Walnut Veneers

Papers were filed recently for the incorporation of the Raymond Veneer Manufacturing Co., High Point, N. C., with a capital stock of $125,000. The incorporators are: Chas. H. Thompson, Sr., president, also president of Lewis Thompson & Co., Philadelphia; R. B. Terry, vice-president, owner of the Dalton Furniture Co. of High Point, and Harry Raymond, secretary and treasurer.

The company is incorporated to manufacture mahogany and walnut veneers, as well as poplar and all native woods.

WALTER S. GRAY COMPANY · THE BEST IN THE WORLD ·

Jobbers' Talking Machine Accessories

SAPPHIRES

IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

SONG RECORDS BY NOTED INDIAN

Os-ke-non-ton, Native Mohawk Indian of the Grand River Reservation, Joins Columbia Record Forces—Heard in Two Songs

The educational department of the Columbia Graphophone Co. has made a notable contribution to Indian music in the recording of some songs sung by Os-ke-non-ton, a native Mohawk Indian of the Grand River Reservation. This distinguished Indian bears the title of Chief by hereditary right in the proud Mohawk tribe,

Os-ke-non-ton

one of the branches of the Iroquois confederation. His grandfather was a venerated chieftain of his tribe and Oskenonton wears to-day the costume, moccasins, beaded suit and plumed bonnet of his tribe.

The early years of Oskenonton were filled with the traditions of his people instilled in him by his grandfather. He retains all these traditions, and with his impressive personality and sonorous voice can convey in speech and song all that is finest and most representative of the Mohawk tradition and lore. In addition, he learned in his boyhood to become an adept in handling the canoe, in fishing and hunting, in reading the signs of the weather and in comprehending all the lore of the forest.

The two songs which the Columbia Co. have recorded are called "Every-Day Song" and "War Song." The first one is sung by both men and women: the men when they are fishing or making snow shoes and other articles, and by the women when they are beading moccasins, carrying water or tending the fire. The song breathes a spirit of gratitude toward the Great Spirit for protection and for strength to toil. The second song conveys the spirit of the warrior as he goes out to achieve fame and adventure.

Oskenonton sings these two songs in his native language, accompanying them with the drum. On the same record he gives the content of the songs in well-enunciated English.

No instruction in the public schools to-day of Indian lore is complete without the songs and dances of the various tribes. The Indian reveals his inmost self in his music. Children in the public schools respond readily to any music which fittingly correlates with history, geography or literature. The Columbia Graphophone Co. is to be commended for adding to its already large list of educational records these two notable Indian songs.

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**
Motor Brake Felts
Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

DISCUSS FREIGHT AND PACKING

British Wholesale Distributors in Favor of Charge to Cover This Expense

At a recent meeting in London, England, of the wholesale distributors of talking machines and musical instruments, the question of railway carriage and packing charges came up for discussion. Nothing definite was decided upon but the resolution which apparently held general favor was on the basis of: All orders under the value of £3 to be sent carriage forward and packing charged for. All orders over the value of £3, packing and carriage free. It will be recalled that at a meeting which took place in January last, two resolutions were put forward: (1) (a) That all machine records and accessories should in future be sent carriage forward; (b) That all packing cases should be charged for. (2) All orders under £5 to be sent carriage forward and packing cases charged for. All orders over £5 to be sent carriage paid and packing free. No vote, however, was taken on either of these resolutions.

COMMON NEED FOR COURAGE

The greater part of courage that is needed in the world is not of a heroic kind. Courage may be displayed in every-day life as well as on historic fields of action. The common need is for courage to be honest, courage to resist temptation, courage to speak the truth, courage to be what we really are, and not pretend to be what we are not, courage to live honestly within our means, and not dishonestly upon the means of others.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

To Jobbers

Write for our attractive

NEEDLE

proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our "Needle of Quality," Truetone, or Puritone envelopes.

All tone variations:—The famous PETMECKY needle.

Our proposition affords handsome margins of profits.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., September 7.—When this department is perused by the Boston trade the convention of the New England Music Trade Association will have begun in this city. This forthcoming event is of special interest to the talking machine trade in view of the fact that this industry has no organization of its own as it should, and so the next best thing—as many of the dealers are also in the piano game—they automatically are members of the New England Association, and will take part in the two days' festivities. One of the features will be the Music Industries night at Symphony Hall when the "Pops" will again be running. A golf tournament the forenoon of the first day should attract some of the good golfers among the talking machine fraternity; and one could mention several that should literally "shine" in such a competition. On the second day there is a shore dinner at Nantasket, when Governor Coolidge, candidate for the vice-presidency, is expected to be one of the speakers.

Freight Conditions Again Normal

There will not be a special consignment of Victors coming to New England by the American Express route, as was contemplated a while ago. So successful were the two barges in getting through to Boston with machines from Camden, N. J., and the need of the occasion was so great that arrangements had been made to make a shipment by special train; but in the meantime while plans were under way the freight embargo was lifted and, the merchants and miners being again operative per schedule, the cargoes will come over by that line as they formerly did. Now that old-time conditions obtain it is expected that there will not be the scarcity of Victor goods that has been the case for so long a time.

Beacon Line With J. E. Greene Co.

The Beacon Phonograph Co., of this city, has announced that arrangements have been completed whereby Jos. E. Greene Co., one of Boston's largest and most successful electrical supply houses, will handle the Beacon line of phonographs.

This new dealer recently installed an elaborate window exhibit to demonstrate the Beacon. No expense was spared in the decoration of this exhibit, which is divided into four rooms, artistically furnished with rich velvet hangings, imported rugs and distinctive electrical lighting effects. These backgrounds form attractive settings for the Beacon phonograph, which will undoubtedly meet with a ready sale through the efforts of Jos. E. Greene Co.

Emerson Franchise Change in Boston

The Emerson franchise for this territory having been surrendered by the Musical Supply & Equipment Co. as announced two months ago in this department, this line of records will be handled by the New England Supply & Equipment Co., which has headquarters in the same building as the other concern, namely, 221 Columbus avenue. The latter company, which, despite the similarity of names, has no connection whatever with the Musical Supply and Equipment Co., is interested in the construction of a new factory at Framingham where in about a month there will be facilities for pressing between 5,000 and 6,000 records daily. The local offices of the company at 221 Columbus avenue are in charge of Bert Kearsley, the treasurer of the concern.

Handling the Delpheon Line

The Phonograph Outlet Co., which is associated under the same roof with the Phonograph Sales Co. and the Phonograph Supply Co., in Court square, is the name of the retail concern which is handling the Delpheon line, and this wareroom is in charge of Harry Markau, who is a brother-in-law of Harry Rosen, president of the Phonograph Sales Co., which is now the wholesale distributing agency for all of New England for the Delpheon.

Opens Up in Tremont Temple

The Phonograph Supply Co. has opened a room on the fourth floor of Tremont Temple which is auxiliary to the other store and where all the 1921 talking machine parts are on exhibition. The room is open throughout each day and is in charge of someone competent to describe and discuss the mechanical parts of the machine.

Vigorous Sharmat Campaign

The Vitanola distributing house of Sharmat & Son, at 5 Bromfield street, has entered upon a vigorous campaign and, carrying, as it also does, the Lyric records, this pushing firm should meet with pronounced success throughout the New England field. The demand for the Vitanola continues good and with a staff of aggressive men in the field this line, as well as the Lyric record, which was not particularly known until the Sharmats took hold of it, should find quick favor among discriminating music lovers. Leon R. Sharmat, who has been spending considerable of his time for the past two months in New York, plans to give more of his attention hereafter to the Boston end of

(*Continued on page 85*)

Steinert Service Serves

WHOLESALE

HEADQUARTERS

M. STEINERT & SONS CO.
35 Arch Street :: :: :: :: :: :: Boston

"New England Service for New England Dealers"

IT is gratifying to hear dealers express admiration for Eastern Service. It proves in spite of present handicaps that men do appreciate our efforts in bringing our work to its present valuable state.

The Eastern Talking Machine Co.
VICTOR WHOLESALERS
85 Essex Street BOSTON

1870
1920

Established 1870

Oldest and Largest
Manufacturers of
Talking Machine
NEEDLES
in the World

"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W.H.BAGSHAW
COMPANY
LOWELL, MASS

Pathé

Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealer is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

the business and as he is a live wire this should mean a good deal in the way of business progress. Now that this Boston house has moved to the floor below it has far wider opportunity to expand and large windows offer ample space to boldly exhibit the firm name.

Arrange for Golf Tournament

Harry Spencer, of Kraft, Bates & Spencer, has been putting in a lot of time the past few weeks arranging for the golf tournament which is to be a feature of the first day's program of the New England Music Trade Association's convention. He is one of the committee of three and he has been able to interest several of the leading golf experts in the tournament.

Combine Portland with Boston Branch

The interesting announcement has come from Fred E. Mann, manager of the Boston headquarters of the Columbia Co. that there has been a consolidation of this branch with the Portland, Me., branch which became effective on September 1. This, of course, has made necessary considerable changes in the personnel of the company's New England representation. With the discontinuance of the Portland branch the interests of Maine and northern New Hampshire will be served from the Boston headquarters and under Mr. Mann's watchful eye the service rendered should be better than ever.

With the discontinuance of the Portland headquarters G. P. Donnelly, the manager, has come to Boston, where he is now assistant manager, succeeding F. R. Smith, who has become assistant branch manager with headquarters at New Haven, Conn. W. R. Ingalls and B. W. Rowe, sales associates in the Maine and northern New Hampshire fields, will continue as the Columbia's representatives there. E. M. Morgan, who has been identified with the Boston city territory for several years, has been transferred to St. Louis, Mo., where he will be branch manager, succeeding John McKenna, who has become branch manager at Chicago. In this city Mr. Morgan is succeeded by Ray Ott, whose territory has been eastern Massachusetts and southeastern New Hampshire. Stuart Hill will succeed Mr. Ott in his old territory. Herbert Gill has been given the southern Massachusetts territory, and D. A. Ingalls, lately sales associate in the State of Vermont with headquarters at Burlington, has taken the Rhode Island territory and will make his headquarters at Woonsocket. H. E. Gardiner, who for a while was in the Boston city territory, but more recently at New Haven, Conn., has been appointed manager of the Detroit, Mich., branch, succeeding S. E. Lind, resigned.

The tentative appointment of E. H. McCarthy to the Vermont field, replacing Mr. Ingalls, has

(*Continued on page 87*)

Send for Descriptive Circular

Curry "SOUND PROOF" DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LONG

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album

Standard of Quality to preserve the Records
See Display Ad in This Issue
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

New England Dealers!

KIMBALL PHONOGRAPHS

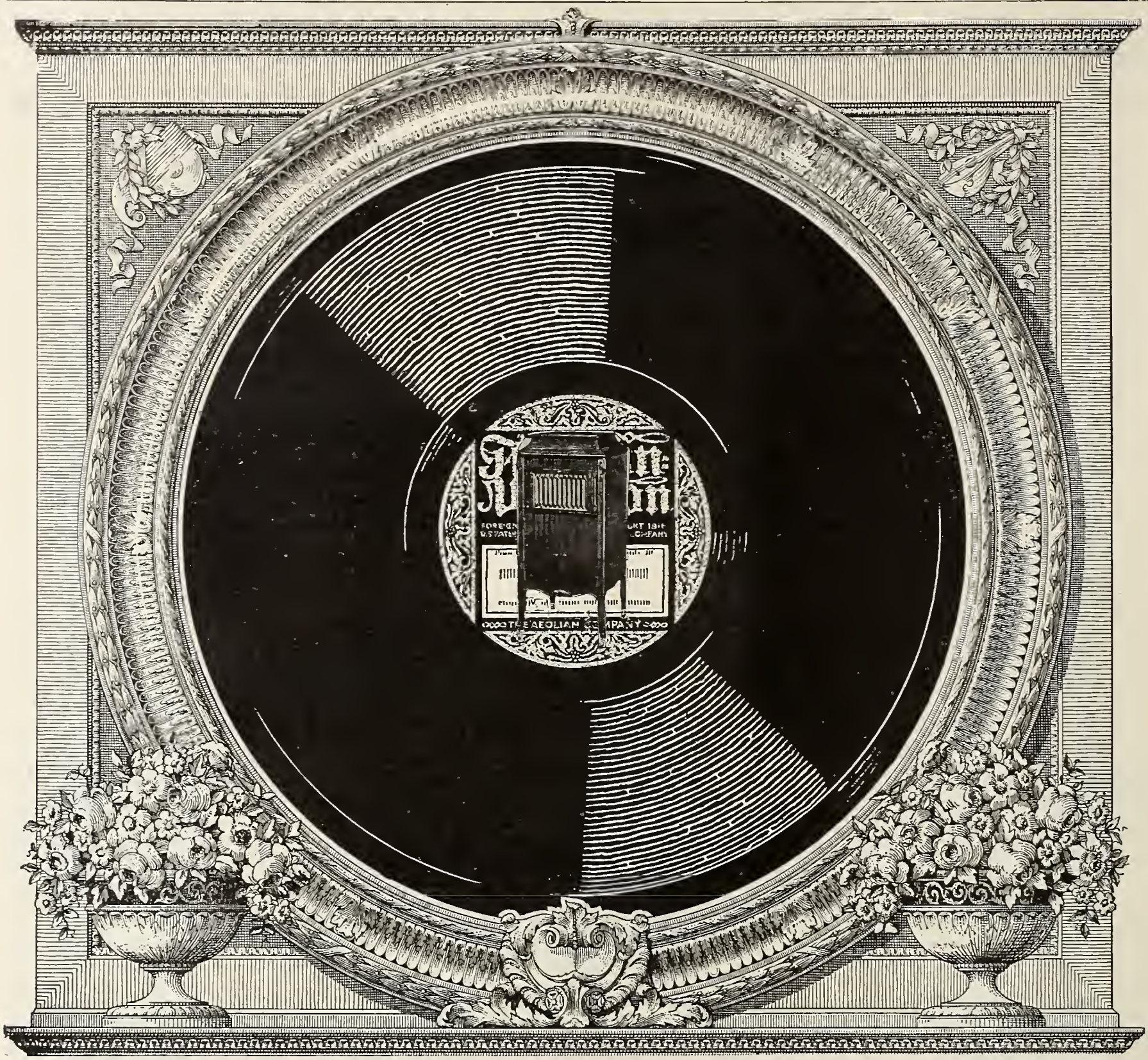
Complete line **$115.00** to **$375.00** Liberal discount and terms

Write for Catalogue

Distributors for New England

NEW ENGLAND PIANO and PHONOGRAPH CO.

405 BOYLSTON STREET - - - - - BOSTON, MASS.



THE VOCALION COMPANY OF BOSTON

Wholesale distributors for New England and adjacent territory of the celebrated

AEOLIAN-VOCALION

and the new lateral cut

VOCALION RECORD

Playable on All Standard Makes of Phonographs

COMPLETE dealer service in all branches including newspaper advertisements, window cards, store hangers, etc. The newspaper advertisements are prepared to enable the dealer to tie up his local publicity with the impressive campaign of Vocalion advertising now being run in the Saturday Evening Post and other mediums.

Address Communications to

THE VOCALION COMPANY 190 Boylston St., Boston, Mass.

been made permanent, and J. J. Moore, Jr., has succeeded Mr. McCarthy as manager of the Dealer Service department at the Boston headquarters. J. F. Carr, who left Boston a year or more ago to take charge of the western Massachusetts territory with headquarters at Springfield, continues in this field, where he is performing valuable service.

Kimball Phonograph in New England

Having returned from a trip to Chicago Charles G. Faux, president of the New England Piano & Phonograph Co., announces that arrangements have been completed whereby this Boston house will handle for all of New England the talking machines put out by the W. W. Kimball Co. of Chicago. With the many branch stores that the New England Piano & Phonograph Co. has throughout this territory the Kimball product should find itself quickly popularized.

Carrying Complete Line of Instruments

R. C. Rose, manager of the Boylston street store of the New England company, announces that the store is now carrying a complete line of musical instruments. This department, which has necessitated considerable additions and rearrangements, is in charge of Miss M. Carney, lately of the Newburyport Music Co.'s store. Hardy Horrocks, vice-president of the company, is now handling the financial end of the business, and he has been giving special attention to the disposition of the new issue of preferred stock. D. L. Phillips, who is in charge of the company's Hanover street branch, reports that the popularity of the establishment among the Italian residents of the district has been such that two upper floors have had to be leased to meet the increasing demands of business. This gives an entire building now devoted to the Italian trade.

Increasing Demand for Beacon Products

Richard Nelson, of the Beacon Co., says that in spite of the dullness of the season there seems to be an increasing demand for Beacon machines throughout New England, and that a great number of the dealers who had placed small orders during the Summer are now ordering substantially for the Fall, and the outlook for the next few months is very favorable.

Arthur Logan's New Post

Arthur Logan has joined the Beacon organization, and he will devote most of his time to sales promotion work in connection with the Eastern jobbers, and he will also be in charge of the export business. Mr. Logan is a veteran lumberman, having been vice-president of the New England Lumber Co. and secretary of the Richardson Lumber Co. Later he went into

(*Continued on page* 89)

HORTON-GALLO-CREAMER CO.
NEW HAVEN CONNECTICUT
"HIS MASTER'S VOICE"
VICTOR SERVICE SPECIALISTS
VICTOR SUPREMACY
coupled with
HORTON-GALLO-CREAMER VICTOR SERVICE
is the ideal combination for the progressive VICTOR Dealer.

FALL IS HERE
We Are Ready for the Fall Season. Are You?
We have in our warehouse an adequate supply of Pathé merchandise at the present time.
Send us your orders for Pathé machines and records *now*. We have the facilities to render the maximum of service.
The new ACTUELLE is now ready. Ask us about it.
Pathé
REG. U.S. PAT. OFF.
COMMONWEALTH PHONOGRAPH CO.
21-23 LYMAN ST.,
SPRINGFIELD, MASS.

Steinert Distributes

MEL-O-DEE
Music Rolls

THE WORLD'S FINEST MUSIC ROLL

Steinert Distributing Service Plus Mel-O-Dee
Offers You Quality Service with Quality Merchandise

A SPECIAL HIT SERVICE

203735	Tripoli . .	Waltz		$ .85
4019	Avalon . . .	Fox Trot	Al. Jolson Song	Word Roll 1.25
3999	Japanese Sand Man	Fox Trot		Word Roll 1.25
203587	Love Nest . .	Fox Trot		.75

Send for Mel-O-Dee Complete Catalogue containing 3000 numbers

WHOLESALE DEPARTMENT

M. STEINERT & SONS CO. 35 ARCH STREET **BOSTON**

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

The Completeness of Brunswick Distribution

ITS ADVANTAGES TO THE DEALER

Many factors make the Brunswick franchise the most valuable a phonograph dealer can have. A super-fine instrument that won preeminence in four years, an immense volume of advertising, and the prestige of a name already known to the millions, are some of them.

And in addition there is the vast scope of a distribution system supplying every part of the country with equal facilities.

Six production plants and thirty-eight branch houses assure direct, prompt and efficient service to any dealer, anywhere, at any time.

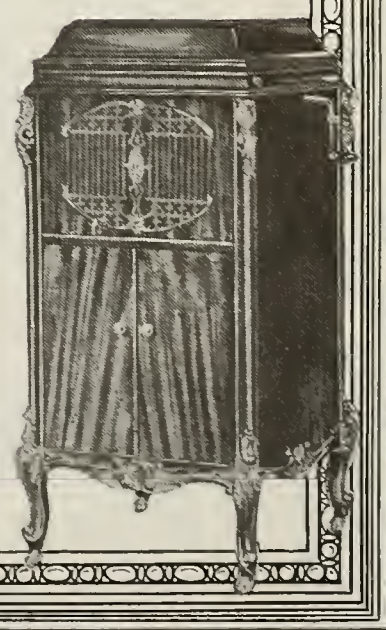
No matter where you are located, north, south, east or west, Brunswick men and Brunswick stocks are near you, waiting to serve you.

These stocks are complete. And these men are not mere distributors, interested in different lines, with a lukewarm attitude. They are all part and parcel of a great organization. Each one is keyed to enthusiasm in Brunswick ideals and methods.

The Brunswick dealer is in every sense a part of this great whole. He receives the benefit of the smooth-running machinery of a production and distribution system standardized in 75 years of merchandising.

He is not dependent upon any middleman, any more than the House of Brunswick is dependent upon any outsider at any stage of phonograph and record making.

Thus the Brunswick dealer is in an enviable position. And his connection becomes more valuable every day.



KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHER

Steel Needles *Jewel Points* *Albums* *Record Brushes* *Khaki Covers*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

MICA DIAPHRAGMS

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - - MASS.

business for himself. He has long been a deep student of the talking machine industry.

Signs Up Several New Accounts

Manager R. O. Ainslie has lately signed up several good accounts in New England for the Pathé representation, these including W. H. Lambert, of Fall River; Frank Beaube, of Waterville, Me.; the Photo Studio, Worcester, and P. J. Whitten, of Pittsfield. Miss Marguerite Taylor, secretary to Manager Ainslie, is back home from her vacation which was spent at Gilmanton Iron Works, N. H. Business with the Pathé is reported to be progressing finely and August was an unusually good month.

Busy Men Enjoy Vacations

Ralph Silverman, of the Phonograph Supply Co., was able to get two weeks away from business and went up into the Green Mountains, where he had a pleasant vacation; but when it came time for George Rosen, his partner, to go away he took just a single week—couldn't stay away from business. Here is the way one of his friends describes the situation in regular press agent style:

"Now, if you have a mental picture of George in white flannels lazily browsing over a magazine of fiction on the deck of a yacht, forget that film. He just couldn't keep away from the phonograph business entirely, even for a week. He spent much of his time talking things over with the business friends he met in his travels. And his magazines were the trade journals. Yet George declares it was a week well spent, as the Hollow Corners editor would say.

Plan Brunswick Expansion

Wholesale Manager Walter, of the Brunswick-Balke-Collender Co., reports that arrangements will soon be made to sign up with some more dealers in the New England territory, preference being given first to those who have been eager for some time to carry the Brunswick product. All the present dealers, he says, are making every effort to get a large supply of goods, which they are anxious to have delivered to them early. G. W. Curtis has been meeting with much success in the western Massachusetts territory and Kenneth Finney is planning to get out into the field later.

New Sonora Representatives

Manager Burke, of the Musical Supply & Equipment Co., has lately made some appointments as representatives for the Sonora line. These include Tilden-Thurber Co., of Providence, R. I.; the Jackson Furniture Co., of Fitchburg, and the New England Music Co., of Waterbury, Conn. Manager Burke states that the business in Sonora distribution in the past three months was 300 per cent in advance of the same period a year ago.

Returns from Pacific Coast Trip

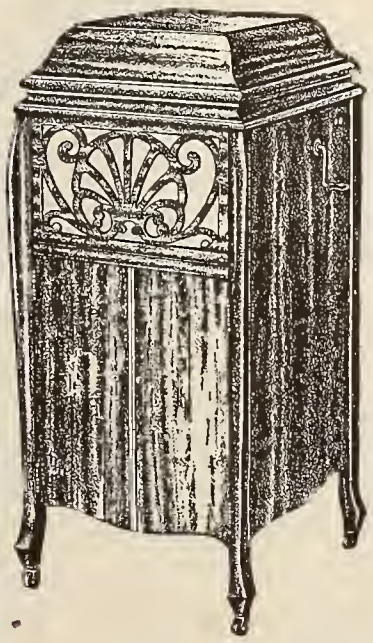
George Lincoln Parker, who handles the Edison line, returned home the middle of August from his four weeks' trip to the Pacific Coast, where he had a well-spent vacation. He visited Portland, Ore., Seattle, Wash., San Francisco, Los Angeles, Berkeley, Cal., and other places, returning East via the Southern Pacific route, stopping on the way at the Grand Canon and in Chicago.

Aeolian-Vocalion Alterations Complete

Now that the changes in the Aeolian-Vocalion Boylston street headquarters have been completed the interior presents a very smart and attractive appearance. There are now five new demonstration booths and the record depart-

(Continued on page 90)

VITANOLA
The Phonograph of Marvelous Tone



The Popularity of this Wonderful Talking Machine in New England has been unprecedented. If you are looking for

QUALITY
SEERVICE
AND
PROFIT

GET IN TOUCH WITH THE MOST PROGRESSIVE HOUSE IN THE EAST

Lyric
Lateral Records

Dealers Supplied at Short Notice

S. W. SHARMAT & SON
Wholesale Distributors
5 Bromfield Street, Boston, Mass.

REMEMBER
"IF IT'S A PHONOGRAPH ACCESSORY OR REPAIR PART, WE HAVE IT."

Complete stock of
Needles, Motors, Tone Arms, Main Springs, Attachments, Repair Parts and other Accessories.

Prompt Deliveries *Fair Prices*

Send for our latest monthly Price List

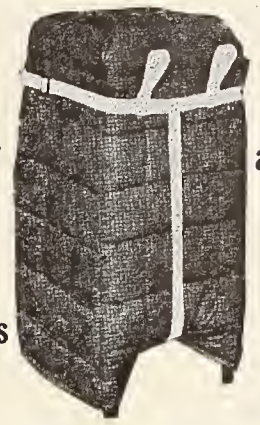
Phonograph Supply Co.
of New England
COURT SQUARE BOSTON, MASS.

Your Guarantee, Mr. Dealer

LANSING KHAKI COVERS
For All Phonographs

Unqualified Endorsement of Biggest Manufacturers and Dealers

Slip and Rubber Covers for Phonographs



Slip and Rubber Covers for Pianos

Distributors of the
"LANSING KHAKI MOVING COVER"

ATLANTA, GA.
Elyea Talking Machine Co., 11 No. Pryor St.
Southern Paramount Co., 23 Peter St.
BALTIMORE, MD.
E. F. Droop & Sons Co., 231 No. Howard St.
BIRMINGHAM, ALA.
Talking Machine Co., 1618 Third Ave.
BOSTON, MASS.
Hallet & Davis Piano Co., 146 Boylston St.
Oliver Ditson Co., 178 Tremont St.
BROOKLYN, N. Y.
American Talking Machine Co., 356 Livingston St.
G. T. Williams Co., 217-222 Duffield St.
BUFFALO, N. Y.
Buffalo Talking Machine Co., 776-778 Washington St.
Buffalo Wholesale Hardware Co.
CEDAR RAPIDS, IOWA
Churchill Drug Co.
CHICAGO, ILL.
Brunswick-Balke-Collender Co., 623-633 So. Wabash Ave.
Fuller-Morrison Co., 540-552 West Randolph St.
W. W. Kimball Co., Jackson Blvd. & Wabash Ave.
Wade Talking Machine Co., 14 No. Michigan Ave.
CINCINNATI, OHIO
The Ohio Talking Machine Co.
EL PASO, TEXAS
W. G. Walz Co.
JACKSONVILLE, FLA.
Florida T. M. Co., 226 E. Forsyth St.
KANSAS CITY, MO.
Schmelzer Co.
MEMPHIS, TENN.
O. K. Houck Piano Co., 103 So. Main St.
MILWAUKEE, WIS.
Waltham Piano Co.
MINNEAPOLIS, MINN.
McDonald Bros. Co.
MOBILE, ALA.
W. R. Reynalds
NEWARK, N. J.
Collings & Co., Plum Bldg
NEW YORK CITY, N. Y.
Columbia Graphophone Co., Woolworth Bldg.
New York Talking Machine Co., 119 W. 40th St.
Knickerbocker T. M. Co., 138-140 W. 124th St.
Blackman T. M. Co., 81 Reade St.
Ormes, Inc., 26 E. 125th St.
OMAHA, NEBR.
Wright & Wilhelmy Co., 10th & Jackson Sts.
OKLAHOMA CITY, OKLA.
H. A. Mottier Sales Organization.
PEORIA, ILL.
Putnam-Page Co.
PHILADELPHIA, PA.
Interstate Phonograph Co., 1026 Chestnut St.
Philadelphia Show Case Co., 127 No. 13th St.
PITTSBURGH, PA.
W. F. Frederick Piano Co., 635-637 Smithfield St.
PORTLAND, ME.
Cressey & Allen, 534 Congress St.
ROCHESTER, N. Y.
Rochester Phonograph Co., 44 Clinton Ave., North
SALT LAKE CITY, UTAH
Salt Lake Hardware Co.
ST. LOUIS, MO.
Koerber-Brenner Co.
TOLEDO, OHIO
The Toledo Talking Machine Co., 425 Superior St.
WASHINGTON, D. C.
F. P. May Hardware Co., 469-477 C St.
YORK, PA.
Weaver Piano Co.

FACTORY REPRESENTATIVES

Pacific Coast Representative, Walter S. Gray Co., 942 Market St., San Francisco, Cal.
T. J. Cullen, 21 E. Van Buren St., Chicago, Ill.
H. A. Copeland Sales Co., Charlotte, N. C.
W. G. Kelchner Sales Co., Charlotte, N. C.
Louis A. Schwarz, 1265 Broadway, New York.
I. W. Becker, Hotel Winecoff, Atlanta, Ga.

Lansing SALES CO.
ELIOT and WARRENTON STS.
BOSTON 11, MASS.

CRESSEY & ALLEN

THE VICTOR RETAIL FRANCHISE

Is of course the most valuable in the world. Victor dealers should do everything in their power to prove worthy of it, and in this connection Cressey & Allen as Victor wholesalers are striving in every way possible to be of constructive service to dealers located in New England.

PORTLAND · · MAINE

TRADE CONDITIONS IN BOSTON

(*Continued from page* 89)

ment has been removed nearer to the front of the store. With the beginning of the Fall as ushered in by early September, business is beginning to pick up perceptibly. F. B. Lincoln, of the sales staff, is home from his vacation spent at North Conway and John J. Hart, also of the sales force, has finished a pleasant automobile trip into the White Mountains. Charles T. Foote also spent a restful vacation in the mountains.

News Brieflets

E. C. Cressey, of the C. C. Harvey Co., which carries the Victor, Brunswick and Edison lines, spent his vacation at Belgrade Lakes, Me., whither he motored with Mrs. Cressey.

W. C. Fuhri, general salesmanager of the General Phonograph Corp., spent a few days in Boston the latter part of August.

E. B. Shiddell, of the Musical Products Co., which has been handling the Sonata, is over in New York at this writing, where he is in consultation with certain talking machine officials relative to the future of the company.

Activity Prevails at Ditson's

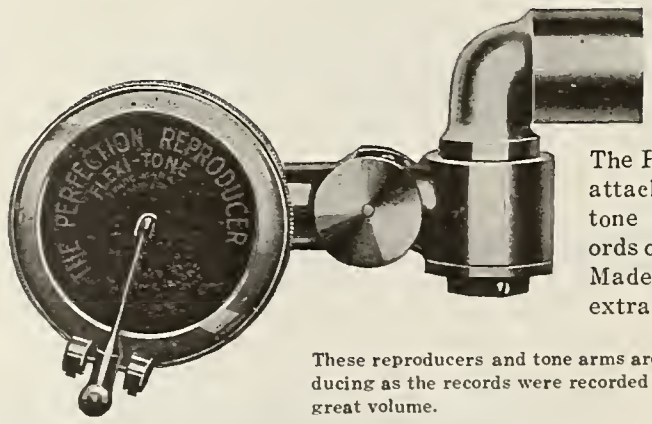
Manager Henry Winkelman, of the Victor department of the Oliver Ditson Co., has not as yet taken a vacation but he may decide to go away later in the season. Manager Winkelman says business has been coming along pretty regularly and that the indications are good for a brisk Fall. Otto Piesendel is back from his vacation but he did not get far away from home contenting himself with short near-by trips. John Canovan just now is visiting the trade.

Preparing for Concerts

Miss Grace Barr, of the service department of the Steinert house, who has finished a vacation at her home in Worcester, is just now busily at work mapping out a program for the Eight Famous Victor Artists who will give concerts in New England from October 24 to 31 inclusive.

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.

COLORADO
Denver—Denver Dry Goods Co.

IOWA
Des Moines—Harger & Blish

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
New York—The Phonograph Corp. of Manhattan

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

The MODERNOLA

A Home Delight to Ear and Eye

"Now That's Different"

Yes, it ***is***!

Prospective purchasers of talking machine instruments are quick to recognize the individuality in The Modernola.

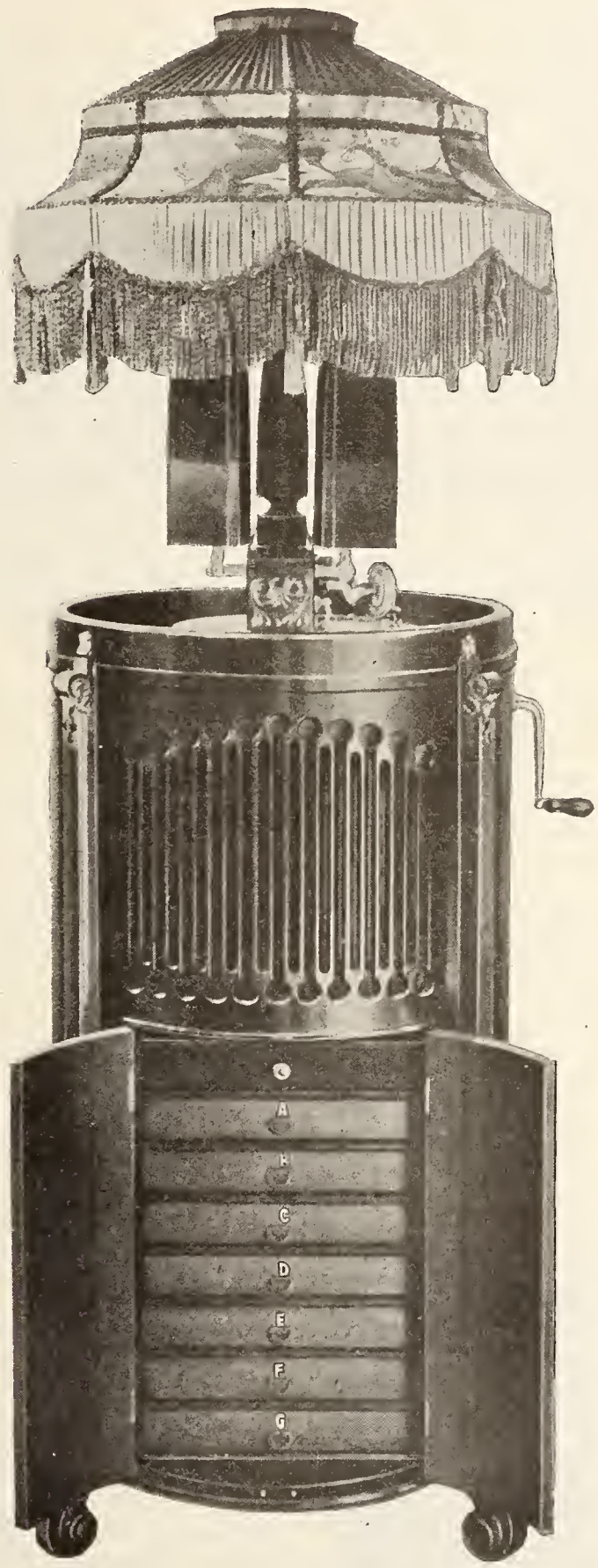
The Modernola is proving its preference in hundreds of instances. Unique in design, wonderfully beautiful with its lamp shade feature, luxurious in its rich finish—The Modernola has irresistible appeal.

It's winning everywhere!

The Modernola adds wonderfully to a home setting. The colorful lamp brightens and cheers. When the instrument is playing, the soft glow from the silken lamp counts much for impression. The deeper feelings of sentiment are played upon. The value of the music is greatly enhanced.

Increased Modernola production is facilitating delivery. We are placing the Modernola with the jobbing trade. For open territory we have a proposition interestingly profitable.

Write Us—Now!



THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

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

Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO. 174 Wooster Street, New York

EFFECTIVE EDUCATIONAL EXHIBIT.

Attractive Display Made at Salt Lake City Recently in Connection With the Convention of the National Educational Association

One of the most attractive and effective commercial exhibits at the National Educational Association, held in Salt Lake City recently, was that of the educational department of the Columbia Graphophone Co. The large ladies' parlor of the Hotel Utah was engaged for the entire week and in it Grafonolas and Columbia literature were conveniently placed. The exquisite furnishings of the room, with its comfortable chairs, hangings, paintings and flowers, made a most desirable rest room for the many delegates attending the convention.

View of Exhibit at Hotel Utah, Salt Lake City

During the week many teachers, superintendents and visitors availed themselves of the opportunity to listen to Columbia records and to learn about the extensive and progressive work of the Columbia Graphophone Co. to provide practical and worthy educational music material for the public schools. Not only were there displayed the many types of music suitable for music appreciation work, but the records for penmanship, nature study, foreign languages, measurement tests, civics, history, rote singing and physical drill were exhibited and demonstrated.

One interesting feature of the week was a demonstration in this large exhibit room of the work of the children in the playgrounds of Salt Lake City. Under the direction of Miss Stewart, Miss Reuben and Miss Pierson, of the city schools staff, groups of pupils participated in various folk dances and children's games, all to illustrate the value of this work in the physical life of pupils. Two hundred or more interested teachers witnessed the demonstration.

Two sets of records were of special interest to visitors. Salt Lake City is the home of Lucy Gates, who makes records exclusively for Columbia, and her delightful songs attracted many. The other set comprised the voices of national statesmen discussing the issues of the day, such as Coolidge, Palmer, McAdoo, Clark, Harding, Lodge, etc.

The exhibit was under the direction of Miss Estelle L. Windhorst and J. Milnor Dorey, of the educational department of the Columbia Graphophone Co., assisted by the local staff of the Columbia branch in Salt Lake City and Miss Leone Ammott, of the Daynes-Beebe Music Co., Columbia dealer in Salt Lake City. It was a most successful affair.

J. QUEVEDO OF CUBA A VISITOR

Reports Sales of Charmaphones in Cuba Are Growing Steadily—Big Fall Trade Predicted

One of the recent visitors to the offices of the Charmaphone Co., 39 West Thirty-second street, New York City, was J. Quevedo, of Quevedo & Cabarga, Havana, Cuba. For over two years this firm has handled the Charmaphone line of machines, and this most successfully, according to Mr. Quevedo's reports. In reviewing the Cuban situation, particularly referring to the Fall season, relative to the talking machine trade, Mr. Quevedo said: "We expect to have an enormous Fall season. All indications point in that direction. Special preparations now under way will enable us to handle the demand to good advantage. If it were not for strikes and difficulties entailed in exporting our phonographs we would have been able to use twice as many machines as we found possible under the situation last season."

AMERICAN LEGION MAKES GIFT

Madison, N. J., Post Awards Handsome Instrument to Ed. Wiechert

MADISON, N. J., September 6.—One of the largest crowds of the year filled the Liberty Theatre recently to witness the award of the talking machine given by the American Legion. Under the conditions of the award six names were selected and from these six, one was to be given the phonograph.

The first six selected from the hundreds of names were those of May Boyle, Harry Bassi, Estelle Squier, Henry Dawson, Mrs. L. A. Waters and Ed. Wiechert. When the second selection was made from this list of six names the award was made to Ed. Wiechert, of Green Village.

PROVES QUITE AN ATTRACTION

The Talk-o-Photo Is Bringing Quite a Number of Movie Fans to Dealers' Stores

R. B. Wheelan, president of the Talking Photo Corp., New York City, reports that the Talk-o-Photo has already gained much popularity throughout the talking machine trade, although it was only introduced several months ago. These phonograph records of the voices of famous movie stars with the photo and reproduction of the autograph of the star on the reverse side have appealed strongly to moving picture fans. It is said that the movie fans who collect pictures of their favorite stars number many thousands. These same fans are evidently now glad of the opportunity to also secure a collection of the voices of their favorites. Mr. Wheelan reports that a number of dealers have made attractive window displays of Talk-o-Photos and found that they attracted much interest in their locality, and materially stimulated the sales of these novelty records. One dealer reported that a prospect came into his warerooms to inquire about these new records and not only bought a liberal supply of the records, but a talking machine on which to play them. New motion picture stars are being added continually to the already large list of those whose voices are recorded on the Talk-o-Photo records.

MODEL C

AMERICANOLA
PLAYS ALL RECORDS
A Talking Machine of Quality, Tone and Workmanship

The Americanola reproduces the music of every instrument and the sound of every voice with complete fidelity. No tone is slurred. No distinctive quality lost.

WRITE FOR DEALER'S PROPOSITION

Lyric Lateral Records
DEALERS SUPPLIED ON SHORT NOTICE
YOU CAN'T BEAT US FOR SERVICE

We are Distributors—placing on your shelves the Latest Hit and supplying you with Bulletins, Hangers, Cut-outs, and Advertising Material is one feature of LYRIC SERVICE

AMERICAN TALKING MACHINE CO., *Inc.*
BLOOMSBURG, PENNA.

Unico Installation for Adams-Flanigan Company, New York City

When the Unico Installation was completed Mr. John Flanigan, President of the Adams-Flanigan Company, wrote, in part—

"It affords us great pleasure in writing this letter of commendation as a mark of our appreciation to your firm for the service and attention rendered us from the time we became interested in the installation of 'Unico' equipment until the department was finished to our entire satisfaction.

"The order for our equipment was placed the latter part of June and was delivered to our store on July 30th, just thirty-two working days after the placing of the order. Your erection men began work at once and on August 6th the department was completely finished."

Sense and Sensibilities

Common sense in commerce has proved that an appeal to the sensibilities is a potent factor in modern merchandising.

This appeal is variously termed. Some call it "sales atmosphere," "impression," and some term it "background."

But, regardless of its name, a successful store must be an inviting store, a store that appeals to the sensibilities.

The installation of Unico Equipment, patented in construction and design, will produce the appeal and at the same time will provide decorative display for goods and efficient, speedy transactions.

Furthermore, its flexibility allows for relocation and future growth, utilizing present with the additional equipment.

Unico Service provides for prompt shipment from stock in ten designs of complete equipment for your entire store or department.

We'd like to recommend a Unico Equipment for your store. A rough floor plan and dimensions are all we need.

A telephone call, telegram or even a letter by an early mail will make this Service and Unico Equipment available for your fall and holiday business.

Unico Construction is patented. Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

Announcement

We are pleased to announce that we have been appointed the exclusive distributor of **MEL-O-DEE** MUSIC ROLLS for the entire State of Pennsylvania and Southern New Jersey, and we are now equipped to give immediate service from our Philadelphia and Pittsburgh stock rooms.

MEL-O-DEE, the world's finest Music Roll, not only produces musical effects possible with no other roll, but also is manufactured with patented non-breakable spool ends and all words are printed, not stenciled, on Song Rolls.

Service is to be Our By-word

Get acquainted with us through our Hit Service by ordering

.....203587—Love Nest (Fox-trot, from Mary)	$ .75
..... 4019—Avalon (Fox-trot Word Roll)	1.25
.....203135—Tripoli (Waltz)	.85
..... 3999—Japanese Sand Man (Fox-trot Word Roll)	1.25

THE PHILADELPHIA SHOW CASE COMPANY

PHILADELPHIA
127 North 13th Street

PITTSBURGH
2002 Jenkins Arcade

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., September 3.—Talking machine and record business in this city during August was as good as could be expected and suffered little in comparison with last year. In fact, last year business seemed very active because of the shortage of instruments and records and this made it seem as though a tremendous business was being done. This year dealers found that their profits for the month were equal to and in some cases better than the total made in August, 1919. Fall prospects are bright, with the factories turning out machines and records at top speed and dealers laying in all possible stock in preparation for the big rush.

Why H. W. Weymann Is Optimistic

Harry W. Weymann, of the wholesale house of H. A. Weymann & Son, is most optimistic as to the big volume of business in talking machines and records during the remainder of the year. Right along he has been urging the dealers to get in their orders for the Fall and Winter as early as possible in order that they may be prepared against a shortage later or a freight embargo.

"Many of our dealers," says Mr. Weymann, "say that some of their customers have been patiently waiting for several months for the desired style of Victrolas rather than accept any other make which is available for immediate delivery. The conditions that existed last year at this time, where prospective buyers were at the time forced to accept substitutes, will not prevail this Fall, as the buying public is now acquainted with the fact that the increased Victor output will cause them to insist on getting what they want. The Victor record situation, however, has not improved very much over previous months, but we are looking forward to considerable gains in the shipment of records from the factory, beginning with October of this year."

Varied Columbia Happenings

Splendid reports are being given out by the local Columbia officials and from all their dealers they are receiving reports that they are looking for a heavy Fall business. They are planning at the Columbia headquarters here to put on two new salesmen by the first of October, whose names will be announced later.

C. O. Wood, who has been the superintendent of the Columbia here for some time, has resigned, and he has been replaced by Lewis Klein, who has been connected with the Columbia shipping department for the past four years. An interesting little flurry has been created in the social circles of Columbia in the resignation of Miss Delabar, the private secretary to Manager Cummin, who will shortly be married and will go to Tokyo, Japan, to reside, where the man to whom she will be married has a prominent managerial position.

B. W. Jennings, the assistant manager of the Columbia, was recently at Atlantic City for a week, where he found conditions most satisfactory so far as the Columbia was concerned. For several days, the end of August, Field Sales Manager Robert Porter and O. F. Benz, from the executive offices in New York, were in Philadelphia going over with the local management a new organization and sales plan for the Fall. The Columbia Co. is planning a series of dealers' meetings for the latter part of September and the first of October.

The new Columbia manager, P. C. Cummin, having about familiarized himself with local conditions, is about to make a trip among all the dealers of the State, accompanied by salesmen. J T. Callahan, the dealer service manager, has just returned from a two weeks' vacation which he spent at Atlantic City. W. A. Willson, of the educational department of the Columbia Co., New York, was in Philadelphia in August, also H. L. Tuers, the Dealer Service manager. Recent visitors to the Columbia offices were: T. W. DuBois, of Paulsboro, N. J.; Mr. Loeper, of Ashland, Pa.; J. H. Sortman, of Newark, Del., and Mr. Heller, of the Metropolitan Phonograph Co. of Reading, Pa.

Williams Opens New Store

F. E. Williams, who for a considerable time was a Columbia dealer at Seventeenth and Mifflin streets, has just opened a new store at 1723 Snyder avenue, which place he has considerably remodeled.

Installed in Its New Home

The Emerson Philadelphia Co. has finally become fully installed in its new home at 810 Arch street. It has about completed an attractive and commodious series of offices, and has a very large amount of space arranged for the display of records. The finest feature of the place is its splendid light. Harry Fox, the head of the company, states that "The best word regarding the new Emerson phonographs is that we are selling them in large quantities, and the outlook is very encouraging. The phonograph met with a very cordial reception from all of the dealers as soon as we showed them some of the exclusive patents of the Emerson to the credit of this organization. Firms which have already started the handling of the Emerson phonograph at near-

(*Continued on page 96*)

A phonograph you will thoroughly enjoy selling

A LINE of goods that sells easily is a pleasure to handle. Take the new line of Emerson Phonographs. It is a line to enthuse over.

In the first place it is complete. There are many different models for your customers to select from.

And every one of these models is equipped with the built-in, solid-spruce, *round* Emerson Music Master Horn. This horn is constructed according to scientific principles and is acoustically correct.

The Emerson Music Master Horn forms your best and biggest selling point. It is the nub of your selling argument. Display it—talk about it—play it up—demonstrate it with the latest Emerson song hits and dance hits.

The most inexperienced ear will quickly detect the full, *round* tone which flows from the full, *round* Emerson Music Master Horn.

Send for our new loose-leaf catalog showing the various Emerson phonographs and explaining why we make the Emerson Music Master Horn *round* — perfectly *round* — as round as a round full moon.

Emerson Records and Phonographs

Emerson Philadelphia Co.

810 Arch Street -:- -:- -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

by points are: The Brintzenhoff Piano Co., of Reading, Pa.; The Music Shop, of Trenton, N. J.: McPherson's Music Store of Bridgeton, N. J.; the Troxell Music Store of Allentown; the Lundy Piano Co., of Wilkes-Barre, Pa., and E. Einn, of Hazelton, and others." Mr. and Mrs. Fox recently returned from a tour of the eastern part of the State, spending some time at Delaware Water Gap.

Stults Tells of Presser Progress

Manager Robert N. Stults of the Theodore Presser talking machine department, after a pleasant two weeks' motor trip, returned to his office and is predicting great things for the Presser department this Fall and Winter. He states that July was ahead of the July of a year ago, and their August business ahead of the July business. They have been having exceptional success in the nearby suburban towns. Mr. Stults states that they are getting Victor, Brunswick and Cheney machines through in large numbers, and they have already on hand practically their entire Fall and holiday stock.

Large Perfek'tone Business

Manager Adams, of the Perfek'tone Co., believes that business is going to be very good this Fall and bases his assumption on the fact that each month has shown an increase over the corresponding month of last year. He states that the firm has been doing considerable shipping of late to the Far West, and has also received large orders from both South America and Cuba. Mr. Adams had his family at Ocean City for the Summer, and has just returned from spending two weeks' vacation with them.

Emil Bauer Is in Charge

Emil Bauer, long associated with the talking machine industry, has taken charge of the conducting of the Domestic Talking Machine Corp., which for convenience has been removed from Latrobe, Pa., to 728 North Twenty-sixth street, this city. He will not only sell these machines, but also motors and motor parts. The new address is quite a large factory.

Brunswick Expansion

C. P. Chew, in charge of the Philadelphia Brunswick business, was recently in Harrisburg assisting in the opening up of an exclusive Brunswick shop for the Regal Co. at Second and Walnut streets. He states that they have a very fine establishment, including a series of fine demonstration booths. They carry the entire Brunswick line. Mr. Chew reports that his business has been excellent and believes that dealers should order liberally in anticipation of a freight tie-up in the Fall.

F. X. Donovan Goes to Cincinnati

The Wanamaker talking machine department has just lost its head salesman, F. X. Donovan, who has located in Cincinnati, where he

Established 1864

Manufacturers and Wholesale Distributors

WEYMANN

1108 Chestnut Street
Philadelphia, Pa.

World famous Weymann "Keystone State" String Instruments and "W & S" brand Musical Merchandise.

H. A. Weymann & Son, Inc.

FOR EXTRA PROFITS

to the dealer we heartily recommend a Musical Instrument Department.

Success is practically assured dealers who specialize in quality goods of known merit for which a demand has been created.

Write for catalogue and trade discounts

TRY
PHILA. SHOW CASE CO.'S
SERVICE

Okeh Records

We are ready to help you stock in Okeh Records for your fall business

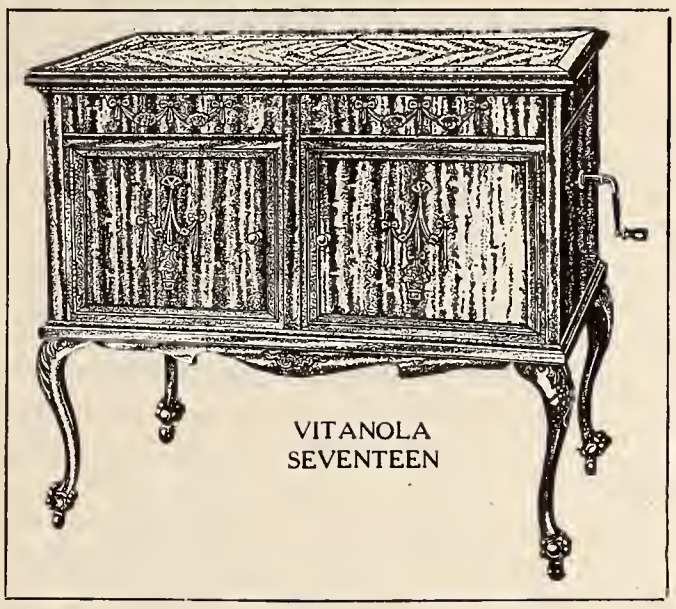
IMMEDIATE DELIVERY - - EVERYWHERE

COMPLETE STOCK

PHILADELPHIA SHOW CASE COMPANY

127 NORTH 13th STREET PHILADELPHIA, PA.

PITTSBURGH BRANCH: 2002 Jenkins Arcade Building



PERMANENT ASSETS

Most every one in business is interested in PERMANENT ASSETS—and this is what is offered in handling the VITANOLA Line. Not only do you have liberal discounts, with quick shipments, but beautiful designs, marvelous tone, which make repeat orders.

VITANOLA DISTRIBUTORS CO.

Eastern Penna., Delaware, New Jersey, Maryland

1025 Arch Street **PHILADELPHIA**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

has taken charge of the new Shillito Co.'s talking machine department. This company handles the Victor exclusively in that city, and had erected a fine series of showrooms by the Unico Construction Co. They will have a formal opening about the first of October.

Looks for Large Fall Business

Walter E. Eckhardt, the head of the Pathé here, has enjoyed a highly gratifying Summer business. He states that everything looks as if there was going to be a very substantial business this Fall in the standard lines. "In fact," he says, "I am encouraged in this belief by the advance information I have from our dealers and what they consider will be their requirements this Fall. I personally believe that this Fall is going to be the biggest Fall we have ever had. As to prices, I do not see how it is possible for the standard makes to take a drop in prices, and even cannot see when a reduction can be made or anticipated. With labor as high as it ever was and with very little recession in the prices of materials which go to make up phonographs, and this coupled with the further fact that our line has not been subjected to the increase in price that was placed upon so many commodities, there is absolutely no reason for contemplating a reduction or any justification for the same."

Penn Phonograph Co. Surprise

The Penn Phonograph Co. reports that business has been satisfactory in August, and that they had a fair amount of machines to be disposed of, but they have been very short on records. The firm is about to spring a big surprise on the public that is going to be even a greater sensation than the Penn Victor Dogs. Mr. Clarke of the sales department, with Mrs. Clarke and some friends took a delightful ten days' vacation trip in his car through the New England States. Recent Penn visitors were: Jacob Sitnel, of Altoona, Pa.; William Holland, of the Roeblin Piano Co., of Wilmington, Del., and Mr. Hunt, of the firm of Riggins, Gaskell & Hunt.

Receiving Large Shipments

A. J. Heath, of the firm of Heath & Gorham, has been receiving good shipments of the Okeh records, and they have such a large stock on hand at present that they will be able to fill all orders practically 100 per cent.

Using Publicity in Hebrew Papers

The new People's Talking Machine Co., of 502 South Fifth street, has been enjoying a very excellent business, and attributes the results to the exclusive Victor advertising that they have been doing in the Hebrew papers, for they feature Hebrew records, and have a large record library.

THE Penn-Victor miniature dog with the dealer's name cast in the pedestal has been used by nearly one thousand Victor Dealers in the

United States **Canada**
Great Britain **Bermuda**
Hawaiian Islands **Australia**
Central and South America

This means that nearly 500,000 Penn-Victor dogs have done and are doing missionary work in as many homes. The Penn-Victor dog will continue the work of Victor Propaganda as efficiently as ever. Why not let it work for you?

DISTRIBUTORS:

Atlanta, Ga. .....Elyea Talking Machine Co.
Baltimore, Md. ....Cohen & Hughes.
E. F. Droop & Sons Co., Inc.
Birmingham, Ala. ..Talking Machine Co.
Boston, Mass. .....Oliver Ditson Co.
Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Buffalo, N. Y......Buffalo Talking Machine Co.
Burlington, Vt. ...American Phonograph Co.
Butte, Mont. .....Orton Bros.
Chicago, Ill. .....Chicago Talking Machine Co.
Cleveland, Ohio.....Cleveland Talking Machine Co.
The Eclipse Music Co.
Denver, Colo. .....The Knight-Campbell Music Co.
El Paso, Tex......W. G. Walz Co.
Honolulu, T. H......Bergstrom Music Co., Ltd.
Indianapolis, Ind. ..Stewart Talking Machine Co.
Jacksonville, Fla. ..Florida Talking Machine Co.
Memphis, Tenn. ....Houck Piano Co.
Kansas City, Mo...J. W. Jenkins Music Co.
Milwaukee, Wis. ...Badger Talking Machine Co.
Minneapolis, Minn..Beckwith-O'Neill Co.
Mobile, Ala. .....Wm. H. Reynalds.
New Haven, Conn...The Horton-Gallo-Creamer Co.
Newark, N. J......Collings & Co.
New Orleans, La...Philip Werlein, Ltd.
New York City.....C. Bruno & Son
Knickerbocker Talking Machine Co.
New York Talking Machine Co.
Ormes, Inc.
Silas E. Pearsall Co.
Omaha, Neb. .....Mickel Bros.
Philadelphia, Pa. ..H. A. Weymann & Son
Pittsburgh, Pa. ...W. F. Frederick Piano Co.
Portland, Me. .....Cressey & Allen, Inc.
Rochester, N. Y.....E. J. Chapman
St. Louis, Mo......Koerber-Brenner Co.
Toledo, Ohio.....The Toledo Talking Machine Co.
Washington, D. C....Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO.

Victor Distributors
Wholesale Only

913 Arch Street, Philadelphia

MUSIC FOR EVERYBODY
Operaphone RECORDS
PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

DECALCOMANIA
Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

MOTORS—TONE ARMS
We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.
Send for catalog, enclosing trade card
EVERYBODY'S TALKING MACH. CO.
Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

PHILADELPHIA OFFICE FOR ACME

Edward McK. Hunt in Charge of New Office in Philadelphia Bourse—Another Office May Be Opened Soon in Newark, N. J.

The Acme Die-Casting Corp., Brooklyn, N. Y., has recently opened a branch office in the machinery exhibition sales department of the Philadelphia Bourse. This office is in charge of Edward McK. Hunt and will handle the company's rapidly growing business in New Jersey, eastern Pennsylvania, Maryland, Delaware and the District of Columbia.

The Acme Die-Casting Corp. maintains offices at the present time in Detroit, Cleveland, Chicago, Pittsburgh, Rochester, Boston and Philadelphia, and contemplates opening another office in the near future in Newark, N. J. The company specializes in the production of high-grade zinc, aluminum, tin and lead alloy die-castings, and furnishes castings to some of the largest manufacturers of the country.

Die-castings have reached such a state of development, and are so admirably adapted to quantity production that they are rapidly being adopted by manufacturers to replace parts heretofore made by other processes.

NEW QUARTERS IN PHILADELPHIA

United Music Stores Now Occupy Four-Story Building at 619 Cherry Street for Wholesaling of Records, Music Rolls, Needles, Etc.

PHILADELPHIA, PA., September 1.—The United Music Stores have just occupied their new four-story building at 619 Cherry street, this city, with its 45,000 square feet of floor space, and thus offer concrete evidence of the success that has attended the company's efforts in the wholesaling of musical merchandise of known standing.

The United Music Stores started in business in August 1918 in a small space at 905 Walnut street, where music rolls and other musical merchandise are wholesaled. At the present time the company acts as wholesalers for Pianostyle and Connorized rolls, Brilliantone steel needles, Lyric records, Kleernote pumps, etc.

The first floor of the new quarters is given over to the credit, shipping, sheet music and order departments, and the display room in which are shown samples of the various lines carried by the house. The second floor is devoted to Pianostyle instrumental rolls, and to stocks of Brilliantone needles, Kleernote pumps and Lyric records. On the third floor is found the very complete stock of Connorized Word Rolls, while on the fourth floor are the executive offices of the foreign roll department.

If you have only one suit of clothes, don't worry—you can at least be sure the moths are not eating the other one.

A BUSINESS ORGANIZATION EQUIPPED FOR BIG BUSINESS

Backed by a loyal clientele developed thru years of fair dealing and accurate business methods.

Progressive business program which serves both the higher interests of The Victor Company and our Victor Dealers.

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA
Exclusive Wholesale Victor Distributors

A Survey of Fall Trade Prospects

Comprehensive and Accurate Facts Regarding the Industrial, Agricultural and General Trade Situation Gathered by The World From Talking Machine Men of Standing in Every Section of the Country—Information That Should Prove Valuable as a Guide to the Industry

Members of every branch of the talking machine industry are displaying a keener interest than ever before in trade history in the prospects for Fall and Winter trade. They are endeavoring to foresee any probable changes in the general business situation, so as to adjust their sales plans to meet any possible exigencies that may arise.

For several seasons it has not been a question as to what business there would be for the talking machine dealer, and therefore for the manufacturer, but rather how much of the demand could be taken care of during the busy holiday time. Now, with a decided improvement in production and a change in the attitude of the public, it again becomes a matter of policy to study business prospects with a view of being guided accordingly.

In order that members of the talking machine trade might have before them facts regarding conditions and prospects in the various sections of the country, The World has taken occasion to get in touch with several hundred wholesalers and retailers in every State in the Union for the purpose of having them analyze the conditions in their particular districts.

The questions asked of the trade members referred specifically to:

(1) General industrial conditions and prospects.

(2) General agricultural conditions.

(3) Attitude of the public toward liberal buying.

(4) Present condition of stocks in retail stores.

(5) General character of sales and advertising methods.

(6) General standard of terms demanded.

The replies have been interesting and illuminating, and have brought out the fact that the general business situation throughout the entire country and the attitude of the public toward buying is practically on a uniform basis. In other words, there is no prospect of overwhelming prosperity in one section of the country to be offset by extreme depression in another.

Summed up, the conditions are these:

The industrial situation is best described as fair. Certain industries have been compelled to shut down their plants or put them on short time for various reasons, but in the same sections other plants are running full time or better, and there is no evidence of any widespread unemployment. It is felt that the Fall activity will serve to steady the industrial situation, and put it on a more solid basis than it has been for many months past. If this is so, then the talking machine dealer can gauge industrial workers as prospects upon whom he can depend with a more or less degree of certainty.

Agricultural conditions are fair or better. Heavy rains in certain sections have hurt crops, this being particularly true of cotton and tobacco and in some cases wheat, but the average run of market produce is in excellent shape, and the average of crops will be better than normal. Taking into consideration the fact that market prices will be high it is obvious that the farmers' trade this Fall will be worth seeking.

The attitude of the public toward liberal buying is now generally known and recognized. The era of extravagance is passed and the average buyer is careful in making his purchases. This has developed a tendency to demand goods of standard make and recognized worth, a fact that has made a strong appeal to dealers.

Stocks range from fair to good and reports from many sections included the suggestion that stocks must be enlarged and given more attention as protection against possible shortage during the holiday season.

Advertising and sales methods and terms continue on a high level and this fact alone serves to warrant confidence in the fact that talking machine men will carry on during the Fall with a full measure of profit.

Herewith are presented summaries regarding conditions in various sections of the United States. These have been compiled from reports from several dealers in each State and represent a real consensus of opinion of men on the ground and in close touch with the local situation. A careful study of these facts as presented should prove of distinct value to the talking machine manufacturer, wholesaler, and the dealer who is in doubt as to how his fellow members of the industry regard prospects.

Situation Nearly Normal in New England

September is the month when everyone is looking for a marked revival in trade in the talking machine business, and the general conditions in New England are bound to be a thousandfold better than at this time a year ago, for everything is now more nearly normal. Then the cry was scarcity of goods but with increased production there need no longer be that cry, for, generally speaking, goods from all the factories are coming along pretty well. The general industrial conditions are good and with the freight embargo due to dockmen's strikes and other causes now only a memory, freight facilities are improving, which is a big factor. With the movement of crops New England is bound to feel the results of the better circulation of money, and as farm products have been coming along well and are reasonably cheap these are factors in promoting purchases. On the other hand mills in some sections are curtailing and there is an industrial restlessness which invites the element of caution. Despite this there is the feeling in the trade that an era of liberal buying is facing the community and the month of August has been so good on the whole as to warrant an optimistic feeling for September and the following months.

One finds no talking machine establishment overstocked with goods. It is the season when the farseeing jobber urges his dealers to get ready and place orders early and those who appreciate what is before them do not have to be advised twice. The large invoices now coming into Boston and other New England cities are being quickly disposed of among the trade, and as has always been the case it is the early bird that will be ready for the Fall rush. In the local papers, in fact in many of those in the cities throughout New England, dealers are making liberal offers and even store windows are exhibiting this or that type of machine accompanied by a placard offering generous inducements that one cannot always look upon as sound economics in business, for it too often results in tying up more money than is good for the trade at large or the individual dealer. However much one may argue against the principle there is a large element of the public that is responding to this style of advertising. The man who cannot see a sale unless he accepts almost any proposition made to him by a prospective buyer may not be a common species. He is the wise man in the long run who refrains from this practice and his conservatism and sound business methods are sure to find him in a better position financially when any business crisis appears on the horizon. These

(*Continued on page* 103)

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.
The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout,

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 Refiller Points 25 cents each

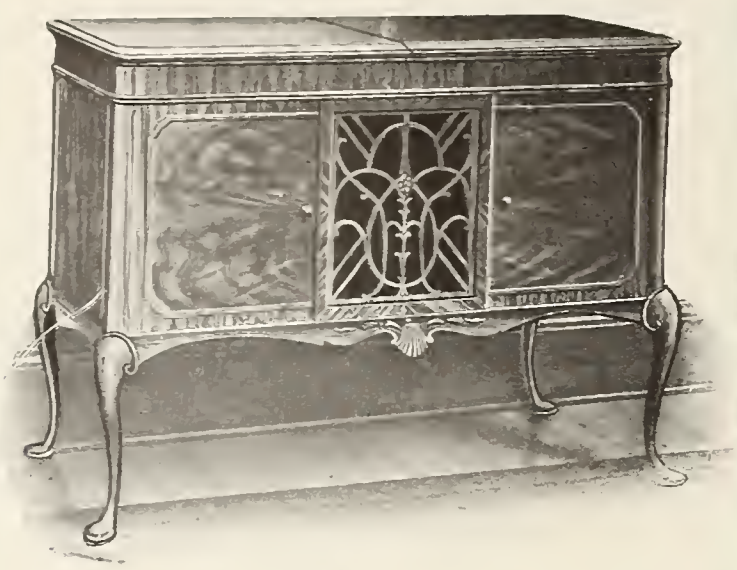
JOBBERS AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors

The Don TRADE MARK

FRANK J. HART
SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: –
—For Medium Tone extend point thus: –
—For Loud Tone extend point thus: -



Queen Anne

Adam

Louis XVI

What the Granby Proposition Means to the Dealer

THE Granby Phonograph Corporation must not be confused with the hundreds of mushroom growths that have sprung into being in the phonograph field in the last few years.

The Granby Phonograph Corporation has entered the field only after a most painstaking analysis of the industry. The strength and the weaknesses of competing brands have been carefully studied.

The Granby Phonograph Corporation has entered the field permanently—its program is built upon that basis, and to that end offers the following features to representative dealers:

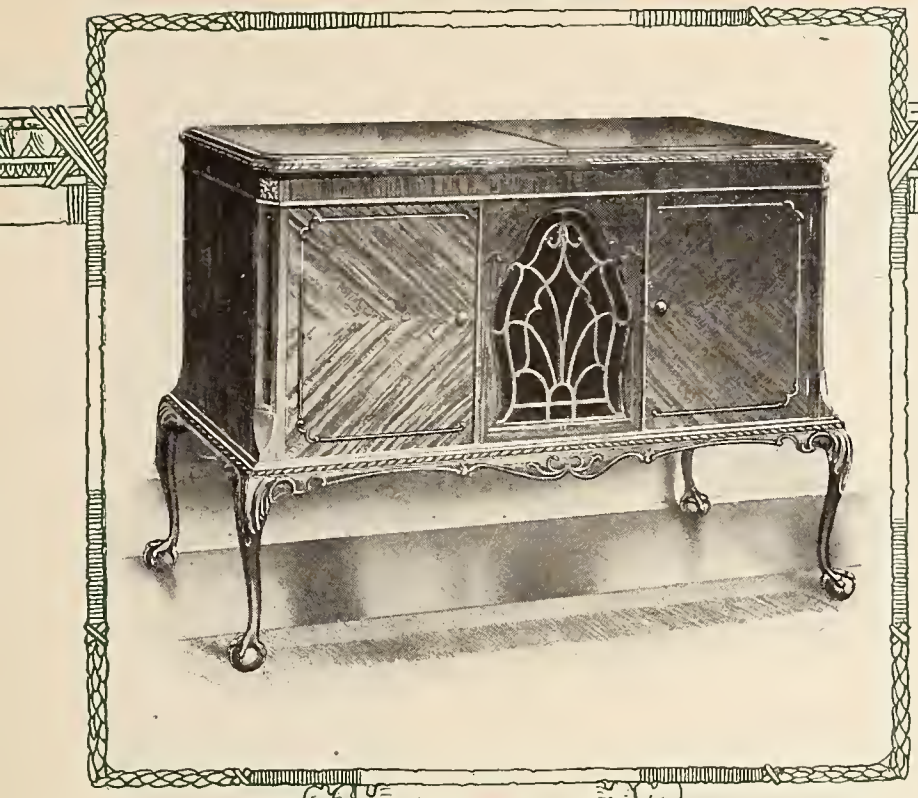
First—the manufacture of an instrument that will bear the strictest comparison with the best in the field, in appearance, in honest construction and in tonal quality.

Second—a close co-operation with the wholesale and retail distributors who are to share in its success. A co-operation that will call for the most intensive cultivation of the local territories where Granby is represented.

GRANBY PHONOGRAPH CORPORATION

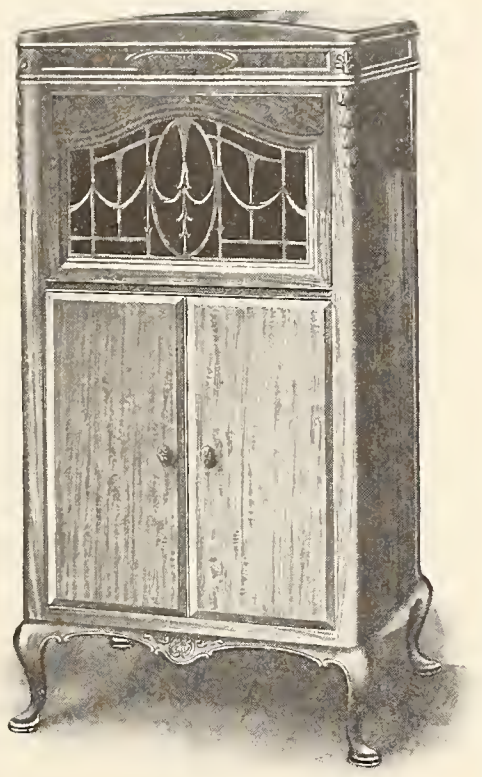
NORFOLK-VIRGINIA

· Factory · Newport News ·



Chippendale

Louis XVI



Queen Anne

Third—and highly important, financial resources for carrying out the program outlined, to the letter—resources that do not depend upon an overnight, overwhelming demand, but are ample enough to plan for the future and await the solid development that is the result of such careful planning.

Every wholesale and retail distributor who is fortunate enough to secure the Granby franchise can rest assured that **every promise made** by the Granby Phonograph Corporation will be fulfilled to the letter.

You can be the fortunate representative of the Granby in your territory—if you act promptly and before your competitor has secured the franchise.

WE WANT YOU TO INVESTIGATE THIS PROPOSITION THOROUGHLY— AT OUR EXPENSE

To that end we would like to have you as our guest at Norfolk.

Write for details and DO IT IMMEDIATELY

GRANBY PHONOGRAPH CORPORATION

NORFOLK · VIRGINIA

Factory Newport News

Saturday Evening Post

Sept. 11, 1920

MEL-O-DEE Music Rolls

A New Music Roll for Player-Pianos Produced under a Superior System of Recording

THIS is emphatically the day of the player-piano. Each year, a larger percentage of all pianos manufactured are of the player type.

The new Mel-o-dee Music Roll has been produced to meet the demand for a better music roll—a music roll designed to take advantage of the improved action of the present day player, and to bring out the utmost in musical values of which that instrument is capable.

Mel-o-dee Music Rolls are manufactured by an organization with by far, the widest experience in the music roll field.

Musically and mechanically Mel-o-dee Music Rolls represent a new standard of excellence. They will produce effects from any player-piano of which the ordinary music roll is entirely incapable.

Mel-o-dee Song and Instrumental Rolls

The latest, the most popular, the best music, both vocal and instrumental, is obtainable in the form of Mel-o-dee Rolls. Popular hits, both vocal and instrumental are always on the shelves of Mel-o-dee Music Roll dealers, before the demand for them has even begun to develop.

Song rolls, produced by the Mel-o-dee Music Company, have the words *printed*, not *stenciled* on them. In consequence they are easily readable even from a distance. Mel-o-dee instrumental rolls, including the classic, grand opera and all other forms of piano music, are arranged from the recording of the world's leading pianists and musical authorities.

Owners of player-pianos should insist on receiving Mel-o-dee Music Rolls. In no other way can they realize the utmost of which their instruments are capable.

Send for catalog and name of nearest dealer—Dealers Everywhere

THE MEL-O-DEE MUSIC COMPANY

NEW YORK
29 W. 42nd Street

CHICAGO
529 South Wabash Avenue

SAN FRANCISCO
455 Mission Street

Stock Mel-o-dee Music Rolls and Reap the Mel-o-dee Customers Made by the Mel-o-dee National and Local Advertising Campaign

Write for New Mel-o-dee Complete Catalog Containing 3000 Numbers

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 99)

are times when the future must be more closely watched than ever before and present-day caution is the predominant element that will ward off possible embarrassments with resultant good to the talking machine business. This is the general feeling in New England.

Settled Industrial Conditions in East

In the territory embracing New York State, Pennsylvania, Ohio and neighboring States, the industrial situation has more bearing upon business prospects than it has in many other sections of the country. An investigation of the industrial situation brings forth the information that while there has been considerable recession in industry, it is believed by many to be just what is required to steady conditions and bring the entire economic situation back to a more normal, stable basis.

As it is now, the great majority of employes are working full time and enjoying high wages, and it is believed that this condition will continue well into next year at least. Where in certain lines of industry working forces have been curtailed and plants shut down for part time, the workers thus released have been for the most part absorbed by other industries, which means that their earning power will serve to make them factors in the retail business to come.

Crops in this section of the country are more diversified than in many other districts, and the prosperity of the farmer does not rest so largely upon one particular crop, such as cotton or grain. The fact that what is known as market produce is bringing record prices makes the farmer a factor to be reckoned with in the music business for Fall. In fact, he offers a better prospect than the average factory worker.

In this thickly settled section of the East the public is showing an inclination to buy that which is considered necessary, and musical instruments apparently come under this category.

With this carefulness in the spending of money comes also a tendency to demand products of quality, and give to the buyer something worth while for his money. For the most part dealers are under the impression that buyers are holding back only temporarily and will loosen up as it were when the Fall season gets under way.

The condition of stocks in retail stores is varied, for while some retailers are well supplied, others are working along with reduced stocks and buying with great caution. The dealer with the requisite capital, however, is stocking up liberally in anticipation of a possible shortage during the coming months.

The retailers in this section are from sheer necessity demanding cash or short terms on all sales. This enables them to buy advantageously, and what is especially important, to discount their bills. The public on the other hand appears to have the money to meet the dealers' terms and to appreciate the fact that cash means a saving of interest that would be paid on instalment accounts.

Prospects Excellent in the Southeast

In the Middle and South Atlantic States the members of the retail music trade are evidently well prepared to do a very satisfactory volume of business during the Fall, but realize that extra efforts must be made to make sales totals measure up to former records. Throughout this section, which is steadily assuming more importance industrially, it is declared that general conditions are for the most part fair. In some States, for instance in Maryland and in Georgia, the industries are active. In Virginia and North Carolina the average is fair, although in certain lines there is evidently a distinct falling off. In Florida the situation is fair, although the long standing strike of cigar makers has had its effect.

Taking cotton and tobacco as the two main crops, the agricultural situation is not one to encourage enthusiasm. The cotton crop promises to be somewhat sub-normal, and a price drop is expected to have a certain influence on general business. The tobacco crop is about the average, while the crops of general market produce and of fruits promise to be most generous.

The tightening of the financial market and campaigns carried on by certain newspapers are declared to be responsible for a tendency on the part of the public to be a trifle overcautious in buying. The average talking machine purchaser, however, demands a product of known quality and standing, and this fact appeals strongly to the average retailer.

Stocks of goods in the various States range from fair to excellent, and retailers as a rule do not anticipate any trouble in handling any possible volume of trade that may come to them before the first of the year. What shortage there is, is found in record stocks, and the record situation is improving steadily.

The selling terms are being kept on a sound basis, and although in some agricultural sections business is done on a basis of thirty, sixty and even ninety day acceptances, that condition is expected to continue only until the early Fall when the marketing of crops will release sufficient cash to permit of a return to a ten-day basis.

If West Virginia is to be included in this district, there is added an element of uncertainty, for much of the prosperity of that State depends upon conditions in the mining industry, and, as is generally known, the situation there is greatly unsettled. If the miners finally accept the wage awards and work honestly and earnestly, there should be plenty of their money to find its way into the tills of the music merchants during the Fall and Winter.

East Lake Region Shows Solidity

Conditions and prospects in what might be termed the East Lake Region, taking in Michigan and neighboring States, are very similar to those reported from other sections of the country, and the situation as it exists and promises to exist in Detroit may be accepted as reflecting conditions in that territory.

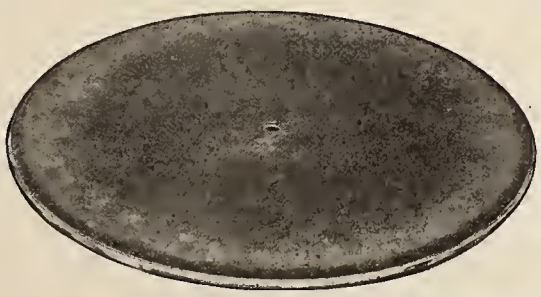
While it is true that for the past thirty days a few of the Detroit factories have cut down on their number of employes, it is a temporary condition only, caused by inability to get materials or to economize on the use of electricity, having received instructions from the Detroit Edison Co. to reduce their consumption of electric current to the minimum as two of their largest turbines have been out of commission. The demand for automobiles has let up to some extent, yet there is no factory here that cannot dispose of all the cars it produces. Such concerns as the Ford, Packard, Cadillac, Studebaker, Paige, Liberty, Essex, and Hudson, have more orders on their books right now than they can fill, yet some of these companies have laid off men because certain departments could not work twenty-four hours a day because of the shortage of certain parts. The last of the Summer and the early Fall months are always the dullest for the motor manufacturers, as it is the time of the year when they get busy on new models for the ensuing year. They do not shut down entirely—merely shutting off the night shift or a part of it and still running full time during the day.

Detroit not only makes 90 per cent of the motor car production in the United States, but also has many other factories in which it leads the world. Detroit was never more industrially sound. Wages always have been high here and they will continue so. An authority said: "We are all optimistic for the coming twelve months regardless of election or anything else," and these are the sentiments of every business man, retail, wholesale or manufacturing, with whom we have come in contact. In Detroit there is no place for a pessimist.

Agricultural conditions throughout the whole State are excellent and crops will be the biggest they ever have been. This is official from

(*Continued on page* 105)

TALKING MACHINES OF THE HIGHEST STANDARD HAVE TURNTABLES EQUIPPED WITH



GRAND PRIZE
GOLD MEDAL

A.W.B. Boulevard VELVETS

ST. LOUIS
EXHIBITION

VELVETS, VELVETEENS, PLUSHES

Add to the Quality and Attractiveness of Your Machines with the A. W. B. Boulevard Velvets

Write for Samples and Prices

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

ESTABLISHED 1845

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 103)

the State Department at Lansing after an investigation of the various crops in the different parts of the State. Naturally, good crops mean the consumption of more merchandise in the rural sections.

Frankly, in some lines the public has stopped buying—that is they are not buying as briskly as they did heretofore. They have been reading so much about prices going to drop that they are holding back from buying some of the things they intended to in the hope that they can save money. But this also is only a temporary condition and merchants say that despite this feeling on the part of some people they have done more business this year in dollars and cents—as well as the actual number of sales—than for the same period in 1919.

When all is said and done, Detroit is rather peculiarly situated in this matter of getting all wrought up over high prices, sales, etc. Merchants state that, regardless of all newspaper talk about prices and predictions that prices will come down, people are buying liberally on the whole and especially on sales goods. The Crowley, Milner Co., the leading department store catering to the workingman, has had the greatest Summer business in its history, according to J. J. Crowley, president of the company, which is a good indication of the prosperity of the working classes.

Credit terms have not changed in this section as yet. Retailers are still extending credit to their charge customers and collections are holding up very satisfactorily. The writer heard a few credit men remark that it is a good time for dealers to "draw in their horns" and give more attention to their charge accounts than ever before and not to hesitate to remind customers who may be in arrears of their obligations.

What Detroit needs and needs badly is about 50,000 new homes to take care of the constantly increasing population.

Prepare for Active Fall in Wisconsin

The fact that Milwaukee is one of the largest industrial centers in America in respect to diversity of manufactures, is the basis of the exceptionally confident attitude that the local music trade takes in looking toward the future, particularly the Fall and holiday season now rapidly approaching. Whatever slackening there may have been in such basic industries as textiles, leather and motor vehicles elsewhere, the effect exerted by this has not been more than appreciable.

Unemployment, so far as can be ascertained, is negligible. Some of the manufacturers of automobile parts have laid off a few men, but these are absorbed in other lines. The leading industry is the manufacture of iron, steel and machinery, and the work in hand and in prospect for shops of this character seems to be adequate guaranty that unemployment will not increase to a disquieting point. Milwaukee is a large boot and shoe manufacturing center, but the recent hiatus in this industry has not compelled any material lay-offs. In fact, there have been few contributions in the matter of curtailment of operations which might reduce buying power or compel sharp retrenchment in personal and home expenditures.

Wisconsin is one of the greatest dairy States in the Union, and a large grower of crops as well. Consequently the excellent agricultural conditions in this State this year, and the good prices producers are receiving, are taken to mean that music dealers in the interior of the State are destined to experience a continuance of the good business that has come to them in the last year or two.

While music business during the last two to three months has developed a somewhat more "spotty" appearance than it carried at any time this year, an average of reports from representative dealers indicates that sales volume is quite well maintained. It is noted, however, that the cheap instrument is having to meet greater sales resistance, while the medium and high-priced instruments are in better demand than ever. This situation is nearly an exact reverse of what it was six months ago. Then the family in poorest circumstances was buying a piano or talking machine, while the families of more moderate means were taking hold slowly, and the rich bought quietly and moderately, probably owing to the feeling that this was no time to make an ostentatious display of wealth.

Retail stocks at the close of August were moderate. While considerably larger than on January 1, they are hardly even with September 1, 1919. Some stores have more instruments of various classes on hand than a year ago, but as a rule the margin over current demand is not at a satisfactory point, considering the fact that the holidays are close at hand and the most active season of the year is just setting in.

Retail music advertising in July and August declined to the low point of the year, as customary in the torrid months when people leave the cities in a veritable exodus. It is now being resumed and will undergo very important augmentation within a short time by reason of vigorous local participation in National Player-Piano Week and a repetition of co-operative advertising for holiday trade by the Milwaukee Association of Music Industries. Those dealers who have advertised and kept their names before the public, and maintained a continuity of interest in their wares, report splendid results. On the other hand, the non-advertising dealer is less enthusiastic about conditions.

It is an encouraging sign that the advertisements of music dealers have in the main kept away from the extremes in comparative price quotations which were so noticeable in the newspaper displays of other merchants, notably the shoe and clothing trade, in the last three to four months. There have been isolated instances of advertising which the better class of merchants deem not exactly ethical, but as a rule the publicity has been of a dignified character and it has not suggested any panicky feeling about prices parachuting.

To a large extent out of sheer necessity, local music dealers have converted their business to a more nearly cash basis than ever before. It is said that since July 1, more spot cash sales of musical instruments have been made in Milwaukee than ever before in history. This is a reflex of the action of bankers in putting on the screws, as it were, not as a discrimination against music men in any sense, but on all business men in pursuance of a deflation policy. It has not been a refusal of loans or renewals, but a high interest rate, ranging up to 7½ and 8 per cent, which discouraged borrowing. As a consequence, dealers were virtually compelled to demand cash for their goods, and it proved to be so easy to get cash that it is likely that cash trade hereafter will be more the rule. Of course, much business is being done on a deferred payment basis, but in these cases the first payment is usually about once or twice as large as the former average, while the term of contract has been materially shortened and averages about twenty months, compared with thirty months in the past.

Optimistic Reports From the Mid-West

In the Mid-West district, taking in the States of Illinois, Indiana, Wisconsin, Iowa, etc., industrial and agricultural conditions have about equal bearing upon general business prospects, for both are important factors. The situation in Wisconsin as a State is set forth in another review, and what can be said for that State can be made to apply with almost equal correctness to its neighbors.

Factories in general are doing very well, although a number of plants are working only part time as a result of financial conditions, lack of orders, or lack of raw materials. This serves to make the general industrial situation at best unsettled, but not sufficiently so to cause any great degree of worry. At the present time there is little or no unemployment and the wage scales are being maintained on a high level.

Agricultural conditions are most promising, despite the fact that in several sections an overabundance of rain has spoiled the quality of the produce. Taking the crop prospects through the several States and averaging them up, however,

(*Continued on page* 106)

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"
Smith stood by the Victor—and smiled

1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH'
Smith stood by the Victor—and laughed out loud!

Pattern after Smith—be the *Victor man of your town—and prosper*

Buffalo Talking Machine Company, Inc.

Victor only BUFFALO, N. Y. *Wholesale only*

Reasons WHY the FAIRY Phonograph Lamp

has found a ready market in retail stores from coast to coast and created a demand which has been exceedingly difficult to supply.

FIRST

It has overcome the prejudice of people who believed that perfect reproduction could not be attained in an article of this sort—accomplished this by a special wood tone-amplifier which develops the sound according to the best accepted talking machine acoustics of the day. This is an exclusive, patented, feature of the Fairy Phonograph Lamp and assures perfect **tone.**

SECOND

It attains the uttermost as a parlor lamp of great beauty, and satisfies the most discriminating purchaser in its highly attractive designs. Good taste is expressed in it throughout, and as it has astonished by its tone, so has it aroused admiration by **Appearance.**

The Fairy Phonograph Lamp Franchise is an asset to any Dealer

ENDLESS-GRAPH MFG. CO.

RETAIL STORE:—FAIRY PHONOGRAPH LAMP CO., 435 S. WABASH AVE.

4200 WEST ADAMS STREET CHICAGO, ILLINOIS

Jobbers for: Californic, Washington, Oregon, Arizona
THE HILL COMPANY
1037 Citizen's Natl. Bank Bldg. Los Angeles, Cal.

Jobbers for: Michigan and Ohio
THE FAIRY PHONOGRAPH LAMP CO.
10 Washington Blvd. Detroit, Mich.

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 104)

leads to the belief that the result will be a better than normal production, and the farmers in the main are most enthusiastic.

Stocks generally are in very good shape. Responsible dealers have been buying on a rising market in excess of their immediate needs, and the result is that they have very liberal supplies on hand. Other dealers are imitating the public and showing some conservatism in buying. It is the belief that some of these dealers will experience some degree of shortage when the season really opens up.

While the public is not buying liberally, there is not evident any great tendency to stop buying. Conservatism rules and the average talking machine purchaser appears to be desirous of getting machines and records of standard quality for his money.

Although existing conditions are making themselves felt in the character of the advertising being put out by retail houses, and terms have been lengthened to offer bait to the public, the general character of sales is good, and the average of payments runs very high and close to a cash basis. Consequently dealers are well satisfied in this respect.

Well Balanced Situation in Northwest

There are a variety of conditions that may be expected to have their effect upon the talking machine business, and in fact, all lines of retail trade in the Northwest during the coming few months, but there are sufficient favorable conditions to counterbalance the unfavorable and bring about a general situation that may be summarized as being distinctly promising.

Crops throughout the Northwest, including the Dakotas, Utah, Idaho, Colorado, Nevada and Wyoming, range from fair to bumper, although there has been some disappointment experienced during the past few weeks as a result of a lengthy period of dry weather in some of the States. The wheat crop as a whole promises to be considerably below normal in volume. Barley, oats and some other crops promise to be record breaking, while the corn crop will measure up with the wheat. What will save the situation is the fact that unheard-of prices are being and will be obtained by the farmers for their produce, with net profits of a size that will give them great buying ability.

In Utah, Nevada and other States where mining is done on a large scale, it is reported that gold, silver, copper, zinc and lead mines are not at all active, although the coal mining camps are busy places. Stock raising is being carried on under a handicap due to the fact that stock raisers had to buy much feed last Winter and must get that money back before they will be in a position to loosen their purse strings for general buying.

There is nothing to indicate that a period of dullness is to be anticipated, for the average citizen is pretty well fixed and the farmers and industrial workers can be depended upon to build up a substantial volume of trade.

The public shows a tendency towards cautiousness in buying, and is not showing the liberal spirit that was in evidence a few months ago. However, properly conducted selling campaigns are getting results, and buyers are showing a distinct desire for the quality products. Moreover, the public in the Northwest seem to have been thoroughly weaned from long terms and do not appear to expect the pre-war terms of $5 down and $5 a month. Terms as low as $10 a month are a rarity, and then follow substantial first payments.

Stocks in the retail stores are in fairly good shape, especially as regards machines. There is some scarcity of some of the most popular records, but this scarcity is being overcome gradually. It is the opinion of wholesalers and retailers alike that there will be plenty of business this Fall, but that to gather it all in will require harder work and better salesmanship than has been apparent for some time past.

Big Crops Help in the Southwest

The agricultural conditions furnish the chief guide to business prospects throughout the Southwest, for upon the success of the crops depends in a chief measure the buying ability of the public. So far as the industries are concerned there is little to be said that will be of any value in forming predictions during the next few months, because this is not in any sense an industrial section. The oil refineries represent the largest employers of labor, and although there is considerable unrest among the oil workers, that fact should not interfere with general trade progress.

General agricultural conditions, particularly the grain crops, are away above par. The cotton crop will not measure up as well as expected, owing to an overabundance of rain, and the falling price of cotton is causing some uneasiness, but the general average of crops is most satisfactory, and most of the produce is assured of being sold at high prices.

During the past few months the public has shown an inclination to be cautious and at times conservative in its buying, and in some sections the uncertainty of the cotton crop is accepted as the reason for this condition.

Retail stocks of musical instruments are in fair condition, although there does not seem to be any surplus of instruments, due to the fact that dealers have been more or less cautious in

(*Continued on page* 108)

OKeh Records are rapid sellers! Listed below are winners of big sales. We are well stocked—an order placed with us means quick return of profits for you.

4118 10-in. $1.00
IN SWEET SEPTEMBER (Fox-trot), Ray Miller's Black and White Melody Boys
MY SAHARA ROSE (Fox-trot), Harry Raderman's Jazz Orchestra

4119 10-in. $1.00
ROSE OF SPAIN (Fox-trot), Ray Miller's Black and White Melody Boys
KISMET (Fox-trot), Green Brothers' Novelty Band

4120 10-in. $1.00
TELL ME PRETTY MAIDEN (Fox-trot), Rega Dance Orchestra
POLLY (One-step), Jos. Knecht's Waldorf Astoria Dance Orchestra

4121 10-in. $1.00
LE WANNA (Fox-trot), Green Brothers' Novelty Band
JEAN (Fox-trot), Harry Raderman's Jazz Orchestra

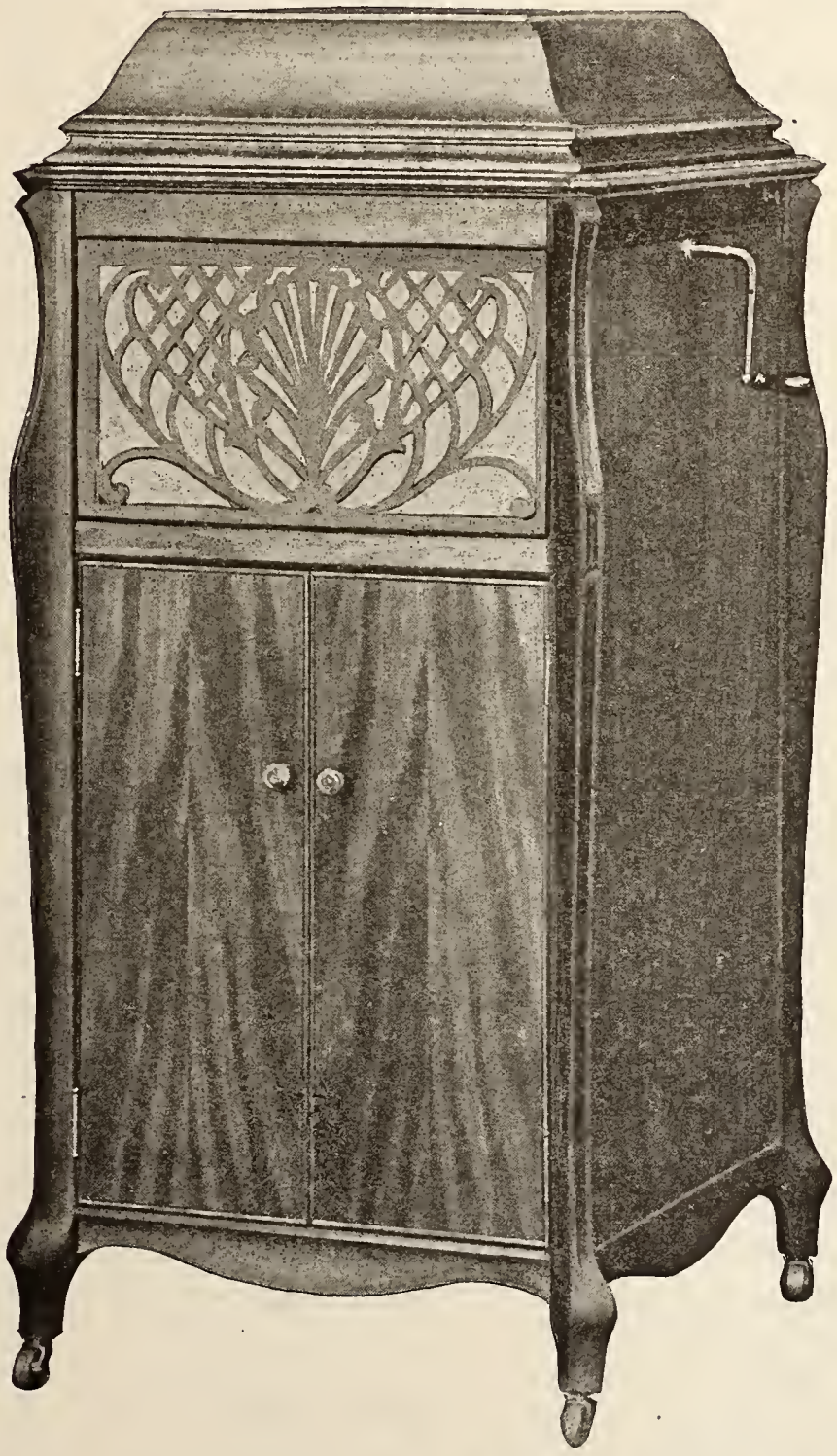
4122 10-in. $1.00
MARRIAGE BLUES (Fox-trot), Joseph Samuels' Jazz Band
HUNKATIN (One-step), Green Brothers' Novelty Band

4124 10-in. $1.00
DO ANOTHER BREAK (Fox-trot), Green Brothers' Novelty Band
SLIM TROMBONE (One-step), Joseph Samuels' Jazz Band

STOFFER & STACKHOUSE CO.
BOURBON, INDIANA

WADE

HIGH-GRADE PHONOGRAPHS
PRICED RIGHT—A READY SELLER



THE WADE PHONOGRAPH
GUARANTEED
WADE TALKING MACHINE CO.
CHICAGO — U. S. A

THIS "TRADE MARK"
on a Phonograph insures high-grade material and workmanship at a reasonable price — sold to dealers fully guaranteed by a house experienced in every branch of the retail trade and knowing their requirements.

Complete stock Okeh Records—If you are an authorized dealer, try our service—If not, get our proposition—it offers a new and better field for the dealer.

WRITE TODAY SURE

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

EVERYTHING FOR THE PHONOGRAPH

12-20 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 106)

their buying. The demand seems to be for advertised lines of the better grades, and this tendency is welcomed by the trade. Credits are close and most of the buying is done on practically a cash basis with large first payments being the rule.

Healthy Conditions on Pacific Coast

While there was some apprehension a few months ago relative to a possible business reaction this Fall, results have recently materialized which point, on the contrary, to a decided strengthening of credits and a greatly increased volume of business. It is now believed that a wise course has been pursued by the dictators of the money market in curtailing undue commercial expansion, for there was too strong a tendency toward speculative enterprises in the Coast talking machine industry as well as other lines earlier in the year. At present the industry seems to be pretty well adjusted to the requirements of the trade.

The market of talking machine merchandise was never more encouraging than it is now and this market has none of the frenzied attributes which dominated the situation in war time, when there was so much easy money in circulation. The demand for standard products has increased and the sale of new brands is proportionately large. There is undoubtedly a legitimate field here for articles of local production.

The chief reason for the healthy condition of the market is the prosperity of the California agricultural districts and the great industrial expansion since the war. There have been comparatively few important labor strikes in California the last year and in all there seems to be a gradual settling down to stable conditions in the industries. The great number of dwellings erected recently, most of them owned by workers in the highly paid mechanical trades, has tended to stimulate the demand for all classes of musical merchandise. Large cash payments usually accompany orders and collections on instalments are much easier than in past years.

Business has been limited in certain quarters by the shortage of records and machines, but supplies are coming in more promptly now and the dealers expect to run the Fall season much more satisfactorily than last year at this time. San Francisco is not overstocked in any line, however.

This matter of location appears to have an important bearing on the industrial situation, for there have been a great many improvements and enlargements in industrial concerns and particularly in the numbers of branch factories of Eastern concerns established here to overcome transportation difficulties and take care of the Pacific Coast trade more promptly than was customary in the past.

Serious-minded business men are now in a frame of mind to become really enthusiastic over the country's transportation problems, for they see in the separation, or partial separation, so far as freight traffic is concerned, of the East and Middle West and the Far West the opportunity for developing on a huge scale the industries West of the Rockies, a dream that has come to more than one financier in the past. These new industrial enterprises include the new plant of the Q R S Co. in San Francisco, which is now in operation, and the record making factories of the Emerson Phonograph Co. and of the Columbia Graphophone Mfg. Co., which are promised for Fall.

Agricultural conditions in California, and in fact along the Coast, this Fall promise to be paradoxical, for, while crops have not been unusually large, farmers have realized higher prices for them. Lack of rain for the past three years has led to a water shortage in California that has been detrimental to crops all over the State, and so much of a yield, especially of fruit, is below normal. Notwithstanding this high prices have made the farmers' profits larger than ever, and the music houses have been taking advantage of the situation to start live campaigns in the rural districts. A number of the talking machine houses are of the opinion that if sales records are broken this Fall that fact will be due chiefly to business in the country districts.

Stocks for the most part are not in particularly satisfactory shape. It is true that an increased volume of shipments has been coming from the factories, but the increase has not been sufficient to fill all the gaps by any means. Not a few talking machine men are of the opinion that scarcity of stock will again prove a check on sales as it did last Fall.

Buying in most lines is not as heavy as it was a few months past. The general public has apparently lost all tendency towards extravagance and is now buying cautiously and demanding quality for its money. The demand for the better class of goods is particularly noticeable in the matter of machines, and it is difficult for dealers to keep a sufficient number of the popular cabinet models on their floors.

The Pacific Coast dealer sees nothing to worry about in the offing, with the possible exception of insufficiency of stock, and in all frankness there are a goodly number of retailers who have got to the point of discounting the promises of Eastern manufacturers regarding deliveries and basing their calculations upon goods actually in their warehouses or in their stores.

Blessed are the ignorant for they are ready to learn, while the man who thinks he is smart has to get rid of his smartness before he is ready to learn.

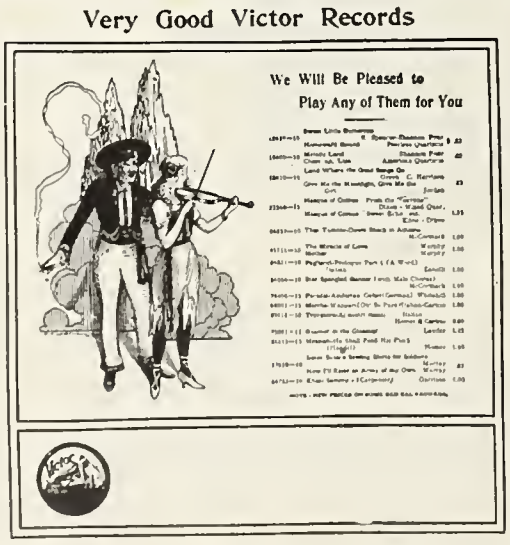
BEE CROFT

Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days



Very Good Victor Records

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS
Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL LABORATORY
Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of
Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Some Short, Snappy Stories of Successful Shops

"The dope you are handing us is certainly working to perfection."

"The ads this month are so darn good that we couldn't resist ordering all of 'em and what's more we will use 'em, too. Snappiest stuff we ever saw."

"We desire to say right now that the sympathetic penetration of your service into our individual needs has brought a sustaining element of originality and power of inestimable value to our organization, especially at this time of expansion."

"I think your suggested letter is a dandy—am using it."

"Permit us to once again thank you for your attention to our request for advertisements. You pleased us to a nicety with the copy you sent us, and we know when we use same results will surely follow."

"We are very much pleased with every ad. The Service has always been great, but each month brings improvements."

"We acknowledge with thanks the letter which you were kind enough to prepare for us. It is a dandy, and we have all the confidence in the world that it will bring the results desired."

They are all Users and Boosters of the Talking Machine World Service

Your Shop Should Draw the Crowd

Does It?

Drawing the crowd to your shop is half of successful merchandising.

Whether the attention to your place is caused through clever newspaper publicity; through attractive window displays; or through original and spicy sales letters sent to your clients and prospects—it is the punch in your publicity which does it.

Our business is to prepare for you the correct type of publicity in all its branches, to draw crowds to your store and to make sales for you.

Our service is surprisingly low in cost, surprisingly efficient in results.

Talking Machine World Service

373 Fourth Avenue :: :: NEW YORK CITY

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE,
373 Fourth Avenue, New York.

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is.....

I handle these instruments.....

Firm Name .....

By .....

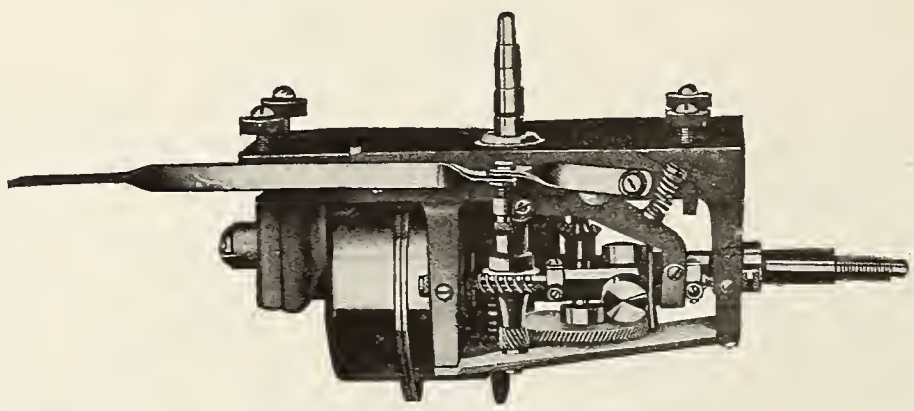
Address .....

(W-14, 9-15-20)

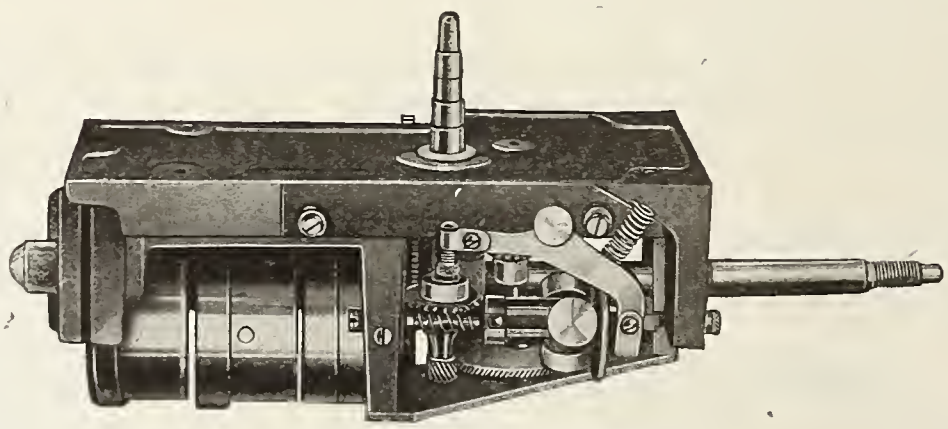
Ample capacity and facilities insure you against delays and disappointments.

About 275,000 square feet of floor space devoted to manufacture of STANDARD Motors and other phonograph products.

Dependable Phonograph Motors



No. 2A Standard Motor



No. 41 Standard Motor

A GOOD smooth-winding motor like the **Standard,** running as noiselessly as is mechanically possible, is the result of high-grade workmanship, very close inspection and expert supervision. Such a motor may cost more than the average, but this difference in price really acts as sales insurance. This additional care and solicitude on the part of the manufacturer result in a motor which helps sell the phonograph and keeps it sold by the steady and reliable performance of its power plant.

Send for Literature and Prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-469 East Ohio Street

CHICAGO

STANDARD

GATHERING OF BRUNSWICK DEALERS IN SAN FRANCISCO

Important Meeting Scheduled for September 16—New Quarters for Western Phonograph Co.—Business Moves Along Satisfactory Lines—Talking Machine Exhibits at Furniture Show

SAN FRANCISCO, CAL., September 4.—In accordance with its progressive policy of business expansion, the Brunswick-Balke-Collender Co. will hold the first meeting of the Brunswick Dealers' Association for Northern California, Western Nevada and the Hawaiian Islands in San Francisco, on September 16. This get-together meeting promises to be well attended as the interest in Brunswick products has grown steadily ever since the line was placed on the market. The San Francisco agency is now permitted to extend its scope of distribution through responsible dealers in this territory, which is welcome news in that it indicates that Brunswick goods are being produced on a scale approaching the demands of the trade.

Located in New Offices

The Western Phonograph Co. is now located in new offices at 973 Market street. In the new location there is much more space for storage and better working facilities. Omer N. Kruschke is engaged at present in giving tone-tests of the Pathé Actuelle in the cities of Northern California. He is working with Miss Ruth Bowers, the well-known soprano, and Miss Olive Reed, the violinist, whose records are featured in the demonstrations.

New Post for Schrade Co.

A. J. Schrade, as a reward of merit, has been appointed assistant manager of the San Francisco branch of the Columbia Graphophone Co., to replace A. C. Love, who has gone south to assume his duties as the Columbia representative in Los Angeles.

Honor Well Deserved

The news that Frank M. Steers, president of the Magnavox Co., whose plant is in Oakland, has been elected president of the newly-organized Sonora Distributors' Association is a compliment well deserved. Mr. Steers is a live-wire factor in the Pacific Coast talking machine industry and his activities with the Magnavox have made this wonderful instrument the talk of the trade.

The Emerson Co. is getting in shape for manufacturing records in Los Angeles and it is expected that the first products made in the new factory will be ready for distribution shortly. C. W. Shumway, of the Western Jobbing & Trading Co., San Francisco, the well-known distributors of Emerson products, is at present in Los Angeles on Emerson business.

Langley & Michaels Appointed Distributors

The "Etruscan" phonograph, manufactured by Cronan Bros., Portland, Ore., will hereafter be distributed in the territory of Northern California, Southern Oregon, Nevada and the Hawaiian Islands by Langley & Michaels, the large wholesale drug concern of San Francisco. G. C. Cook, an expert from the factory in Portland, has just been in San Francisco coaching the salesmen of Langley & Michaels in regard to effective salesmanship with talking machine goods. Langley & Michaels have fitted up a special department for the new line, a feature of which is a model demonstrating room.

Makes Encouraging Business Reports

R. E. Kane, of Sherman, Clay & Co., who travels for the firm in the interests of Victor goods, has returned from a trip throughout the State and he reports that the demand for Victor products is exceptionally strong in all quarters.

Booked Orders for W. S. Gray

Cass Altshuler, who represents Walter S. Gray & Co. in the Northwest, was down from Seattle to visit headquarters in San Francisco last week. He booked some large orders for his house.

Exhibits at Furniture Exchange

Among the most attractive exhibits at the San Francisco Furniture Exchange "Market Week" exposition held in August was that of the Starr phonograph. The exhibit was installed by J. W. Steinkamp, the Pacific Coast representative for the Starr factory, and he also was in charge during the week. The concerts at the booth were very popular with the visitors.

The Emerson Co. also had a fine display at the Furniture Exchange and this was in charge of the San Francisco representative, C. W. Shumway, of the Western Jobbing and Trading Co. The Emerson phonographs were featured in a comfortably-furnished bungalow apartment, an exhibit designed to show the essential character of good music in the home.

Well Rated Dealers
Can Discount Their
PHONOGRAPH INSTALLMENT CONTRACTS
WITH US
Thereby Turning Their Accounts
INTO WORKING CAPITAL
Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
DAVID NEWES BLDG.
SAN FRANCISCO

ADDS NEW CONVERTO MODEL

LITTLE FALLS, N. Y., September 1.—The C. J. Lundstrom Mfg. Co., of this city, manufacturer of Lundstrom Converto cabinets, has added a new model to its line known as the Converto 2 M X and which is to be used in conjunction with the mahogany Victrola VI.

IMPORTANT DEALER ANNOUNCEMENT

Now Available Blood REPRODUCER *For Standard Makes of Phonographs*

New Market of Profits for You

A scientific reproducer which improves the tone quality of old and new phonographs. Every owner will want to install it on his phonograph.

Equipped with the BLOOD MUTE, or Tone Modifier, it permits of instant regulation of volume to the individual taste of the audience and character of music.

The tone is reproduced in all its original sweetness and clearness, and not "muffled" or "choked" as with damper or door method of volume regulation.

Greatest selling feature ever offered the trade.

Sells on a single demonstration.

Write Today for Sample and Prices
Specify Make of Phonograph

Better Tone—Perfect Regulation

In Keeping With the Times

Both the Presidential nominees have adopted the phonograph as a means of carrying their messages into the home. These talking records will be in big demand and their success is dependent upon perfect enunciation.

The BLOOD Reproducer is noted for its natural, life-like reproduction and perfect enunciation. It brings out every syllable, every word, clearly and distinctly, and will be a big factor in the sale of these talking records.

Prepare for This New Demand

JEWEL PHONOPARTS COMPANY
670 W. WASHINGTON BLVD., CHICAGO

AN INTERESTING REVIEW OF CONDITIONS IN ST. LOUIS

Buying Not Liberal, but Big Demand for High-Priced Machines—Records Have the Call—Big Crops Mean Big Purchases—What Silverstone Says—New Columbia Manager—All the News

ST. LOUIS, MO., September 7.—Steps in the direction of readjustment have been more definite and significant in St. Louis and throughout the Eighth Federal Reserve District during the past month, according to the report of William McC. Martin, Federal Reserve agent. The course of values on a much broader classification of commodities is downward, and a notable feature is the greater abundance of goods. The market is veering to a buyer's affair. The volume of trade holds up well as contrasted with last season and there has been no marked decline in the buying power of the public. While there is some unemployment, it is far from the general rule and, fundamentally, conditions are strong. Greater conservatism and a disposition to economy and caution are observable among the public and among merchants.

It is now conceded that the size of the crops in this district will be enormous. Recent rains put an end to drouth and came in time to work incalculable benefit to corn, potatoes and other late crops. Already beneficial effects are being felt. Jobbers report a decidedly better tone in buying. Buyers are appearing in large numbers and almost to a man they are optimistic in their views. Cancellations have come to an end and reinstatements of many cancelled orders are reported.

In St. Louis the attitude of the public is still coy toward liberal buying. The demand is strongest for the most expensive models of talking machines, but they are being bought by those who do not need to consider the cost. There is liberal buying of records. The stocks of St. Louis music stores are in better shape than they have been in a long time. The distributors are making better deliveries and the stocks have been built up during the Summer season. Local advertising has not been extensive during the Summer for music merchants have not been depending upon it. The advertising that has been done has been directed mainly to keeping before the public the importance of music in the home and the part that the talking machine plays in keeping it there. Shorter terms are being obtained than ever before and obtained without difficulty.

It is not often that Mark Silverstone, the local Edison wizard, is stumped, but he confesses that he is that way over the manner in which business has held up this Summer. During July and August, he says, it was 50 per cent better than last year and he frankly says that he doesn't understand it. There is one explanation that occurs to him and that is that the process of educating the public to value the phonograph has about reached the point where everybody looks upon it as an essential in every home. The people, he says, are developing a better appreciation of the artistic possibilities of this instrument.

Myron Goldberg, vice-president and manager of the Silverstone Music Co., has returned from a stay of seven weeks in California. He was accompanied by his family.

W. H. Taylor, an Edison dealer of Anna, Ill., was in St. Louis during the past week.

The Columbia Graphophone Co. has a new St. Louis manager. He is E. C. Morgan, formerly a city salesman in Boston, who has been promoted to the managerial ranks. He succeeds John McKenna, who has been manager here for the past year. Mr. McKenna has been promoted to the management of the Chicago branch. Mr. Morgan took hold here on September 1. He will bring his family on later. Mr. McKenna was presented with a silver loving cup by the employes on his departure. All the traveling men were called in Saturday, September 4, for a conference with Manager Morgan.

Ted Lewis' jazz band was at the Jefferson last week with the Greenwich Village Follies and there was a run on the Columbia Ted Lewis records.

The Columbia wholesale establishment here is now filling record orders 90 to 95 per cent and is supplying without delay almost anything in the machine line.

Eighteen Columbia dealers made up the party which was personally conducted late in August to the factory at Bridgeport, Conn. The St. Louis members of the party were F. J. Kleekamp, Edward L. Horsebrink, P. A. Lehman and J. Raigor. The others were from the St. Louis trade territory.

E. C. Rauth, vice-president and manager of the Koerber-Brenner Co., Victor distributors, says that shipments are coming through much better than last year, although interrupted by spasmodic embargoes. In machines the greatest scarcity is in the large models.

The remodeling that has been in progress during the Summer at a number of the retail stores, either made for the greater accommodation of talking machines or with talking machines entering largely into the plans, are about completed. The new and enlarged department at the Stix, Baer & Fuller Dry Goods Co. is completed and a large stock has been installed and the new demonstration booths are in use. The new department at the Famous & Barr Co. also has been completed. It is featured by sound-proof demonstration booths, most of which have light and ventilation direct from the outside. The new work at Kieselhorst's is not so far advanced. That store is to have a double row of booths in place of the single row heretofore. Work has not yet begun on the first floor alterations at the Wurlitzer store, but the cabinet work is being prepared outside for quick installation.

When P. A. Lehman, president of the Lehman Piano Co., decided to go in strong for talking machines with the Vocalion and Columbia lines, he went East to look over the leading stores there and get ideas about remodeling the first floor of his store for the machines. He might as well have stayed at home and saved the money. The only thing that he learned by inspecting the Eastern stores was that they are no better than the St. Louis stores. All the ideas he got on his trip he could have got by looking over his neighbors' stores and he is going to have his store remodeled after the home fashion. There will be demonstration booths filling the first floor and the offices will be moved to the mezzanine floor.

Doorway demonstrations have been giving Olive street a new thrill. The Lehman Piano Co. and the Artophone Corp. have been vying with each other in giving doorway serenades to the passers-by. They say that the concerts have informed the public that there are talking machines inside, which is something, and have brought some customers in, which is better.

The Artophone Corp. has adopted "Made in St. Louis" as its store front slogan. The Artophone output is entirely St. Louis, but the distribution is getting to cover a wide territory.

The De Merville Piano & Music Co., 711 South Broadway, has joined the ranks of the remodelers and is installing new equipment for the handling of pianos and talking machines.

H. C. Hornberger, manager of the wholesale Vocalion department of the Aeolian Co., announces that shipments are coming through very satisfactorily and that many new Vocalion accounts are being opened.

H. J. Arbuckle, manager of the Grafonola Shop, has returned from a trip to Boston, New York and Philadelphia, combining business with pleasure.

The Linton Co., of Frankford, Pa., recently held the reopening of its Victor department and has taken the first and second floors and fitted them up in a style that would do credit to any Victor establishment in the United States.

Victor Service That Helps

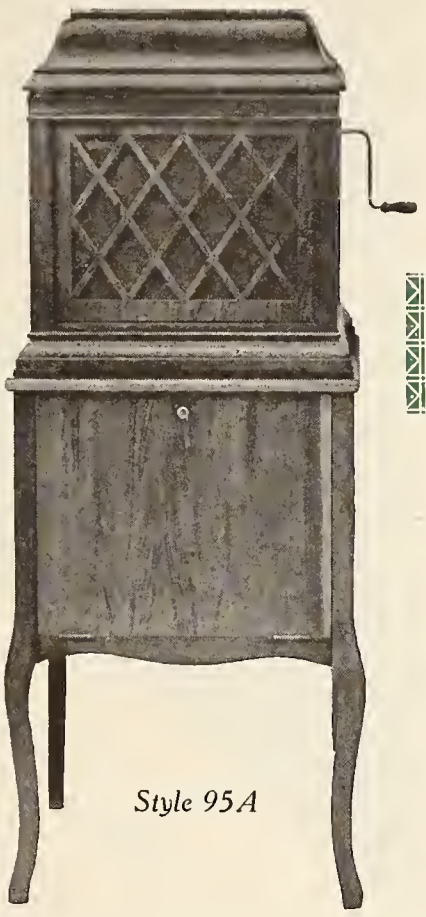
FROM THE HUB OF NEW ENGLAND to every down East city and town Ditson Victor Service moves smoothly and regularly. It forms a connecting link from the Victor factory that is complete and direct. It follows the machines and records through the dealer's store and into the home of the customer with an interest and helpfulness that is practical.

The house of Ditson does not hoard its experience, but passes it on for the benefit of its clientele. This is a fact worth remembering.

Right Service is Highly Important Just Now

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Company
NEW YORK



Style 95A

Build for the future with the

Genuine Eject O File Cabinet

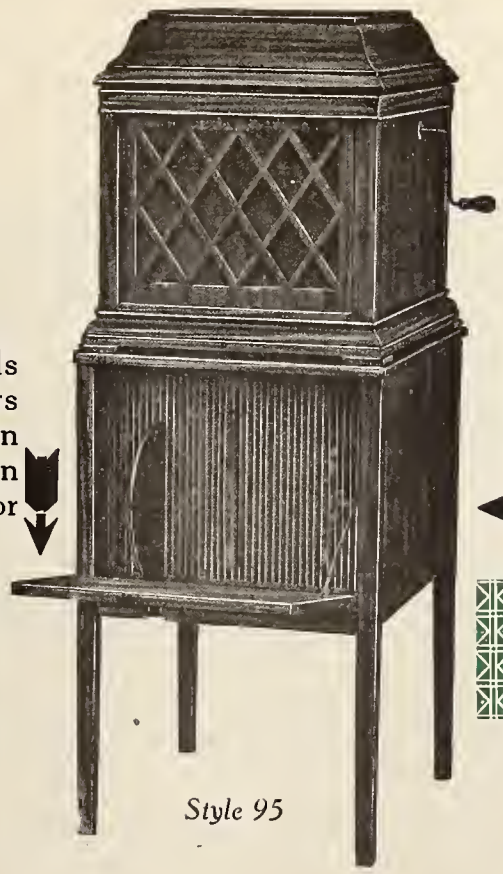
The new Eject O File cabinet, constructed in our entirely new and modern factory, is *built better* and *finished finer* than ever. The new Eject O File cabinet is a work of art. We spare no expense to make this cabinet a credit to the dealers who handle it. When you offer the new Eject O File you offer the very best that can be produced. The Eject O File cabinet is being built up to quality, not down to price.

Obtain the new Eject O File cabinet from your nearest jobber

Finished in Rouge Red and Natural figured grain to correspond with the Edison instruments as shown herein.

Don't strew your records all over the table, chairs or floor — rest them on the strong combination Eject O File table door

For the very best method of filing and finding your records use the Eject O File



Style 95

Manufactured by

The Eject O File Co., Inc.

Factory and General Offices:

High Point, North Carolina

TRADE SITUATION IN NEW ORLEANS

Talking Machines and Records Are Among Instruments Most in Demand in the Music Trade Field—Kreckles Goes to Port Arthur—Columbia Expects Big Activity—Other News

NEW ORLEANS, LA., September 6.—The demand for talking machines and records in this city and vicinity during the month has been above the average comparatively speaking, and the activity has been more marked than in any other branch of the music business. Piano dealers have been complaining of a slowing up, but this has not been noticeable in the talking machine field. Player rolls, however, are greatly in favor and this branch is steadily expanding just like the record business.

Trade is good in all lines, in the proportions spoken of above, despite the hottest political campaign the city ever has had. An "independent" organization is trying to get a mayor out of office who has been in sixteen years and it would be supposed the people's minds would be somewhat distracted from purchasing musical instruments, but such is not the case.

F. A. Kreckles, Jr., of the wholesale Victor department of Werlein's is leaving this month to go with Crowell & Gifford, Port Arthur, Texas, as assistant to G. P. Moody, manager of the retail Victor department there. Walter Schroeder, of Toledo, O., said to be one of the best stock and repair men in the country, succeeds Mr. Kreckles. Paul F. Felder, secretary and treasurer of Werlein's, is visiting the Victor factories while on a trip East.

L. D. Woodruff Furniture Co., Hattiesburg, Miss., has become an exclusive Victor dealer under the distribution of Werlein's. Five new sound-proof hearing rooms are being installed. Mr. Woodruff was in New Orleans recently.

William P. Berry, Werlein traveler for the Victor Co., has returned from a month's visit to dealers and reports a wonderful improvement in business conditions. He said dealers expect big business this Fall and Winter.

The Columbia Graphophone Co. branch in New Orleans is making arrangements for the biggest Fall business ever seen in the South, according to A. B. Creal, manager. He says his salesmen report crop conditions excellent and the dealers are backing up their reports to the salesmen with big orders. New Columbia dealers in this territory are D. M. Lirett, Houma, La.; Rouse Drug Co., Prentice, Miss.; Union Furniture Co., Shreveport, La., and People's Drug Co., DeRidder, La.

Kushner Bros., Columbia dealer at Lake Charles, La., recently completed a Ford truck with special Grafonola body. The first week of use resulted in eighteen sales in the city.

Berry's Pharmacy, Columbia dealer at Columbia, Miss., has adopted the truck plan and sold thirty-six machines in eighteen days. Mr. Berry is so thoroughly impressed with the future use of trucks, he is having another auto made.

CUT YOUR COST IN HALF

USE PAPER

H. G. NEU & CO.

PAPER TWINE ENVELOPES

108 Worth Street New York

Franklin 2049

Louis Mondshine & Son, 211-13-15 Royal street, has taken on the Edison agency and is installing a department separate from the furniture section, which will be admirably equipped. Gus Mondshine is to be manager of the new department, with Albert Bittenbring and Theodore Herman as assistants.

NEW ORLEANS EDISON MEN MEET

Two-day Convention Held at Grunewald Hotel August 25 and 26—Edison Officials Attend—New Edison Dealers Announced

NEW ORLEANS, LA., September 4.—Edison dealers in the New Orleans territory attended a two-day convention in New Orleans, August 25 and 26. The programs were held at the Grunewald Hotel. L. T. Donnelly, manager of the Diamond Music Co., Inc., distributor, delivered the address of welcome. Thomas J. Leonard, general sales manager of Thomas A. Edison, Inc., spoke on "Laboratory News and Plans." Mr. Donnelly also spoke on "Opportunities for Edison Dealership," after which the sales promotion plans were discussed in detail. Luncheon the first day was at the Grunewald. Dinner the first day was served at the Louisiana Hotel.

New Edison dealers are: J. K. Drug Co., Pascagoula, Miss. (exclusive); Roy Hardware Co., Jones Mill, Ala. (exclusive); and L. E. Lide, Columbus, Miss. (exclusive).

GREAT SONORA SIGN REPAINTED

The great Sonora sign at Park Row has been repainted, and the present scene shows a picnic party enjoying the music of the Sonora portable. The design is worked out in poster

One of New York's "Sights"

fashion, and the masses of flat, even color give a most pleasing effect. This new advertisement has won the enthusiastic praise of passersby on this busy thoroughfare, for it constitutes one of the best painted displays in the city.

The proceeds of most of those big foreign bond issues are going to be spent on American goods. Get in on it and remember that export trade is an anchor to windward.

FOR VICTOR SERVICE

PHILIP WERLEIN, Ltd.

OF NEW ORLEANS

THE LEADING SOUTHERN WHOLESALERS

Rosa and Carmela Ponselle's unique coloratura rendering of "Comin' Thro' the Rye" will make a new hit out of an old favorite. Columbia 78847.

Columbia Graphophone Co.
NEW YORK

CLEVELAND DEALERS INTERESTED IN TRADE CONVENTION

Addresses of Importance to Be Made at Convention in Youngstown—Euclid Music Co. Opens Third Store—Dealers Interested in Musical Advancement—G. M. Ott Entertains Dealers

CLEVELAND, O., September 8.—Talking machine men will play an important role during the annual convention of the Piano Merchants' Association of Ohio at Youngstown, September 14-15. Among the speakers will be Floyd E. Waite, director of parks and public property, Cleveland, on "Music a Municipal Necessity." Mr. Waite is much interested in the development of community singing. Charles K. Bennett, former president of the Cleveland Music Trade Association and general manager of the Eclipse Musical Co., Cleveland, will discuss "The Talking Machine and Talking Machine Record Manufacturer."

"Advertising in Ohio" will be the subject of an address by Rexford C. Hyre, secretary of the piano merchants' state association. He is also its ad censor, serving in a similar capacity for the Cleveland association. "The Music Industries Trade Service Bureau" will be discussed by C. L. Dennis, manager of the better business and trade bureau of the Music Industries Chamber of Commerce, while J. Fred Van Court, of Cincinnati, will discuss "Handling Credits." George W. Pound will speak on "National Effort the Past Year."

The program of entertainment includes dancing, a banquet the last evening, a visit to the Youngstown Country Club, where a luncheon will be served, golf games, and an old fashioned country chicken supper at the club house. William R. Graul, president of the state association, will respond to an address of welcome by Mayor Fred J. Warnock, of Youngstown. Most of the Cleveland talking machine dealers who carry pianos and player-pianos have announced their intention of attending the convention, which will hold its business sessions at the Hotel Ohio.

The third store of the Euclid Music Co., large dealers in talking machines, now in operation at Superior avenue and East 105th street, is one of the best in the eastern section of the city. Grant Smith, general manager of the firm, is in charge of this new store. The firm took over the Victor talking machine business of the Collister & Sayle Co., which for several years was a leader in the retailing field. About 2,000 Victor dogs were given away by Mr. Smith when the new store of his company was formally opened.

Several Cleveland talking machine dealers recently held a noon luncheon conference at Hotel Cleveland with Floyd E. Waite, city director of parks and recreation with a view of stimulating the advancement of music. Mr. Waite has been enthusiastic for several years in developing interest in community singing and similar musical efforts. September 17 he will hold a conference with members of the Cleveland Music Trade Association, the Talking Machine Dealers' Association of Northern Ohio and C. M. Tremaine, director of the National Bureau for the Advancement of Music. The conference will be in Cleveland, following the meeting of the state convention of the Piano Merchants' Association of Ohio, at Youngstown.

Several of Cleveland's talking machine dealers were guests of George M. Ott, head of the G. M. Ott Piano Manufacturing Co., and president of the Cleveland Music Trade Association, recently, when he took the association members to his country home, Sharon Center, O., for an outing and an old-fashioned chicken supper. Mr. Ott owns quite a farm and it is one of his hobbies. "The Advancement of Music" was the principal business subject discussed informally during the outing, which was made in autos.

The Wolfe Music Co. is remodeling a vacant store room facing the Taylor Arcade in the rear of the present Wolfe establishment which fronts on Prospect avenue. The additional ground floor space of the store will be almost doubled and several feet of valuable window display frontage will be available when the remodeling is completed. The talking machine and record business of the Wolfe establishment has greatly increased during the past year and the additional sales room facilities will be used largely in featuring phonographs.

Two more new faces appeared in the current issue of "The Total Eclipse," house organ of the Eclipse Musical Co., Victor talking machine distributors and retailers. The faces are those of Miss Eva Hanchett, assistant to Manager Baumbaub, of the Victrola department of the May Co., and Miss Charlotte Roderick, with George S. Dales, talking machine merchant, of Akron. These two young ladies appear in "The Frame of Honor" of the house organ because they have demonstrated their selling ability with their respective stores. Prior to joining the May Co. Miss Hanchett was with the Caldwell Piano Co., which concern was absorbed several months ago by the Wurlitzer Co. With the Caldwell Co. she was head saleslady and record buyer.

BUT THIS FISH STORY IS TRUE

Frank L. Connor, manager of the Chase & West talking machine department, Des Moines, Ia., spent several weeks in the wilds this Summer and caught some fish which he still tells about. His prize winner, as the photograph sent in to us attests, weighed twenty-seven pounds and measured four feet eight inches. "Some fish," so say we. The catch was made on Lake Wewewa, Minn.

"WHAT ARE YOU SHORT?"
Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.
PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

77% of our Edison Dealers have *exclusive* outside Edison Salesmen.

It must be profitable. There are several reasons why it is.

FRANK E. BOLWAY & SON, Inc.
SYRACUSE, N. Y.
Exclusive Edison Jobbers

LOS ANGELES DEALERS CLOSE GREAT SUMMER BUSINESS

Trade Volume Surpasses Expectations—Barker Bros. Handling Aeolian-Vocalion—Fitzgerald Co. Gives Successful Edison Tone-tests—Western Jobbing & Trading Co. Doing Well With Emerson

LOS ANGELES, CAL., September 4.—Reports from all dealers in Los Angeles indicate that business has kept up in a way that was never known before throughout a month at this particular time of the year. Stocks are pretty well replenished and the record situation has improved considerably although all numbers are by no means obtainable.

Edison Tone Tests Given

The Fitzgerald Music Co., with its usual enterprise, has been responsible for a number of very successful Edison tone tests in which the well-known baritone Glen Ellison was featured. Crowded houses attended concerts given at Torrance and Trinity Auditorium, Los Angeles, and the Elks Club of Pasadena showed their appreciation by filling their own clubrooms at the performance given in their honor.

New Aeolian Dealer

Barker Bros. placed a very large order, their initial one, for Aeolian-Vocalions. G. W. Boothe, general manager of the music department of Barker Bros., decided to include in his order a large number of period models; these particular instruments are becoming more and more popular and those featured by the Aeolian Co. are exceedingly attractive.

New Edison Dealer in Pasadena

The Wyckoff-Verrinder Co. has announced the opening of a music store in Pasadena at 835 East Colorado street.

Santa Barbara Dealer in Town

Ralph H. Paulin, of Paulin's Music Store, Santa Barbara, was in Los Angeles last week and attended a luncheon at the Rotary Club. He reports excellent business in his district.

Emerson Traveler on Trip

I. Lessor, traveling representative for the Western Jobbing & Trading Co., Pacific Coast distributors of Emerson phonographs and records, received a pleasant surprise when his house purchased a $3,400 Studebaker Six touring car for his use on the road (nothing small about the Western Jobbing & Trading Co.). Mr. Lessor, filled with enthusiasm over the new Emerson phonographs and with a brand new car, has left for a trip up the valley to Fresno. He reports that he received phenomenal initial orders for the new Emerson record of "Whispering," the first recording to appear on the market. C. W. Shumway, of the San Francisco office of the Western Jobbing & Trading Co., spent a few days at headquarters in Los Angeles.

BUILDING NEW BLUE BIRD FACTORY

Los Angeles Company Finds Larger Manufacturing Space Imperative—New Buildings Will Cover Five Acres and Will Have Splendid Equipment When They Are Completed

LOS ANGELES, CAL., September 4.—The Blue Bird Talking Machine Co. has found it necessary to erect a new factory in order to take care of increased business. A tract of five acres was accordingly purchased in the new great manufacturing district in the southeastern section of Los Angeles. The new factory, which so far has been completed, covers one acre and work is already in full swing.

The general offices have been moved to the new location and the rest of the factory comprises a complete unit including cabinet manufacturing, varnishing, finishing, assembling, packing and shipping departments. M. F. Fybush, general manager, conducted the correspondent of The World over the new plant and drew his attention to the careful testing which is given to all machines before they are finally "passed," a specially constructed room and highly trained staff being used for this work. The factory is built after the most modern plans. Particular attention has been paid to good light and plenty of air, and the equable climate the year round ensures ideal conditions.

The policy of the Blue Bird Talking Machine Co. is to establish jobbers in every State of the Union as well as in foreign countries. This, they believe, will ensure a more satisfactory arrangement for the dealer and give him better service than by direct factory distribution.

ALICE VERLET ON PACIFIC TOUR

Noted Edison Artist Will Conduct Several Tone-tests and Will Be Assisted by Robert Velten, Violinist, and Victor Young, Pianist

An event of more than ordinary interest to musical circles is the Pacific Coast recital tour of Alice Verlet, the distinguished Edison artist and celebrated Belgian coloratura soprano, which opened at Bellingham, Wash., on August 30. The tour will close on December 10 and will include cities in the Northwestern States and in California. Assisting Mlle. Verlet are Robert Velten, violinist, and Victor Young, pianist, of the Edison Laboratories. Alice Verlet is one of the leading Edison artists and in her recitals will sing in direct comparison with some of her latest Re-creations.

R. H. Keller, manager of the Victrola department of Woodward & Lothrop, Washington, D. C., is engaged in the task of supervising the enlarging of his department. The plans call for a total of nineteen booths, which will be located on the Tenth street side of the fourth floor.

There may come times when a man has to stand up for his rights, but if he earnestly strives to do what is right they will not come often.

STODART

PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table. Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

STYLE AA

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out *how* and *why* this Leader can *make money* for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, *General Manager*

Bush Terminal Sales Building

130-132 West 42nd Street NEW YORK

STYLE D

No longer a Forecast

A FORECAST

By J. NEWCOMB BLACKMAN

The successful merchant must continually forecast the future and shape his business policy accordingly.

Optimism is always necessary, but should be tempered by enough pessimism to produce conservatism.

A conservative policy is the safest one for the Victor Trade today.

New manufacturers of Talking Machines and Records are extremely optimistic if they think they can appropriate patent rights and fill the excess demand for Victor Product with goods of unknown value and quality.

Victor Dealers will show extreme pessimism if they lose faith in the Victor Company's determination and ability to maintain Victor Supremacy in 1920, through greatly increased production and vigorous prosecution of infringers.

I forecast for 1920 an overproduction of competing products, followed by a heavy casualty list among manufacturers and dealers of the "mushroom" or "toadstool" variety.

A conservative forecast for the Victor Trade, I believe, justifies a policy of sacrificing temporary profits for future prosperity. I believe a general reaction, following the present world inflation, is inevitable, and then the permanent demand for, and value of, Victor Products will be fully demonstrated. Then Victor machines and Records will be like American money—still supreme.

Think it over, Mr. Victor Dealer!

Blackman Talking Machine Co.
81 Reade St. Near Church St. New York
VICTOR DISTRIBUTORS EXCLUSIVELY WHOLESALE

Read it again

Feb 15th 1920

What do you think now Mr Victor Dealer?

BEST SELLERS IN GREY GULL RECORDS

Lateral Style

Chili Bean ..... Sung by Billy Murray Mariella ..... Sung by Patricola	L-2018 10 in. $1.00
Oh By Jingo..... Sung by Billy Murray There's a Typical Tipperary Over Here, Sung by Mel Eastman	L-2013 10 in. $1.00
The Love Nest (From Mary), Fox-trot, Grey Gull Dance Orchestra Ostrich Walk, Fox-trot..... Bostonian Syncopaters	L-1020 10 in. $1.00
Let the Rest of the World Go By. Sung by Henry Burr Wond'ring ..... Sung by Charlie Hart	L-2017 10 in. $1.00
My Dixie Rosary..... Sung by Henry Burr I'll Be With You in Apple Blossom Time, Sung by Henry Burr	L-2019 10 in. $1.00
I Love the Land of Old Black Joe, Sung by the American Quartette Swanee..... Sung by the Peerless Quartette	L-2011 10 in. $1.00
When He Gave Me You (Mother of Mine), Sung by Henry Burr After You Get What You Want, You Don't Want It, Sung by Mel Eastman	L-2010 10 in. $1.00
Can You Tame Wild Wimmen... Sung by Billy Murray He Went in Like a Lion..... Sung by Billy Murray	L-2016 10 in. $1.00
Lucille, Fox-trot..... By Starita Saxophone Sextette My Isle of Golden Dreams, Waltz, By Starita Saxophone Sextette	L-1011 10 in. $1.00
"Blues" (My Naughty Sweetie Gave to Me), Fox-trot ..... Gilt Edge Four Swanee, One-step ..... Grey Gull Dance Orchestra	L-1021 10 in. $1.00
I've Got the Profiteering Blues... Sung by Billy Murray But, She's Just a Little Bit Crazy, Sung by Mel Eastman	L-2012 10 in. $1.00
Venetian Moon..... Sung by the Sterling Trio Golden Gate..... Sung by Campbell and Burr	L-2014 10 in. $1.00
Dardanella, Fox-trot ..... Grey Gull Dance Orchestra Typhoon, Fox-trot ..... Grey Gull Dance Orchestra	L-1022 10 in. $1.00

Two-In-One Style

(Hill and Dale Cut)

Loch Lomond ..... Sung by Henry Burr Comin' Thro the Rye..... Sung by Gladys Rice The Rosary ..... Sung by Henry Burr Love's Old Sweet Song..... Sung by Henry Burr	H-2009 10 in. $1.00
Chili Bean ..... Sung by Billy Murray There's a Typcial Tipperary Over Here, Sung by Billy Murray Mandy ..... Sung by Mel Eastman After You Get What You Want, You Don't Want It ..... Sung by Mel Eastman	H-2010 10 in. $1.00
Oh, Fox-trot ..... By Gilt Edge Four Beale Street Blues, Fox-trot..... By Gilt Edge Four Just Like the Rose, Fox-trot..... By Gilt Edge Four Lost John's Melody, Fox-trot..... By Gilt Edge Four	H-1007 10 in. $1.00
Oh, By Jingo..... Sung by Billy Murray The Simple Simon Party..... Sung by Billy Murray When the Harvest Moon Is Shining, Sung by Mel Eastman My Sahara Rose..... Sung by Mel Eastman	H-2011 10 in. $1.00
Washington Post March.. By Grey Gull Military Band Liberty Bell March..... By Grey Gull Military Band Manhattan Beach March.. By Grey Gull Military Band King Cotton March..... By Grey Gull Military Band	H-4004 10 in. $1.00
Up the Street March..... By Grey Gull Military Band Cruiser Harvard March... By Grey Gull Military Band Second Regiment March.. By Grey Gull Military Band Boston Commandery March, By Grey Gull Military Band	H-4003 10 in. $1.00

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.

Grey Gull Records
Boston

INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

*Name*_____

*Address*_____

PICTURES OF RECORD ARTISTS

Interesting Poses of Popular Stars Now Available for Dealers—Bain News Service Has Large Collection of Photographs

The Bain News Service, 255 Canal street, New York City, has just issued a series of new photographs of Enrico Caruso in numerous poses. This addition now brings the Caruso collection up to over two hundred photographs. One of the most interesting of these new issues

Caruso in the Role of Pater

is reproduced herewith, depicting Caruso holding his baby, and shows him with the usual pleased fatherly expression.

The above firm's service includes a service department particularly for the talking machine field in which are listed thousands of photographs of the leading artists of the country. Besides the smaller photographs which they release they also make a specialty of enlargements for window displays and other purposes.

FEATURING OPERATIC RECORDS

BOSTON, MASS., September 8.—The Frank S. Horning Co., Inc., at 22 Boylston street, has now been open about eight months and business in the Victor line has been building up rapidly. Mr. Horning, who is on the job early and late, has developed quite a large list of persons who are making a collection of records of all the leading classical operas, and this of itself is proving a very fruitful field. The store is open every evening and for this particular period of daily service Mr. Horning has the valuable assistance of Irving Ente.

Where would you rather have your advertisement—on a business man's desk or in his wastebasket? Guide yourself accordingly.

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Victor — His Master's Voice — REG. U.S. PAT. OFF.

Indianapolis

MUSIC CHANGES WITH THE SEASONS

Jazz Rules in Summer Months and Classics Are Buried Until Late Winter—Spring Brings in Sentimental Melodies—Public's Taste Governed by Weather—Blues for Rainy Days

When it comes down to getting the real dope on the public taste for music we must give up the psychologists of the classroom and the professional musicians and go to the girl behind the counter who daily hands out the records which the ever-hungry public demands. This smiling lady will tell you that musical tastes seem to change with the seasons. She will also tell you that during the Summer popular songs and jazz hold supreme sway and the standard and classical pieces are for the time in the background. But with the coming of Fall and with the chill in the air which foretells of crisp, sparkling days before snow flies, the Summer melodies yield to more substantial things. The classics come into their own once more.

This type of music seems to belong in shadowed rooms with drawn shades and a flickering fire. Our goddess of the record counter declares that Beethoven, Bach and the rest haven't a chance in the world until December or January, when the outdoors is stern and forbidding. Then follow the spring months, bringing with them the sentimental music befitting the season that prepares the way for blushing brides in June. Sunshine and clear weather stimulate sales of nearly all kinds of music, while gloomy days make it necessary to appease the customers' mood with blues. It has been claimed by those in the know that all the popular blue jazz music was written on cloudy days and designed to be sold only on blue days—a rainy, blue Monday, perhaps!

HOLDS EXHIBITS AT STATE FAIRS

Commonwealth Phonograph Co. Takes Advantage of Annual Events to Prepare Elaborate Displays in Interests of Talking Machines

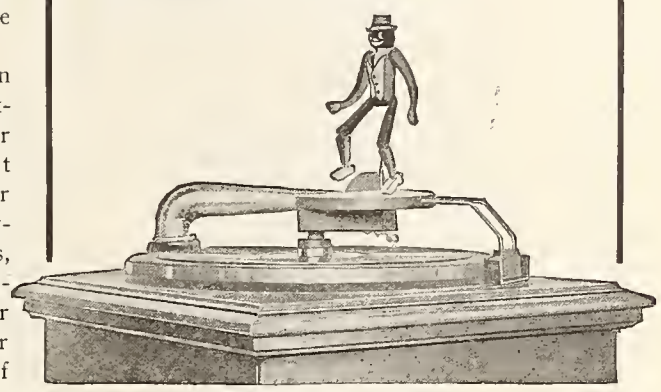
SPRINGFIELD, MASS., September 12.—The Commonwealth Phonograph Company, Pathé distributor of this city, is keeping the famous red rooster and the products which he represents before the trade and the public in an energetic manner. At the Connecticut State Fair, held at the fair grounds at Charter Oaks, outside of Hartford, from September 6 to 10 inclusive, the Commonwealth Phonograph Co. exhibited in an exceedingly attractive manner a very comprehensive display of Pathé machines and records. An entertainment feature which made the Commonwealth-Pathé booth the center of attraction were the concerts given by the White Way Orchestra, which recorded the popular Pathé record "Blue Diamonds" and others. The fair was well attended and a number of Hartford talking machine dealers found time to attend. Invitations had been extended to all Hartford dealers to attend the Commonwealth booth while there. The exhibit was under the direction of Miss M. A. Bill, of the Commonwealth Phonograph Co., and a representative of the Service Department of the Pathé Frères Phonograph Co., of Brooklyn, N. Y. A. Y. Pennie, co-partner with Miss Bill, was also present at the booth on several occasions.

Another interesting exhibit is planned for the Eastern States Exposition in Springfield from September 19 to 25. At this exposition the Commonwealth Phonograph Co. will take over the amphitheatre at the fair grounds, seating about 250 people. A Pathé concert will be given under its auspices each day. Efforts are being made to have Lewis James, tenor, and world famous Pathé artist, sing at the concert given on the opening day of the exposition and in the Coliseum, which seats about 10,000 people. It is expected that Mr. James will be accompanied by Thavius' Band. As in the case of the exhibit at Hartford, the Commonwealth Phonograph Co. is extending invitations to the visiting trade to attend these concerts and its exhibit at the exposition.

TOYS
for
PHONOGRAPHS

Something for the Children That Brings in the Parents and Makes You New Customers

It will pay you to show these novelties dancing in your windows from Thanksgiving to Christmas.

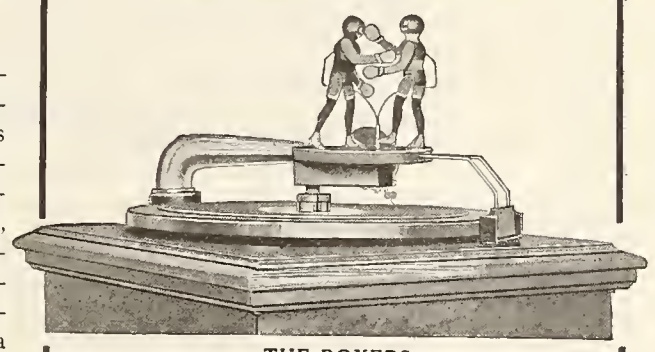


RAGTIME RASTUS
PATENTED MARCH 16, 1915.

An Automatic Dancing Darky Doll for Talking Machines

Rastus does one hundred different steps while the music is playing. Delights Children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Ragtime Rastus, Item 100A $1.65



THE BOXERS
Patented March 16, 1915

Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion

Boxing Darkies, Item 100B $1.75

Combination Rastus and Boxer

Two Toys in One—Our Biggest Seller

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one dancing mechanism. All in one box. Very popular.

Combination Rastus and Boxers Item 100AB $2.00

NOTE: These toys fit standard machines and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models. Edison machine requires special disc, 25c. extra.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY

Mechanical Specialty Manufacturers
Cambridge 39 BOSTON, MASS.

Not Written For You— But Send For a Copy

THERE are a good many reasons why you should read this book, even though you personally are not supposed to be the "ultimate consumer" of its pages.

Scores of our dealers have written us highly appreciative letters regarding it. One of them summed up the general opinion of all when he said: "Aside from its being the most interesting, convincing, and beautiful bit of consumer literature I've ever seen, the reading of it has been of direct benefit to me. I've read between the lines and gained some real pointers on phonograph merchandising."

The book was written for dealer distribution to prospective purchasers of

Dalion

The Phonograph Instrumentized

ASIDE from the fact that the book is everything the above-mentioned dealer says it is, it will give you a bird's-eye view of the Dalion merchandising plan—and it will show you the exclusive sales features of the instrument—it will give you a general idea of how whole-heartedly we co-operate with our dealers to make their phonograph department the most profitable part of their business.

Send for it—TODAY. The book is worth having on its own account, and the postage stamp that carries your inquiry may turn out to be the best investment you ever made.

Milwaukee Talking Machine Mfg. Co., *Milwaukee*

SIGN UP FOR AMBEROLA CAMPAIGN

Edison Amberola Dealers Show Great Interest in Plans to Stimulate Fall Business

Already several hundred Edison Amberola dealers have signed up to take advantage of the widely announced Amberola advertising and window display campaign, which is intended to begin in September and run to March, 1921. The campaign will consist of a series of unique advertisements, about twenty-one in all, and a striking series of monthly window displays which are intended to tie up with the newspaper advertisements.

One of the Monthly Window Displays of the Edison Amberola Campaign

With simplicity and attractiveness as outstanding features the campaign, as presented to the dealers, will be brand new and entirely different from anything ever offered to them before. For one thing, dealers will be able to obtain the lowest newspaper rates, because the advertisements will be sent to them set up complete, thereby eliminating the usual composition charges. In addition to this the Edison Amberola jobbers have expressed their entire willingness to co-operate with the dealers who enroll to the extent of sharing with them the cost of the advertising. This will take the form of a rebate and will be arranged on a percentage basis.

It is rather interesting to note that among the dealers who have already enrolled there are several who are located in towns where the newspaper rate is as low as 10 cents and others who are required to pay as high as $2 for a similar amount of space.

If dealers continue to enroll at the present rate little doubt is felt that a large majority will be ready by September 15 to participate, which will mean a continuous and highly effective and successful publicity campaign throughout the next six months.

BLUE RIBBON FOR PATHE DEALER

O. L. Creswell Wins Award for Elaborate Display at Linn County Fair in Iowa

Now that the county fairs are in progress throughout the nation it is interesting to note the important manner in which Pathé phonographs and records are made to figure in the musical exhibitions and displays being given.

In this connection, a communication from the Churchill Drug Co., of Cedar Rapids, Iowa, distributors of Pathé instruments and records, tells of the success of O. L. Creswell, a progressive dealer of Kenwood, Iowa, who has just been awarded the blue ribbon for his fine display of Pathé phonographs and records at the Linn County Fair, held in Marion.

In referring to the subject the writer says that the award has had a stimulating effect on the Pathé dealers, who are very enthusiastic over the prospects of a lively drive in Fall business. "Mr. Creswell," the writer concludes, "is as proud as a peacock, and from the list of prospects he has accumulated from his display we are looking for a large volume of business from him."

BETHLEHEM STORE OPENS BRANCH

Goodenough Piano Co. Purchases Five Points Columbia Shop and Adds Pianos to Line

BETHLEHEM, PA., August 30.—The Goodenough Piano Co. of this city has opened a branch store on the south side at 448 Wyandotte street and through this new branch has established many friends in the section across the river. The store was formerly the Five Points Grafonola Shop. In addition to handling the Columbia line the Goodenough Piano Co. will also carry a full line of pianos, including the Lauter, Packard, Milton, Davenport-Treacy and Weser. The Pathé and the Cheney will also be carried in the talking machine department.

Henry Hensinger, who has been assistant manager of this store for some time, is now in full charge. He is an accomplished musician, being organist of the First Reformed Church, and has also had much experience in selling pianos and talking machines.

You may make your advertising cordial enough and still forget to carry out the same policy in your sales correspondence.

CHANGE IN ROBT. C. ROGERS CO.

John Fischer, Formerly With C. C. Mellor Co., Pittsburgh, Secures Interest in Business—Name Changes to Rogers & Fischer

WASHINGTON, D. C., August 30.—Two veterans of the talking machine business have joined forces and have formed the firm of Rogers & Fischer, which succeeds the well-known Robert C. Rogers Co., wholesalers of and retailers in Victor Victrolas and records, located at 1313 F street, N. W.

Robert C. Rogers is believed to be the oldest talking machine dealer, in point of service, in this country. He became associated with John F. Ellis & Co. in 1882. This firm was the first in the United States to handle the sale of the Berliner Gramophone. When the Victor Talking Machine Co. succeeded the Berliner Gramophone Co. the Ellis Co. became distributors for the Victor line. Mr. Rogers purchased the John F Ellis Co.'s talking machine business in 1910 and established the retail and wholesale business at the present location.

John Fischer entered the talking machine business in 1901 at Buffalo, N. Y. In 1904 he accepted a position as traveling representative for the Victor Talking Machine Co., covering all the territory east of the central part of Kansas. He was holding the position of assistant traveling manager at the time he resigned in 1907 to take the position of manager of the talking machine business of the C. C. Mellor Co. at Pittsburgh, which position he occupied until he resigned on August 14 to come to Washington and associate himself with Mr. Rogers.

The news of his resignation was received with keen regret by the members of the trade of the Steel City, as Mr. Fischer was one of the charter members of the Pittsburgh Talking Machine Dealers' Association and was considered one of the real live members.

MILWAUKEE BURGLARS JAZZ HOUNDS

Steal Sixty-five Popular Records From Badger Talking Machine Shop

MILWAUKEE, WIS., August 30.—The Victor record stockroom of the Badger Talking Machine Co., 135 Second street, wholesale distributor of the Victor line, was ransacked by burglars during the night of Thursday, August 19, and goods valued at $100 were carried away. According to Harry A. Goldsmith, secretary of the company, the thieves evidently were "jazz hounds," because all of the sixty-five records which were stolen were of that class. A small motor also was stolen. The entrance was effected by unlocking a window on the second floor which opened on an adjoining roof.

The man who will not listen to safety rules may have to listen to the sound of the ambulance.

VICTOR AND COLUMBIA DEALERS AGREE

that of all the various brands of records on the market, our

"Talk-O-Photo" Records of Famous Movie Stars

(A combination of photo and phonograph record of the star)
not only do not compete with their regular lines, but also

ATTRACT NEW CUSTOMERS! and INCREASE REGULAR SALES

57	"Stage Fright"....Mary Miles Minter	80	"My Prize Love Letter"....Clara Kimball Young
60	"I Wish I Were a Hero"....William Russell	81	"My Ambitions"....Anita Stewart
65	"My Dream"....H. B. Warner	82	"Who Would Change Places With Me?" Mildred Harris Chaplin
72	"Don't You?"....J. Warren Kerrigan	83	"The Vision"....Bert Lytell
74	"Happiness"....Gloria Swanson	90	"My Real Self"....Mae Murray
79	"Girls I Have Loved"....Lew Cody	91	"How to Become a Star"....David Powell

The first sale starts the "Movie Fan" on a collection—the rest is easy.
Retail at 35c each. Price to dealers, one gross assortment $30.24, F.O.B. New York

TALKING PHOTO CORPORATION Robert B. ("Pat") Wheelan, Pres. **334 FIFTH AVENUE, NEW YORK**

Edison Message No. 79

In April of this year we announced, through the trade papers, the following:

> "The new edition of 'Edison and Music,' which is coming off the press at this time, contains the following:
>
> Careful calculations of the various cost elements (diamonds, genuine mahogany, quarter-sawed white oak, walnut, special steel and bronze, skilled labor, etc., etc.), involved in the manufacture of the New Edison, indicate that the prices noted in this book reflect only 50 per cent of the increases in manufacturing cost that have occurred during the past eighteen months. In other words, it has been our policy to absorb and write off, as a loss, 50 per cent of the increased cost of manufacture. However, conditions are such that we are obliged to reserve the right to advance our prices at any time, without notice, and all orders are subject to the prices effective when executed, irrespective of the date of receipt.
>
> THOMAS A. EDISON, Inc.
>
> Orange, N. J.
> 16 February, 1920."

We have, in fact, absorbed more than 50% of the increased cost of manufacture, and the selling prices of Edison Phonographs (including War Tax) have increased less than 15% since 1914. The prices of Edison Phonographs to-day remain unchanged, in spite of the fact that various cost elements have increased still further. We shall hold off increasing our prices as long as is possible. We are willing to sacrifice immediate profits to stabilize the Edison Phonograph business.

"Edison Stood and is Standing the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

Information on Why Records Repeat

Ft. Dodge, Ia., August 16, 1920

A. H. Dodin, care Talking Machine World:—

I wish to ask you why some phonographs repeat when playing Pathé records. I like to sell the Pathé because there is no changing of needles, and never had a record repeat on a Pathé phonograph. I have had a good deal of trouble on some of my other machines, however. Certain phonograph makers tell me to oil the tone arm near the ball bearings, but after a little while the records begin to repeat again. Please give me your idea of what the trouble is. By repeating I mean that the needle will stop at a certain part of the record and keep on playing the same section over and over again.

R. C. Howe.

Answer:—The cause of your trouble may be found in one of the following points: First—The tone arm must swing absolutely free—the least little pull or check on the sapphire ball will cause it to jump the record groove. Second—Be sure that the sapphire ball comes in line with the turntable spindle. In most of the so-called universal arms and attachments when the sound box is turned into position for playing Pathé records, the sapphire does not center properly, that is, it is generally thrown about an inch to the front of the turntable spindle. When played in this position, the sapphire ball will have a tendency to jump the groove when it reaches a point about three-quarters through the record. Third—If machine is not level the weight of the sound box and tone arm will cause the sapphire to run across the second groove in the direction in which the machine slants.

After reading the P. S. on your letter I am more inclined to think that your chief trouble is in the fact that the tone arm does not swing free enough.

Some General Information

Meridian, Miss., August 20, 1920.

A. H. Dodin, care Talking Machine World:—

To settle an argument, will you please advise us as to the following:

1—Does the width of a main spring have any effect on the playing capacity of a motor, or merely on the strength of the motor?

2—Is there any advantage of a multiple spring motor over a single spring motor of same capacity?

3—What is the proper weight of a reproducer on the record?

4—Does the slight tension in the Columbia tone arm have any effect toward increasing the surface noise of the machine?

5—Does the volume of a machine depend on the reproducer alone? Would a cast iron throat in a machine give greater volume than an all wood chamber?

Rosenbush Furniture Co.

Answer:—Question No. 1—The greater the width of the main spring, the more pulling power, but no longer playing time. Length of playing time is obtained according to the length and gauge of the spring and the amount of space it is allowed to uncoil in the cage.

Question No. 2—Yes. A multiple spring motor has more power, and the more reserve power in a motor, the more apt it is to govern properly.

Question No. 3—Weight for lateral cut records, six ounces; weight for Edison records, four ounces.

Question No. 4—Yes. Any tension or check on tone arm will cause more surface noise. This is one of the several causes of surface noise and the rest are as follows: Unevenly running turntable, too much weight on needle point, bad material in record, and bad needles.

Question No. 5—No. The reproducer and horn chamber in combination produce greater volume. A cast iron throat tends to increase the volume of the machine.

Advice on Repair Work

Montreal, August 12, 1920.

A. H. Dodin, care Talking Machine World:—

I saw an advertisement in The Talking Machine World referring to instructions in gramophone repair work. I am a dealer who would like to know something of repairs.

L. Stenzler.

Answer:—I would be pleased to advise you at any time you will tell me what particular troubles you have had in your repair work.

MR. TAUBER IS CONVALESCING

D. Tauber, president of the Progressive Phonographic Supply Co., distributors of the Wall-Kane needle in New York City, is convalescing from serious scalds which he received in an accident some four weeks ago. Mr. Tauber lay in the hospital in a very serious condition for several weeks. His many friends in the trade will be very glad to hear that he has recovered nicely and has once more resumed his accustomed duties.

AMOUNT OF INTERNAL REVENUE

The Bureau of Internal Revenue announces that taxes collected and deposited during the fiscal year, ended June 30, amounted to a total of $5,410,284,874.90. This is the greatest annual tax collection made by the bureau since its establishment in 1862. The cost of collection will approximate 55 cents for each $100. Revenues received from income and excess profits taxes amounted to $3,944,555,737.93, and from miscellaneous taxes $1,465,729,136.97.

MELODEE Music Rolls

Offer You a

WONDERFUL OPPORTUNITY

To Build Up Sales in Your Music Roll Department

Grinnell's Distributing Service Assures You Immediate Shipment on All Orders

A SPECIAL HIT SERVICE

------	4019	AVALON. Fox Trot. Words and Music by Al. Jolson.	Word Roll	$1.25
------	4043	EILEEN. Waltz.	Word Roll	$1.25
-----	203735	TRIPOLI. Waltz.		.85
------	4045	SHIMMY NOD FROM CHAMINADE. Fox Trot	Word Roll	$1.25
------	4047	AS THE YEARS GO DRIFTING BY. Waltz	Word Roll	$1.25

GRINNELL BROTHERS

Wholesale Distributors for Michigan

First and State Sts. DETROIT, MICH.

Columbia Records Grafonola

Marion Harris' two new "blues" songs, "Oh Judge (He Treats Me Mean)" and "He Done Me Wrong," will outsell her first records, and that's going some. A-2968.

Columbia Graphophone Co.
NEW YORK

REVIEWS REMINGTON PROGRESS

Vice-President and General Manager Holmes Talks Interestingly of Progress and Achievements of Remington Phonograph Corp.—In Close Touch With Trade and Product

James S. Holmes, vice-president and general manager of the Remington Phonograph Corp., New York City, is one of the busiest executives in the talking machine industry at the present time. Under his able direction the details of organization were completed and the company has launched into production on a large scale.

James S. Holmes at His Desk

The showrooms of the company, at 1662 Broadway, are now graced with the four models of the line in various finishes and attractive designs and deliveries to the trade are well under way.

Mr. Holmes, in reviewing the progress of the Remington Phonograph Corp., said in part: "We practically started our business operations on May 15 of this year. At that time it was planned to build a factory in Ilion, N. Y. Owing to building conditions and the probable delay in installing the necessary machinery and our desire to get the Remington phonograph on the market at the earliest possible date, we found it most advisable to buy a factory already equipped for our purposes. Accordingly we secured a well-equipped plant in Brooklyn already engaged in the production of the highest grade of bank and office fixtures. This purchase gave us about 17,000 square feet of floor space. Later we found the need of more facilities and took possession of adjoining factory buildings, bringing our floor space for manufacturing purposes up to 70,000 square feet. These factories are now operating to capacity at an output of 1,000 machines a month. In spite of this large production we are already oversold.

"We had hardly started before we received applications for Remington agencies from the many friends in the trade of both myself and my son, Everett H. Holmes. An idea of how the Remington phonograph jumped into popularity is gained in the fact that the first three dealers who took on the line re-ordered within forty-eight hours. After the first announcement of the Remington in the Talking Machine World applications came in fast and in the past sixty days we have booked on an average four new dealers each day. Our distribution at the present time is strongest in the Eastern States.

"Our policy is to deal directly with the dealer and we furthermore only appoint one dealer in each town, thus giving him an exclusive agency in his locality. In return each dealer who takes on the Remington line agrees in writing to feature it as his leader. We do not believe that our obligations end when the machine has left the factory. On the contrary we have a system of keeping in touch with our machines even after they have reached the residence of the ultimate purchaser. Every machine leaving the Remington factory carries a card attached and signed personally by Philo Remington, president of the company, guaranteeing the machine against any defect of workmanship or material for the entire life of the instrument, providing that an attached stamped postal card is promptly signed and mailed to Remington headquarters by the final purchaser. This permits the maintenance of a correct list of every Remington owner and it is intended to circularize this list to help the local dealer. Later on we will probably build in Ilion as originally intended. In this event we will use the Brooklyn factory, which is located at the Bush Terminal, for export purposes."

NEW ISSUE OF CAPITAL STOCK

Regal Phonograph Co., Ltd., of Toronto, Secures Funds to Meet Growth of Business

The Regal Phonograph Co., Ltd., of Toronto, has issued $51,000 new capital stock to secure funds to increase its plant and working facilities. The company has been in operation for over three years and during that time has built up a large business. It has in operation a unique agency plan, with more than two hundred agencies handling its products. Its business has increased by leaps and bounds, the gain in net sales for the first six months of the current year being more than 171 per cent over the corresponding period of 1918. Net earnings in 1919 allowing for depreciation were equal to 43 per cent on the total issued capital and for the first six months of the current year total net earnings equal all of last year. As imports of phonographs into Canada last year exceeded $4,000,000, there is ample opportunity for a Canadian company to find a domestic market for its product. The new shares consist of $34,000 10 per cent cumulative preferred stock, which is offered at par or $100 per share, and $17,000 common stock, par $100, offered at $120 per share.

Being prepared for trouble is one good way to invite a visit from the trouble bird.

"TONAR"
TRADE MARK
RECORD BRUSHES ARE PROFITABLE

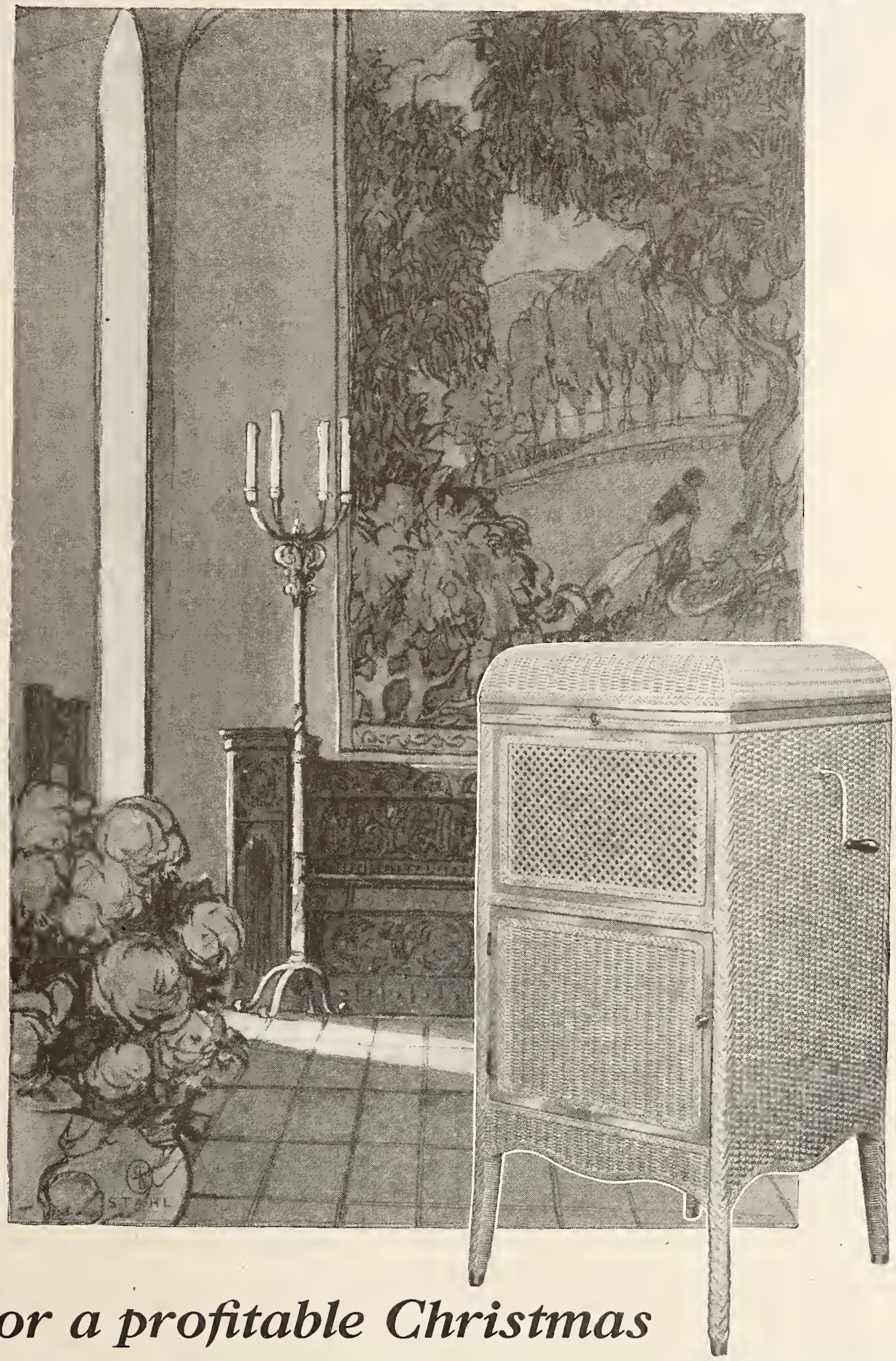
They pay JOBBER and RETAILER each a good working profit

They earn your support

Write to-day for sample and prices

PARKS & PARKS, Inc. **TROY, N. Y.**
New York Office, C. E. Peabody & Co., 186 Greenwich St.

The Heywood-Wakefield



For a profitable Christmas

THE attractive appearance and improved musical qualities of the Heywood-Wakefield commend it to every merchant as an additional line for a profitable Christmas trade. Its beauty of tone and faultless reproduction are made possible through the cushioned reproducer, which is built on the principles of the human organs of sound. Its non-resonant cabinets of reed, decoratively fashioned, are finished in many different shades of color to give the customer a wide choice of instruments that harmonize with every style of furniture.

The Heywood-Wakefield is made under the Perfek'tone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles

Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

The Tired Baby

The Mocking Bird

The Tiger Hunt

The Watermelon Coon

The Lion

Uncle Sam

The Dancing Girl

IF YOU WERE A KIDDIE you couldn't resist

TALKING BOOKS
TALKING FIGURES
SINGING BIRDS
ROARING ANIMALS

EACH record is permanently mounted on a striking, brilliantly colored figure typifying the subject it represents. Practically indestructible—put record and figure complete on the machine—no bother finding the proper place for record after playing.

Put them in your window and they'll bring the kiddies to your store, and the grown folks too.

Just show "The Mother Goose Talking Book" and the other books brimful of songs, games and stories. They'll help you kill two birds with one stone, for they'll attract people, young and old, to see the rest of your stock.

BIG PROFITS
In the Following Assortments:

Assortment A:
100 assorted figures, 10 Mother Goose Talking Books, 2 Twilight and Dawn in Birdland Books. Costs you $29.40; sells for $49.00.

Assortment B:
200 assorted figures, 20 Mother Goose Talking Books, 5 Twilight and Dawn in Birdland Books. Costs you $60.00; sells for $100.00.

Assortment C:
400 assorted figures, 40 Mother Goose Talking Books, 10 Twilight and Dawn in Birdland Books. Costs you $120.00; sells for $200.00.

Assortment D:
800 assorted figures, 60 Mother Goose Talking Books, 30 Twilight and Dawn in Birdland Books. Costs you $240.00; sells for $400.00.

The figures—birds, animals, dolls, etc., retail for 35 cents apiece. The books for $1.00 and $2.00.

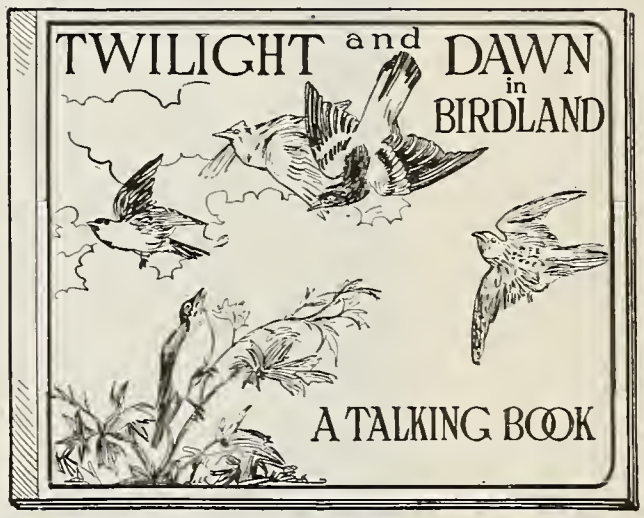
All assortments are subject to 2%—10 days; 30 days net. With each assortment we send window and counter displays and other fetching advertising matter. Prompt deliveries direct or through your jobber.

They laugh—they talk—they play. All numbers have recently been re-recorded by the best artists. They are distinct and clear—ANY STEEL NEEDLE PHONOGRAPH WILL PLAY THEM.

Send for illustrated catalogue of complete line.

New issues at regular intervals sustain interest. Only standard subjects—no chance of dead stock.

TALKING BOOK CORPORATION
1 West 34th Street New York



Twilight and Dawn in Birdland - - $2.00

A Talking Book filled with the songs and calls of the feathered songsters. A full day for the kiddies in Birdland from the first call of the lark to the good-night lullaby of the Nightingale.

The figures which retail for 35 cents each, include the following numbers:

The "Tired Baby"
The "Lion"
The "Frog"
The "Little Hieland Mon"
The "Parrot"
The "Dancing Girl"
The "Fox"
The "Elephant"
"Uncle Sam"
The "Hippo"
The "Tiger Hunt"
The "Mocking Bird"
"Watermelon Coon"
Twilight and Dawn in Birdland
The "Mother Goose Book"

Also Christmas Carols, the ideal holiday cards.

HAPPENINGS IN THE DOMINION OF CANADA

STARR CO. TAKES CANADIAN CHARTER

Authorized Capital Is $500,000—John A. Croden Is President—Harry and Fred Gennett Among Directors—To Develop Business

TORONTO, ONT., September 6.—To mark the commencement of its fourth year in business in Canada and to further develop its rapidly growing organization the Starr Company of Canada, London, took out a charter as a limited liability company and is now officially known as the Starr Company of Canada, Ltd. The head offices continue at 265 Dundas street, London. The authorized capital is $500,000, of which $225,000 is paid up. The officers are: President, John A. Croden; first vice-president, W. D. Stevenson; second vice-president, Fred Gennett; secretary-treasurer, J. E. Croden; directors, J. A. Croden, W. D. Stevenson, Harry Gennett and Fred Gennett.

BERLINER GRAMOPHONE MEN FROLIC

Eighth Annual Picnic of Factory Employes Voted Best Ever—Montreal Branch Team Wins Baseball Game From Toronto Nine

MONTREAL, QUE., September 2.—Thirteen hours of fun was the summing up made of the day by one participant in the eighth annual picnic and excursion given recently by the Berliner Gramophone Co., Ltd., Montreal, for the employes of the local factory and branches and their friends. A thousand picnickers were aboard the steamer "Three Rivers" before the starting hour for the run to Lavaltrie, Que., where the sports of the day were held. H. S. Berliner was of the party, as well as a delegation of fifty from the Toronto branches, including the company's baseball team. R. H. Murray, manager of His Master's Voice Co., Ltd., of Halifax; Mrs. Murray and W. Willis, also of the Halifax branch, represented the Maritime provinces.

The baseball game between the company's teams of Toronto and Montreal was won by the latter team, the score being 13 to 5. An interested spectator of the various events was Hughes Macklin, of the Carl Rosa Opera Co., London, England, who arrived in Montreal from London last Monday in order to make several records for the Berliner Co. in its recording room in this city.

R. S. WILLIAMS' TWELFTH OUTING

Queenstown Heights Scene of Enjoyable Affair, in Which Executives and Staff Participate

TORONTO, ONT., September 7.—If there is one event more than another during the year to which the executives and staff of the R. S. Williams & Sons Co., Ltd., Edison jobbers, look forward it is their annua louting. This annual outing commenced twelve years ago and took the form of a more or less unpretentious and informal picnic. But as the organization became larger year by year, and it was necessary to make plans and arrangements farther in advance, the event took on a more serious aspect from the standpoint of promoting good fellowship, loyalty and co-operation throughout the entire year.

This year's recent outing was the twelfth of the series, and was held at Queenstown Heights, which place seems to be more inviting each succeeding year, and each year the towering Brock's Monument, visible for miles out on the lake, seemed to beckon more cordially than ever, and even the forbidding expression of the gargoyles that surmount the pillars at the park entrance seemed to soften into a smile of welcome as the merry picnickers trooped their way up the grassy slope.

TORONTO ONE OF BUSIEST CENTERS OF THE DOMINION

Talking Machines in Church Service—Magnavox Agency With Montagnes & Co.—Columbia Outing—Larger Quarters for Voice-O-Phone—General Phonograph Corp. Progress—Other News

TORONTO, CAN., September 6.—That the talking machine and records will be universally used in Sunday school and church services is the opinion of many in the trade. Already the possibilities of the talking machine in musical services have been established, and in these days of breaking down old customs one can expect to see whatever opposition there may have existed to the talking machine in religious services rapidly disappear.

A Starr phonograph was used at the Sunday services in First Methodist Church, London, Ont., recently. The organist, Dr. Jordan, one of Canada's best-known musicians, played the accompaniments for the soloist, and the innovation was most favorably commented upon by the members of the congregation. The instrument and the records used were supplied from the salesrooms of the Starr Co. of Canada, Ltd., the exclusive wholesale distributors of Starr and Gennett products in Canada.

James Pollock, manager Phonola Co. of Canada, Ltd., of Elmira, was a recent trade visitor to the Maritime provinces. Mr. Pollock also attended a recent meeting in Toronto held by the eight phonograph firms, who will again have their exhibits in the east wing of the Horticultural Building at the Canadian National Exhibition.

W. D. Stevenson, of the Starr Co. of Canada, Ltd., has returned from a 3,500-mile motor trip through the Eastern States, on which he was accompanied by his family. "Piloting a car through all the traffic of Broadway is easier than driving in Toronto," remarked Mr. Stevenson, who experienced only twenty minutes' rain in two weeks.

The Columbia Graphophone Co., of this city, recently had its annual picnic, in which all employes, factory heads and office staff participated. A. E. Landon, manager of the company, joined the party and was accompanied by Mrs. Landon and their son and daughter. Miss Landon presented the prizes to the winners of the various events. Although Mrs. Casson had passed away after a lingering illness just a short time prior to the day, Mr. Casson, traffic manager of the company, yielded to the persuasions of the staff and joined them. To his courtesy and willing co-operation much of the success of the day was due.

Jas. R. Errock, factory manager had an opportunity of seeing just how much energy and enthusiasm the respective members of his staff could generate.

Printed programs were distributed among the members of the party and on each person was pinned a badge showing him or her to be a member of the Columbia outing, which proved so great a success that everybody there is already planning for next year's picnic.

F. J. Hinton, managing director of S. Moutrie & Co., Ltd., Shanghai, arrived in Canada recently and paid Toronto a short visit.

A. C. Kerrigan, of His Master's Voice, Ltd., has returned to Toronto from a three months' stay with the firm's branch at Winnipeg.

Harry A. Braid, who has had several years' experience in the wholesale and retail phonograph trade, and who left the phonograph business for a short time to engage in automobile selling, has returned to the musical instrument field, joining the Toronto staff of Mason & Risch, Ltd.

The sympathy of the trade will be extended to E. J. Casson, traffic manager of Columbia Graphophone Co., in the death of his wife, which occurred at her late home in Toronto. Mrs. Casson passed away after a lengthy illness.

F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, is back at his desk after an extensive trip through the Western States. "I came back so chock-full of scenery that it is a treat to get at my desk, where I can see some business instead of mountains," said Mr. Trestrail to your correspondent.

An important deal has been concluded by I. Montagnes & Co., Toronto, Canadian distributors of the Sonora, whereby they have acquired the sales agency for Canada of the "Magnavox" and voice telemegafone. The Magnavox is for amplifying the tone or the voice or the phonograph, and dealers readily see the various uses to which it may be put with advantage to themselves. Montagnes & Co. have arranged for the use of the Magnavox at this year's Toronto Exhibition, when the results possible from it will be well demonstrated.

The staff of Music Supply Co., distributors of Columbia Grafonolas and records, had an enjoyable picnic recently. As the weather man was in a bad mood that day, the most of the time was spent in the grounds at the home of John A. Sabine, 7 Laburnum avenue, Parkdale, a beautiful location facing the deep blue waters of Lake Ontario.

E. H. Van Gelder, of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora Phonograph and Sonora needles, has just returned from a successful trip through Western Canada. On this, his second trip through the West this year, Mr. Van Gelder went through to Victoria and back to Toronto in two and one-half weeks, visiting the larger centers between, and reports trade as excellent. The new Sonora all-wood tone-arm, Mr. Van Gelder states, is meeting with instant popularity wherever shown.

The Adams Furniture Co., Columbia dealer, is about to move into the new store on Yonge street. To celebrate this event a grand opening is being planned. The new building, which has a frontage of eighty-seven feet and a depth

(*Continued on page* 129)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

IMPORTANT!

THE product of the Sonora Phonograph Company, Inc. is not affected by recent patent litigation on *tone arms.* Sonora is licensed and operates under BASIC PATENTS of the phonograph industry, and dealers selling Sonora phonographs need not feel concerned over any patent litigation relating to constructional features of this character.

Sonora, recognizing the strength of these patents, several years ago secured a license to operate under them, and this is a further evidence of Sonora's foresight in protecting its product and the interests of its dealers.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

New York City

HAPPENINGS IN THE DOMINION OF CANADA—(Continued from page 127)

of twenty feet, is eight stories high and stands as a symbol of the steady growth of this firm.

S. J. Cook, sales manager of the phonograph division of the McLagan Furniture Co., Ltd., Stratford, has returned from a ten weeks' business trip to Great Britain. While in England he had charge of the McLagan phonograph exhibit at the Canadian Industries' Exhibition. Mr. Cook was accompanied by his wife.

The Voice-O-Phone Co., with offices at 1 Adelaide street East, is building a larger plant on Dunn avenue, which will enable the management to increase their production.

The growth of the company is due to the enterprise of Hugh G. Brown and Hal Brown, father and son, the former being in charge of the production end of the business and the latter devoting all his time to sales promotion.

Although he had planned to spend a couple of days in Toronto and an equal time at the factory in Kitchener, Otto Heineman, founder and head of General Phonograph Corp. of Canada, Ltd., was able to give only one day to the Canadian headquarters at Toronto, conferring with the Canadian manager, C. J. Pott and the factory manager at Kitchener, A. B. Pollock, who came down from his Summer home in Muskoka to meet Mr. Heineman.

Mr. Heineman was greatly pleased with his firm's place here and the orders on hand, as well as with plans to greatly increase motor, tone-arm and reproducer production. The excise tax on phonographs remaining as it has been for the past two years instead of being increased, as was proposed, he considered a most favorable augury of a big phonograph trade in this country for the Fall of this year and for an indefinite period. Mr. Heineman proposes to again visit Canada on his return from England and Mr. Pott hopes to have him stay a week.

NEW BERLINER FACTORY TO BE ERECTED IN MONTREAL

New Plant Ready for Occupancy in Early Fall—Grafonolas for Public School Playground Association—New Starr Representatives Appointed—Other Changes of Importance

MONTREAL, QUE., September 7.—With the present large factory working to capacity with a double shift, the Berliner Gramophone Co., Limited, found it necessary to build an additional factory at Montreal in order to maintain their deliveries of His Master's Voice records and continue giving the service that their dealers have become accustomed to and appreciate so greatly. The Berliner firm early in the year made extensive purchases of land, acquiring the entire block in which their factory has been located for many years and additional land in adjoining block. The new factory now being erected, and which will be occupied in the early Autumn, is especially designed for the manufacture of records and record materials and in dimensions, shape, height and equipment is being fitted with every modern equipment and device to speed up production with a mimimum of handling from the grinding of the raw material to the stock room. In view of the immediate need of the additional factory, resulting from increased record business, the contractors are making every effort to complete the buildings on schedule and before the upper floors will be occupied, so that His Master's Voice dealers will be ensured of a continuance of uninterrupted deliveries.

Foyer Musical, Ltd., intend enlarging their phonograph department by the addition of a number of demonstration booths for Columbia machines and records.

Gauvin & Courchesne, Quebec, have just completed the re-arrangement of His Master's Voice record installation by which they now carry in stock every "Victor" record listed in the new 1920 catalogue.

Monroe Silver, the original (Cohen) of Victor fame, was a recent visitor to the recording laboratory of Berliner Graphophone Co., Ltd.

The Corona Phonograph Co. has secured the Canadian representation of the Odeon record manufactured in Paris, France, and is daily expecting shipment of a large order. These are a 10-inch lateral cut record and sell all at one price.

Wm. Lee, Ltd., recently supplied ten Columbia Grafonolas and a number of Columbia records to the Public School Playground Association for use in the playgrounds situated in various parts of the city.

Brown's Talking Machine Shop handling His Master's Voice machines and records have added a number of new demonstration booths in order to cope with increased business.

Joe Poirier, 295 Center street; J. E. Desrosiers, corner Masson and First avenue, Rosement, and J. R. Allaire, 4001 Notre Dame street, East Longue Point, have recently been appointed representatives for the sale of Starr-Gennett records.

The Mount Royal Exchange has moved into new premises at 738 Mount Royal avenue East, where this three-story building is devoted in its entirety to the wholesale, retail and manufacturing and record exchange departments.

HERE IS AN UNUSUAL ORDER

Letter Received by Musical Merchandise Sales Co. from Country Dealer Is Unique

The Musical Merchandise Sales Co., Toronto, Canadian distributors of Brunswick phonographs and records recently received the following letter from a small town in Alberta.

"Now I am writing to you to send me a gramophone, the one that I put in the envelope, the small one. I will send you the $88.00, but I will have to get it first and sell it but send me some records too about fifty records and don't forget to tell me how much is a record. And I will ask you something else. Will you please send me some tea sugar matches scribblers heal-o-salve and some body-tone and bedtime pils. Tell me how much is a pacage of tea and a sack of sugar and a tine of heal-o-salve and I think that a packege of bed-time pils is 10c that is the way the store-keeper sells it at and $1.00 a box of body-tone. I will tell them I will give you the money for very sure."

MANY EXHIBITS AT TORONTO FAIR

Artistic Displays Mark Talking Machine Section of Canadian National Exhibition—$600, Four Scholarships and Medals Awarded

TORONTO, ONT., September 7.—During the Canadian National Exhibition held in this city August 28 to September 11 the special phonograph and record exposition was again held in the Horticultural Building. The entire east wing was occupied by the displays of the following firms:

Berliner Gramophone Co., Ltd., Montreal; Columbia Graphophone Co., Toronto; the McLagan Furniture Co., Ltd., phonograph division, Stratford; I. Montagnes & Co. (Sonora), Toronto; Pathé Frères Phonograph Co. of Canada, Ltd., Toronto; Phonola Co. of Canada, Ltd., Elmira; Starr Co. of Canada, Ltd., London; R. S. Williams & Sons Co., Ltd. (Edison), Toronto.

Last year these same firms exhibited, and the beautiful and artistic arrangement of their exhibits was one of the most attractive of the industrial features of the entire exhibition. The thousands of people who visited these displays went away with a new and favorable conception of the talking machine industry.

Six hundred dollars in cash, four scholarships and medals from the Exhibition Association were awarded winning contestants in the six musical events. Last year these afternoon recitals brought thousands of people to the "East Wing" and this year the musical program was better and larger than ever.

NOVEL AD ANNOUNCES REMOVAL

Change of Talking Machine Department Location Cleverly Announced by Montreal House

MONTREAL, CAN., September 7.—C. W. Lindsey, Ltd., featuring Columbia and Sonora phonographs and Columbia records, recently announced in an unusual manner the removal of the phonograph salons from the fifth floor of their building to the first floor.

The heading of the advertisement was striking, as follows: "Our phonographs have taken a tumble—not in price, but in their relative position on the floors of our building. The phonograph salons, which were on the fifth floor, are now on the first floor. This means easier accessibility to the buying public."

Model A
List $135

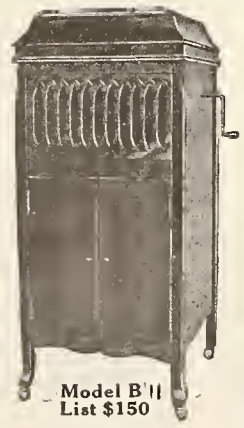
SOLOTONE—New Series

There are many manufacturers who turn out *thousands* of phonographs, while we are turning out *hundreds.*

We cannot claim any *quantity* production records, but we do enjoy a good reputation when it comes to hand-finished *quality* goods.

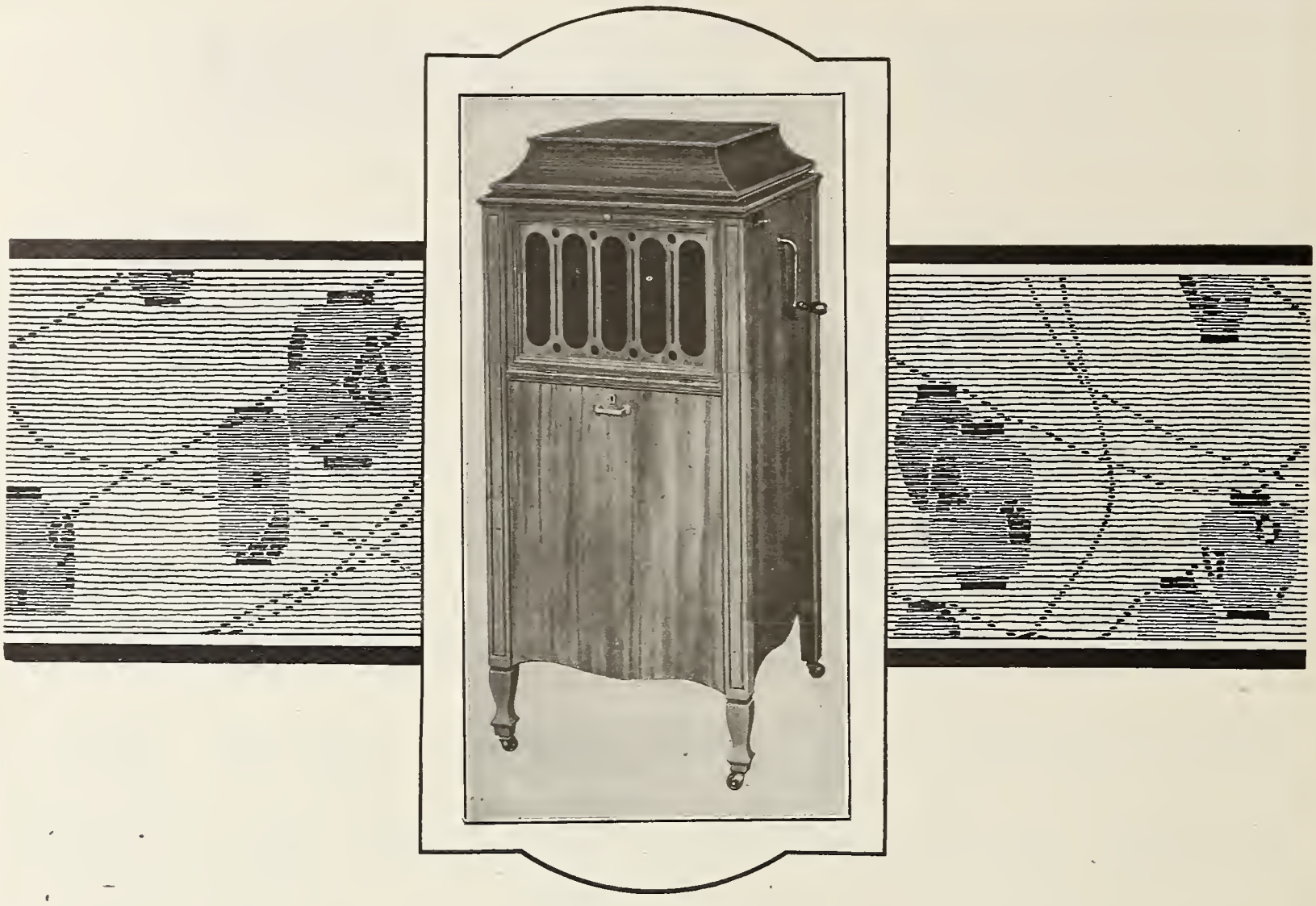
Our NEW SERIES SOLOTONES are so carefully made and finished that they have brought us many new friends. But in order to make friends, one must first "get acquainted."

We want you to "get acquainted" with our goods. Get some first hand information by sending for an initial shipment.


Model B II
List $150

Executive Offices:
1727 Chestnut Street, Philadelphia, Pa.
New Jersey Factory: Washington, N. J.
Pennsylvania Factory: Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.



Perfect Balance at Every Point

Impressive sales-talk may *sometimes* be used in the sale of a machine that is 90% cabinet.

And good points may be shown in a machine that is built in a heavy, massive style.

Some machines are built around a motor without regard to amplifying horn and so on—

In the DELPHEON each of its features is as important as any other. No part is over-emphasized for the value of the DELPHEON lies in its co-ordination and to the perfect balance and proportion of its inter-related features.

The DELPHEON is a perfect unit

THE *Delpheon* CO.

BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N. Y.

OPTIMISM PREVAILS IN TALKER TRADE IN PITTSBURGH

Leading Members of the Trade Feel Encouraged Over Outlook Owing to Industrial Conditions—Increased Purchasing Power Among the Masses Means Greater Call for Machines and Records

Pittsburgh, Pa., September 9.—Optimism pervades the talking machine market in the Pittsburgh district to a marked degree. Relative to business conditions in the immediate future the jobbers and wholesale dealers, as well as a number of the prominent retail talking machine firms, are convinced that a very satisfactory volume of sales is in sight for the next few months. This is based on the actual conditions that prevail in the iron and steel markets—Pittsburgh's barometer.

From authoritative sources it has been intimated that the mills and factories in the Pittsburgh industrial sector are practically "jammed with business" and that the large producers, such as Carnegie Steel Co., the Pittsburgh Steel Co., the Crucible Steel Co. and the Jones & Laughlin Co. have sufficient orders on hand to keep their plants in operation well into the Summer of 1921. The coal mines have all of the orders for coal that they can handle and the outlook is most roseate for the glass and electrical industries. The wage scales are high and will keep so for a long time to come. Well-informed industrial experts are reported as saying that there is no assurance that a revision of wages downward will come in this section for months, if not years, due to the fact that the workers are strongly organized and any attempt at "wage cuts" would be stoutly contested.

In fact, wages are, if anything, ascending, as within the past two days the miners received another advance in wages of $1.50 per day in certain lines of work outside the mine. The payroll of the Pittsburgh district is close to two million dollars a day. This vast sum of money, which is distributed twice a month to the workers, forms a medium of exchange in which the music trade, especially the talking machine division, is benefited to a marked extent.

Talking machines are popular with the average industrial worker in the Pittsburgh district and dealers report that sales of instruments and records to the "man who works" have been very large. This class of buyers is eager to purchase a high-priced talking machine and does not hesitate to pay cash for an instrument that costs as high as $300 or $400. They are also liberal buyers of records and want the best. One of the well-known Victor dealers on outer Fifth avenue had a mill worker enter his Victrola shop a few weeks ago. The man was not able to speak English fluently and had some difficulty in making his wants known. The talking machine shop manager was tactful and gave the patron a sympathetic hearing. By and by, little by little, he was able to draw from the man the kind of selections he wanted—by playing a number of records—and when the customer walked out of the store he carried over $25 worth of records. A day or two later he returned, bringing with him a fellow countryman and his wife, and after an "interview" with the talking machine shop proprietor, and after hearing a number of records played, departed carrying with them $18 worth of records and promising to come back and "buy more," adding that they would tell their friends of the shop and the courteous proprietor.

Indicative of the type of buyer the average artisan in the Pittsburgh district is can be shown by the statement made by Mark W. Mitchell, manager of the retail store of the Buehn Phonograph Co., who told of a recent purchase of an Edison phonograph by a machinist who selected a $400 instrument and paid a large cash first payment, much larger than had been anticipated. In addition he ordered a number of Edison records. Mr. Mitchell stated that the Sheraton style of Edison phonographs was one of the best sellers and that he looked for a continuance of the demand for the line for months to come. Mr. Mitchell cited the fact that August sales had been brisk and more than surpassed the volume of business transacted in the same month a year ago. "As far as I can see," said Mr. Mitchell, "there is every indication that the Edison phonograph sales this Fall will be highly gratifying."

Jobbers in the talking machine line appear to be well satisfied with the outlook for an ample supply of merchandise to meet the demands of their retail clients. This is based on the reports that they have been receiving from the various factory headquarters. The only unsatisfactory aspect is the railroad situation, where the congestion of freight still continues to be one of the most perplexing problems. Although the railroads are making every effort to move freight trains, there is still a very poor service given and for sure service many of the dealers are having their merchandise shipped by express, even though the transportation charges are materially increased.

Much regret was expressed in talking machine circles here over the withdrawal from active participation in business here of John Fischer, the well-known and popular manager of the wholesale Victor department of the C. C. Mellor Co., which is referred to elsewhere. The Mellor Co. made the following announcement anent the going of Mr. Fischer:

"The C. C. Mellor Co., of Pittsburgh, with very sincere regret, announces the retirement of John Fischer, who for almost fourteen years has been manager of our Victor wholesale business. Mr. Fischer has acquired an interest in the Robert C. Rogers Co., of Washington, D. C., which firm will hereafter be known as Rogers and Fischer. Mr. Fischer, whose untiring efforts and devotion have gone far to bring our business to its present great volume, takes with him the best wishes of every member of this organization.

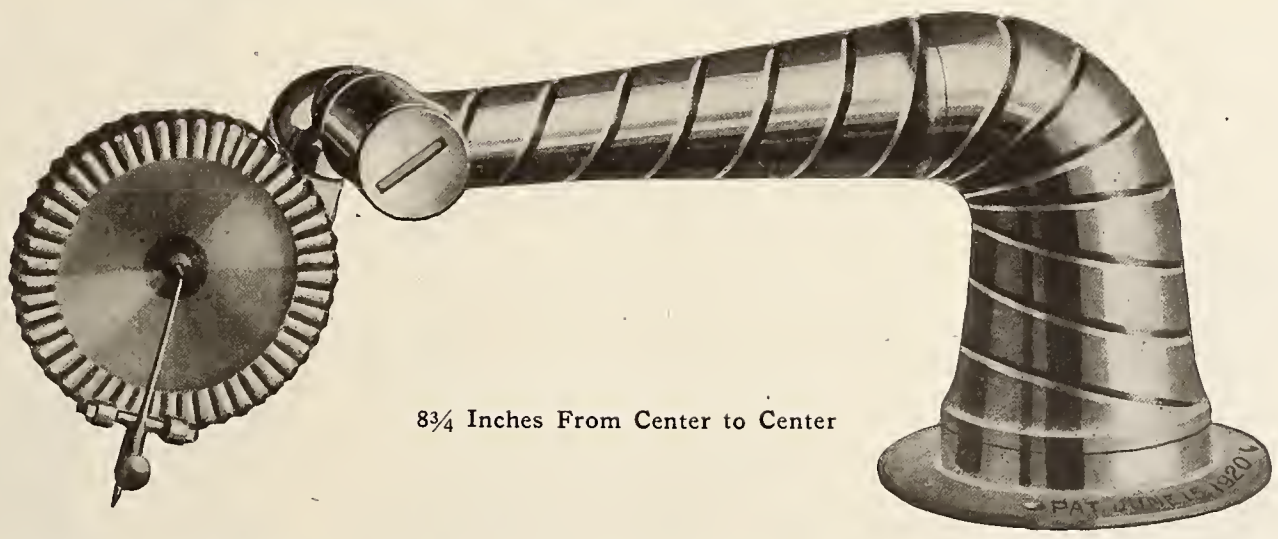
"Mr. Thomas T. Evans, who has been associated with us since 1909, and who has been active in the talking machine business for more

(*Continued on page* 133)

ONE DESIGN OF THE NEW PERIOD TONE ARM

WITH STEEL NEEDLE, JEWEL OR BALL POINT CONTACT

Sample Order Solicited



8¾ Inches From Center to Center

Prices Quoted on Request

The tone arms are period designs, faithfully harmonized to popular adaptations in cabinet making; whether authentic reproductions of original classics or modified influences thereof are specified, this plant is equipped to accommodate both stock and made-to-order requisitions.

The adjustments making the sound box universal are most simple and do not require extra attachment. Thus all makes of records are applicable to this tone arm without exception.

The Period Tone Arm is less complicated because made with fewer small parts. It operates on a frictionless swivel connection with ball bearings, eliminating irregularity of movement, and prevents sticking.

The finish is super-plate in oxidized Jacobean period shade, highly burnished nickel and gold, also to order in antique verdi-green to suit Gothic designs.

Stock orders on tone arms to conform with cabinets in Charles II or Jacobean as well as early Italian adaptations, the latter best suited to the transition or Renaissance periods of the sixteenth century. The whole, embodying many exclusive features and innovations.

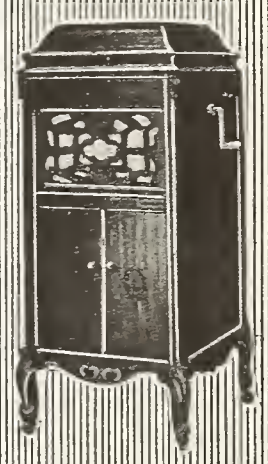
In addition to the several designs described above, we are prepared to complete on short notice in lots of not less than one thousand, exclusive designed tone arms for particular manufacturers.

The Period Tone Arm Corporation, 55 West 17th Street, New York

Prima-Donna

"The Instrument Inspired"

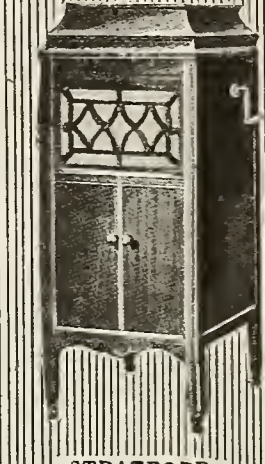
PARLOR GRAND



MAJESTIC

ASTORIA

BUNGALOW



STRATFORD

BLACKSTONE

Here's a Good Opening For Dealers

Prima Donna is in every respect, tone, quality, workmanship and finish considered, as good as any on the market, coupled with an unusual money-making proposition.

Three Reasons Why You Should Handle PRIMA DONNA

The price appeals to the music lover and pocketbook.

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every Prima Donna is unreservedly guaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back charges prepaid.

MADE IN SIX MODELS

Bungalow	$ 95
Stratford	115
Blackstone	135
Astoria	160
Majestic	200
Parlor Grand	225

Our Dealer Service is Second to None

We realize that present-day selling methods require close dealer co-operation and all Prima Donna dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we have attractive moving picture window slides and specially prepared advertising copy and cuts for all dealers using local newspapers.

Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all wood amplifier.

Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.

In tone and craftsmanship it is truly an inspiration realized.

For live dealers who want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to push and increase sales; to such dealers no second invitation will be required to address me for territory.

NO WAR TAX—IMMEDIATE DELIVERY

Only Phonograph Unreservedly Guaranteed For One Year

Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR

112 WEST 23rd STREET NEW YORK

Send for Handsome Catalog

Write for special EXPORT proposition

OPTIMISM IN PITTSBURGH TRADE

(*Continued from page* 131)

than twenty-three years, succeeds Mr. Fischer."

The C. C. Mellor Co., which has achieved a wide reputation in western Pennsylvania for its work in the Victor educational field, had a fine exhibit of the school room Victrola at the recent institute of the Allegheny County School Teachers, at Soldiers' Memorial Hall. The exhibit was in charge of the well-known supervisor, Miss Lillian M. Wood, who curtailed her vacation to be on hand when the teachers met. Her demonstration work was one of the features of the institute and as a result of her effective work it is safe to predict more interest on the part of the teachers in the school room Victrola.

President I. Goldsmith, of the Playertone Talking Machine Co., anticipates a brisk demand for the Playertone line. He said to The World representative that all indications pointed to a very satisfactory sale during the Fall months. He said: "The demand for good music as furnished through the medium of the Playertone is to be supplied in an ample manner, judging from the advance orders that our selling department has been booking the past few weeks. I see no reason why the Fall season should not eclipse all past similar seasons.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributors, said: "Our Fall business is bound to be very successful and we have taken time by the forelock and made our plans accordingly. Our road men have been very prompt in turning in good-sized orders and I feel that the 1920 sales will be mightily enhanced by the addition of the Fall orders that are now coming in. Our sales of Pathé records have also shown a flattering increase."

At the offices of the Brunswick-Balke-Collender Co. it was stated that the Brunswick market showed every sign of making a new record as far as sales for Fall delivery were concerned. J. A. Endres, the salesmanager, said that he was convinced that the Brunswick dealers were in for a very prosperous season.

That the Sonora line of phonographs had achieved unexpected prestige in western Pennsylvania and vicinity was the opinion of H. Milton Miller, of the Philadelphia Show Case Co., Sonora distributors. He stated that his sales force was keenly alive to the possibilities of the Sonora and had pushed sales very strongly with the result that all Sonora dealers in his territory have good stocks to start the Fall drive after the retail trade.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., stated that sales for August had been very flattering and showed a decided increase over the same month a year ago. He said that the popularity of the Columbia Grafonola and Columbia records was most pronounced and that the indications for the Fall trade were highly encouraging.

H. W. Cross, manager of the Paramount phonograph department of the Shipley Massingham Co., stated that he was convinced that the Paramount line would have a record-breaking run in his territory. He emphasized the fact that every effort was put forth to give the Paramount dealers a maximum of service.

H. C. Niles, of the Pittsburgh offices of the Starr Phonograph Co. of Pennsylvania, stated that the Starr line of phonographs and the Gennett records were having a very satisfactory sale in Pittsburgh and vicinity.

The Cheney phonograph, which is handled in Pittsburgh by the Dauler-Close Co. and Gray & Martin, is meeting with popular favor, according to reports from both establishments. The higher-priced line of Cheney phonographs is having a brisk sale.

Kaufman & Baer Co., which has one of the best-equipped talking machine departments in the Steel City, under the management of Jule Tarlow, is having what is termed "pleasing sales" of the Aeolian-Vocalion, Columbia Grafonola and Master-Tone lines. The record department is one that is liberally patronized.

By far the largest Victrola department in Pittsburgh is that directed by Mrs. C. H. Walrath at Kaufmann's (The Big Store). The booths are well located and in keeping with the high standard that is so characteristic of the Kaufmann store.

A. R. Meyer, of the Joseph Horne Co. talking machine department, is optimistic concerning the immcdiate future and sees a brisk season ahead for the sale of the Columbia Grafonola and the Victrola lines.

Anticipate Your Needle Wants Now!

DO YOU realize, Mr. Dealer, that your needle sales are an important part of your phonograph business? Have you considered the fact that the volume in profits derived from this source is considerable?

Surely it is your aim to give the best possible service to your trade. Protect yourself then against another possible needle shortage, by ordering the most reliable and best needles at rock bottom prices.

Brilliantone (100 in pkg.)	Sheffield Bagshaw Product (200 in tin box)	Reflexo
Extra Loud	Extra Loud	The Blue Steel Scientifically
Full Tone	Full Tone	Perfect Triple Tone. Plays
Half Tone	Half Tone	ten records in three tones.
Medium		

Also Wall-Kane, Fibre and Sapphire Needles.

Let us quote you prices at once—Immediate deliveries

ESCO MUSIC & ACCESSORIES CO.

137 Lawrence Street, Brooklyn, N. Y.
Oscar Zepernick *Joseph A. Kerr*

SILLIMAN HOME FROM EUROPE

BOSTON, MASS., September 4.—Manager Frederick H. Silliman, of the Pardee, Ellenberger Co., which handles the Edison line, arrived home from Europe a few days ago, after being away with Mrs. Silliman eight weeks. Mr. and Mrs. Silliman visited England, where they spent much time with their son, who is in business there, and also visited France and Belgium. They made the homeward trip on the "Mauretania."

CHENEY INJUNCTION IS SET ASIDE

Grand Rapids Court Suspends Decree Pending Appeal and Orders Cheney Co. to Furnish Bond of $200,000 as Indemnity Guarantee

GRAND RAPIDS, MICH., September 1.—Before the U. S. District Court here last Saturday the Cheney Talking Machine Co., through its attorneys, made application to vacate the injunction recently granted to the Victor Talking Machine Co. for infringement of the Johnson tone arm and amplifier patents. The application was made on the grounds that the business of the defendant company would be interfered with while the appeal to the higher court was being taken. After hearing the application the judge suspended the injunction pending appeal to the U. S. Circuit Court of Appeals and ordered the Chency Co. to furnish a bond of $200,000, which would guarantee an indemnity of $10 for each machine to the Victor Co. pending the final settlement of the case.

VICTOR FEATURED IN CARTOON

"His Master's Voice" Slogan Put to Good Use in Political Cartoon

NEW ORLEANS, LA., September 3.—Victor talking machines got a bunch of publicity in New Orleans last week that couldn't have been purchased with any amount of money. Under a caption "His Master's Voice," the New Orleans Item, one of the leading local afternoon papers, published a political cartoon by Trist, a staff cartoonist.

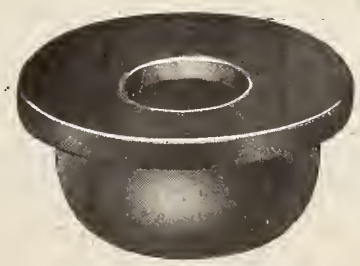
One figure in the cartoon, supposed to represent one of the henchmen of the incumbent mayor, who has been in office sixteen years and who seeks four years more but whom The Item is fighting in the present campaign, was dancing as the mayor operated the talking machine. Another figure in the picture, representing the opposition to the mayor, was remarking "It doesn't sound like a Victor record to me."

NEEDLE CUPS

Are a very important part of a Talking Machine. You should always have an ample supply on hand. If you haven't, or run short suddenly, send us an S. O. S. You will not be disappointed.

Nickel——Brass

CONTINUOUS HINGES
NEEDLE RESTS



Gold——Silver

AUTOMATIC SUPPORTS
AUTOMATIC STOPS

WEBER-KNAPP CO.

OUR CATALOGUES WERE PRINTED FOR YOU

Jamestown, N. Y.

TRADE CONDITIONS IN MICHIGAN PLEASE "TALKER" MEN

Despite Industrial Disturbance in Detroit Outlook for Fall and Winter Is Satisfactory—New Quarters for Goldberg—Two New Starr Stores—Brown Tells of Activity—Other News

DETROIT, MICH., September 3.—While at present there is a slight lull in building operations in Detroit and in some departments of the motor car factories, it is only a temporary condition, and everybody is looking forward to tremendous Fall and Winter business. The motor car situation is not due to the lack of orders but to the shortage of certain materials and parts, forcing the companies to cut down in some departments until the necessary materials and parts arrive.

Talking machine dealers are all keyed up for big Fall business. They are prepared for it with larger stocks than ever before and they expect to get it. Just since the first of September, when people started to return from the Summer resorts, dealers noticed a turn in business for the better. People in Detroit have money; wages are high and people are good home livers. They like music—lots of it. We have yet to run across a dealer who doesn't report bigger Summer business than last year.

Industrially Detroit was never in better shape and the new industries that are coming and the tremendous expansions being made by most of our factories, in all lines, show that Detroit is destined to be the third largest city in the country before another ten years. The Pennsylvania railroad is going to spend millions in extending its lines to Detroit from Toledo. This will create a new belt line for freight and means many new factories.

The farmers in the State have had a prosperous Summer, all kinds of crops being greater than they ever have been. With the farmers prosperous, it stands to reason that the talking machine dealers in the smaller towns are going to reap a harvest.

While various stores in other lines have cut prices during the Summer in order to reduce their stocks to the minimum, talking machine dealers have not cut a dollar off the regular prices, so that what other merchants have done in that respect in no way affects the talking machine dealer. People do not complain over talking machine prices. They pick out what they want and do not argue price. The Columbia record, which now sells for $1, as well as the Emerson record, is just as popular as when it was 85 cents.

Credits are holding up splendidly, and replevins and repossessions are less than they ever have been, despite the growth of Detroit to over a million population.

If Detroit is any criterion, the talking machine industry this Fall and Winter is going to enjoy unlimited prosperity. It is all up to the dealer himself. The more he goes after business, the more he will get. Where it has been a buyer's market, it will now be a seller's market, which is a much healthier condition for the industry.

J. Goldberg has moved to new quarters at 95 Gratiot avenue, just a block from his former location. The new store is certainly very attractive, although it is just one-half the size that Mr. Goldberg needs. In the new place he has fourteen booths, of which six are devoted to foreign records. In foreign records (all Columbia) he does the largest business in Detroit. Mr. Goldberg handles both Victor and Columbia lines and he is doing the greatest volume of business in his history. He has a tremendous stock for Fall and expects to get a whole lot more before another thirty days.

Since early July, talking machines and records have been pouring into Detroit in carload lots, and jobbers have been storing some of them and shipping the balance out just as fast as they could. There is hardly a dealer who isn't stocking up heavily for Fall, some going so far as to lease warehouses in order to be amply protected against such a shortage as existed last year. Jobbers, however, have not been able as yet to store away much goods because they have been filling their customers' orders with the July and August shipments, although they hope to get some surplus ahead on the shipments that come in this month.

W. H. Huttie, manager of the Starr Piano Co., has recently opened two new Starr stores—one on Oakman boulevard, Detroit, and another in Pontiac, Mich., just thirty miles from Detroit. Both are under his direct supervision, although he has managers in each store. Mr. Huttie has full charge of all the retail and wholesale distribution of Starr pianos, players, talking machines, records, etc.

The J. L. Hudson Music Store, in conjunction with other departments of the company, is celebrating the thirty-ninth anniversary of the institution. It is the big event annually in the store, and Manager E. P. Andrew has arranged for several special events in all departments. While Mr. Andrew will not cut prices on his talking machines, he has put in some special models and special finishes which he is offering; also he has a larger stock of machines and records than ever before.

Grinnell Bros. have already started preparations for their annual branch managers' convention, which will take place around October 1. At these annual gatherings subjects touching on every phase of the piano and talking machine business are taken up.

Wallace Brown now has four retail shops in Detroit, all devoted exclusively to the sale of Brunswick phonographs and Brunswick records. At the main store on Grand River avenue east, he has appointed G. E. Maxey as manager, who was formerly with the Edison Shop of Detroit. Mr. Brown has been advertising the Brunswick line all Summer on billboards, street cars and in the newspapers, and he expects to increase his advertising activities for the coming Fall season.

A firm that does a nice, steady business month in and month out is the Max Strasburg Shop on Library avenue. Mr. Strasburg, who handles both Columbia and Victor lines, always manages to have a good stock of machines on hand and records as well. It is a fact that when other concerns are out of hits, they are available at Strasburg's. Max studies the public demand and buys accordingly. In fact, he isn't able as a rule to get all the records he wants.

Frank Bayley, Edison dealer, is not going to erect the twelve-story building that he had planned and which we announced last month. Mr. Bayley has already transferred his lease of the property on Broadway, realizing a handsome profit. But he is now negotiating for another choice piece of downtown property, which is even better for retail purposes.

Smith, Barnes & Strohber Co. have added a Columbia Graphophone department to their quarters on the third floor of the Washington Arcade. Manager Levine, of the Detroit store, is looking around for a main-floor store and a good-sized one, as he has big plans for giving Detroit one of the finest piano and phonograph stores in the city.

Grinnell Bros. had a big piano and Victor talking machine exhibit at the Michigan State Fair, which was held in Detroit early in September.

J. Henry Ling, proprietor of Ling's Music House, handling the Columbia line, announces the engagement of his daughter, Miss Elizabeth, to a prominent young man from Gouverneur, N. Y.

ADVERTISE FOR VICTOR RECORDS

NEW ORLEANS, LA., September 3.—Victor records are so scarce in New Orleans, it seems, that they are being advertised for in the want ad columns of the Times-Picayune, the morning newspaper. Last week an ad was published seeking any kind of a Victor record anyone had to dispose of.

THE DE LUXE NEEDLE

Making DE LUXE NEEDLES the Best Needles
Obtainable is the Keynote of Our Whole Endeavor

Full Tone

Plays 100-200 Records

Produces Rich, Clear Tone

3 for 30 cents

To avoid disappointment and delay anticipate your Fall requirements by ordering now

Discounts and Samples upon Request

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Medium Tone

Empire

Phonographs
and Records

A Rare Combination of Fine Qualities

HUNDREDS of dealers throughout the country have built up permanent and profitable phonograph departments with the Empire—they realized that it was necessary to give their patrons the best.

When you sell an Empire you sell *customer satisfaction*—and there's satisfaction too in hearing the ring of your own cash register.

The Empire Machine along with Empire records is a winning combination. Choice territory is still open to progressive dealers.

Dictate or write a letter to-day and we will outline our proposition to you. There is no obligation.

EMPIRE TALKING MACHINE COMPANY
429 South Wabash Avenue Chicago, Illinois

To assist our dealers we maintain a sales co-operation department whose entire activities are centered on dealers' helps, such as booklets, folders, window trims, etc.

THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, SEPTEMBER, 1920

THE Fall is here. Six days after the appearance of these burning words the readers thereof will have the pleasure of welcoming the official entrance of Autumn; whereupon we shall probably have unusually hot dry weather, with the newspapers announcing "heat wave, no relief in sight." But Autumn it will be, nevertheless. And whatever the temperature, we of the music industries shall be obliged to think of putting our respective houses in order, to the end that we may be ready for the trade of Fall and Winter. "Ah, but suppose there is no trade," says O. Fuller Gloom, the eminent pessimist. Certainly, we don't mind supposing. We are game to suppose anything; so long as it goes no further than supposition. If it will help matters along any, we shall have not the least objection to supposing that Christmas will come before Thanksgiving; which is quite as good a bet as that there may be no business this Fall. Suppositions are all right so long as they stay supposititious; it is when they get worse and want to be facts that one gets peeved. The truth is, of course, that the talking machine men of this nation are undoubtedly due to have an interesting, if not exciting, time during the next few months. One may expect that there will be quite as much of a shortage in machines as there was this time last year; and the only question of interest is whether the demand will also be quite as overwhelming. To which the best answer we can make is that there is not quite so crazy a desire to-day to spend money for the sake of spending; but at the same time there has been an education very deep and significant as to true values. For a long time past the people had been buying all sorts of goods without the least reference to prices, or rather to the value they were getting. Now there is a natural check to that sort of thing. Prices went a bit too high all round, and demand in the profiteering trades has fallen off. So much the better. The folks who overbought will have to stop buying and pay their debts. But they were not buying talking machines exclusively. Most of them seem to have bought automobiles, jewelry and clothes. It is probable that they will stop for a while; but there remains a whole crowd, millions of them, who were pushed aside last Fall and who will be at the counter as soon as they have settled down after vacation time. Bring on your Fall, say we!

We Fall for FALL

IT IS perhaps touching on a dangerous subject but we cannot refrain from remarking that an ounce of fact is worth a ton of theory any day. Our trade theorists have not failed to remark that the year 1920 was bound to be the precise opposite of 1919 and that in consequence the prognostications must look toward troubles and recessions of all sorts in the talking machine industry. Now in point of fact the theorists made out very good cases in support of their ideas. The only trouble with them was that the cases did not jibe with the facts. For instance, the sleuths of the Western Division have been asking their retail friends along the various Phonograph Rows of this fair city of ours what were the real facts about retail business. The result has been not a little surprising, and, for that matter, highly gratifying. The Chicago retailers at any rate are doing a very fine business. That is to say, they are selling all the machines they can get. True, they are not getting very many. Just why manufacturers are having so much trouble in production, or at least are producing so little, is another matter again, Mawruss; and of that we have spoken more than once on this page. But the fact remains that our retail friends are doing better than any of them expected to be doing at this time. The theorists had so successfully impregnated the trade with their beliefs and fears that there was almost a state of premonitory panic amongst our most respected talking machine merchants; panic not over anything actually happening, but entirely over what was going to happen....may be. Well, as things are turning out, there is not the least reason or need for any of this feeling. Retail business in Chicago is holding up astonishingly and those who can discern the signs of the times are quite well aware that the peak of demand has not been reached but is still ahead. Wherefore, let all take note; and having duly observed, let us all rejoice.

Knocking the Prognosticators

OUR Edison boosters out this way are making a hit in selling the theatres of this and adjacent burgs on the idea of running Edison Tone-Tests in connection with regular vaudeville musical acts. The notion of letting the patrons of vaudeville hear for themselves the work of well-known singers and instrumental players first in *propriis personis* and then through the medium of the Edison phonograph, is very clever and greatly appeals to the sales sense of ourselves. We think that the theatres, too, which co-operate in this work are run by wise men. Whatever interests the great masses of the people in music is not only to be commended but actually to be followed, practiced and imitated constantly. Every vaudeville house depends upon musical acts for a large part of its revenue; and for that matter, music of some sort is at the basis of all the vaudeville there ever will be. Some might say that the people by this time ought to be thoroughly converted to the idea of the phonograph or talking machine as a real musical instrument. So, indeed, they ought to be. But are they? Old superstitions die hard and it is never well to believe that the man in the street knows as much about one's own goods as he ought to know. Carry the message to all the people. That is the right gospel.

Getting Close to the Pee-pul!

THE great and sovereign State of Wisconsin, which has the distinction of coming last, alphabetically that is to say, in the order of the commonwealths of this nation, has been having its annual excitement, yclept the State Fair. The writer of these lines happened to be in the capital city of said State two weeks ago and found he had dropped into a County Fair; which mainly meant that the hotels marked up the prices and everybody was kicking on the provisions But when it comes to State Fairs, they have to go to Milwaukee And when Milwaukee has the State Fair on her hands, she lets every one know it. In a word, she tells the world. And her music men are right on the job too. There lies before us a page taken from the Milwaukee Evening Sentinel of August 31st, devoted entirely to advertisements of local music houses. Every one of them is full of pep and every one is featuring talking machines to beat the band. Victor, Edison, Columbia, Aeolian-Vocalion lead the procession, with half a dozen other makes strongly mentioned. The whole page makes the strongest sort of appearance, even in respect of talking machines alone, although records, music rolls, pianos and player-pianos have their full share of attention. A solid music page like this is the best sort of evidence that the music men of Milwaukee are out for business and are attending strictly to it. We all have a warm spot in our hearts for the big Wisconsin city up on the lake shore and the men who run her music industry up there are just about as keen a lot of fellows as one can find anywhere.

Milwaukee's Merry Music Men

WHAT on earth can be the excuse for any merchant advertising cut rates on talking machines at this time? Surely anyone who has the slightest understanding of the basis for talking machine demand must know that the preservation of quality is its principal pillar! We have noted, to our extreme astonishment, that certain merchants have condescended to advertise talking machines as "bargains" at cut prices. The mistake, for such it most grievously is, seems to be confined for the present to the limits of Chicago; and we sincerely hope it will not spread. On general principles, it is perfectly proper to say that there is not the slightest reason at any time to cut prices below the boundary of fair profits. Bargains, as every business man ought to know, never serve any practical purpose save when they induce the presence of buyers who will probably make other purchases on which any loss can be made up. But since this means

The "Bargain" Fallacy

POINT OF VIEW

that some articles are overpriced in order that others may be underpriced, the morals of the practice are seen to be extremely shady. But apart from all this, who can imagine anything more entirely absurd than the notion that the public can be brought in to buy talking machines on the strength of a cut in prices? If the talking machine were regarded in the same light as a piece of soap or a broom, then it might be wise to offer one here or there at a lower price; but of course the whole essence of the trade in talking machines lies in salesmanship. A talking machine has to be sold. It is not bought. The price is not, and never has been, the principal consideration. What the customer wants is entertainment, music, reliability and satisfaction. How much are these worth.... that and that only is the question. The moment one begins to intrude the price question, one also begins to destroy the merchandising value of the article. If the emphasis is laid on the price, then the customer is being asked to put a money value on entertainment, music, reliability and satisfaction. The basis of selling should not be, what is the cost, but how much is had for the price. Bargains in talking machines are, and always must be, deceptive to both parties. Any apparent advantage gained by the merchant is temporary, and actually tends to undermine the whole value-basis of the industry. Away with cut prices!

THE gentle reader, if so be it he travels along Wabash Avenue in this burg, which same is situated one block west of the Boul Mich, cannot but be intrigued by the multifarious sights of the many pretty shops which present themselves to his view. He will find shops of all kinds, but the music shops, by reason of their interesting windows, will principally attract and hold his strained attention. He will perceive, not without astonishment, that the talking machine shops, and likewise those which feature talking machines largely, even if not exclusively, are going in for the fine art of window-dressing to an extent which will draw the eye of the most blasé shopper. Within past weeks we have had the pleasure of noticing some very remarkable examples of this art as applied to talking machines and records. In place of price signs, or an assemblage of machines, records and accessories all in a heap, we find the high-class shops dressing their windows around a single feature, such as a certain record, a certain type of machine, a certain accessory. By thus concentrating attention upon a single article, the window dresser is able to convey to the spectator a positive impression which will produce a positive and positively valuable reaction. When the attention is diffused by a multitude of articles in a confined space, it is not possible that any definite reaction shall take place towards any of them. On the other hand, the art of window-dressing is to obtain an effect; with a definite impression as the result thereof. The great department stores have long ago come to see this, as every one knows. It is pleasant to be able to record that the wise men in our industry are seeing the same thing. And by the way, it might be remembered that this sort of well-planned publicity strenuously avoids all question of price.

The Gentle Art of Eye-Filling

CONCERNING the subject of motors it is interesting to note how the center of gravity of the talking machine motor trade has settled out in the Mid-West and what a big industry has grown up around that center. If we include the Elyria factories of the General Phonograph Corp., we find that the industry of building spring and electric motors for talking machines is so deeply imbedded in the Mid-West territory that there seems to be no getting away from it. This is all to the custard, as we say out here; and whilst we are about it we might as well proceed to add that the talking machine motor business is about as live an affair as one can well think of. There are fashions in motors as much as there are in the hats or (so far as our limited knowledge permits us to guess) the lingerie of that portion of humanity which Artemus Ward used to call The Fair Sect. The newest fashion in spring motors is the enclosed motor, a cute little contraption whereof all the little wheels and dinguses are carefully covered up in a neat little case where the dust cannot penetrate nor the child of the house break in and smash. Not only is it good looking, but it is practical, too. The matter of lubrication alone settles that. Then again we are having quite a run on electrics just now and no doubt the day will come when every talking machine will run without cranking; though that day is by no means here yet. But if any man wants to know something of the magnitude of the talking machine industry, let him just cast his eagle eye over the advertising columns of this paper and count the noses of the motor manufacturers, electric and spring. He will wonder how they all survive till he begins to realize that the talking machine industry is a very large industry indeed.

. . . And The Mobile Motor

DAMNING the railroads has always been a popular pastime, and at election time it has always been especially popular. Now, in point of fact the railroads have not been guiltless in respect to many elements of their conduct. They have in their day grafted and lied. But so, for that matter, have all of us. Nevertheless the railroads are not merely important, they are actually essential to the life of this nation; nay, of any nation. If they have fallen into bad condition, if they are unable adequately to care for the business requirements of the nation, they must be rehabilitated. There is not much consistency in quarreling with the morals of railroads when one's own record is not unimpeachable; and there is not the slightest use in so doing when the need of the moment is functioning rather than programs of reform. We want transportation; and we want it now. It is not a matter of getting transportation some day in the future; but of getting transportation to-day. When the railroads fail, the country dies. That is plain, simple truth. So that, whilst we may all be not unjustly upset and annoyed over the difficulties we are experiencing in respect of deliveries and shipments, there is not the slightest use for us to join in a chorus of condemnation. What we need to do is to join with other business men, with farmers and with good citizens generally in pressing upon the present and the next administration, especially upon Congress, the need to do something definite to help the railroads to get on to their feet. Of course, as J. G. Condon was saying the other day in Printer's Ink, the railroad situation is just as bad as you choose to paint it. It all depends who wields the brush. The railroads need first of all, cars. They need them by the tens of thousands. Then they need money. They cannot get money because they cannot float large security or bond issues in the present condition of the money market. When existing government securities are yielding more than 6 per cent. and gilt-edged bonds as high as 9 per cent., what chance have the railways to float securities which are not at the moment precisely gilt-edged? The Government is helping them through the revolving fund; but more is needed. Then the railroads need labor. The switchmen's strike ended, indeed, but not until the striking men had been very largely absorbed into better paying lines of industry. The gaps have never entirely been filled up; and part of the filling has been by unskilled, inexperienced help; wherefore delays at junction points and all the manifold evils which thereupon follow. Here are the needs of the railroads set forth, very briefly, but not inaccurately. The question is, how much can we give them of all these? The answer is that we can all do much if we all recognize the needs of the situation and to make Congress know that we mean the railroads to have relief. Let us, in a word, get them on their feet first; and lambaste them afterwards if we be then so minded. Nor let us forget that, after all, during the past twelve months the roads have done wonderful work in catching up. For ourselves we believe that when the crops have been moved, we shall have easier conditions all round. But.... the roads must be helped first.... And they have been helped some by the new tariffs now in effect for freight and passenger traffic.

It 'Im Again,'E Ain' Got No Frien

Victor

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

NEW YORK
Talking Machine Co.
119 West 40th St.

Victor Wholesalers Exclusively

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

CHICAGO, ILL., September 9.—A keen survey of conditions throughout the Mid-West talking machine trade shows that there will be no oversupply of instruments during the latter months of the year as has been predicted by some members of the industry. A normal Summer's business has been completed, which is to say that we have not enjoyed the abnormal Summer demand of a year ago. For this reason production, generally speaking, has not been carried forward at capacity during the past sixty days, and although there are quite sizable stocks on hand in the manufacturers' warerooms, these are sure to be exhausted within a very short time, and the demand thereafter during the holiday season promises to be in excess of the supply.

A danger is confronting the trade in the tendency of certain dealers to advertise cut prices in bargain sales. The Summer let-down, combined with the fact that banks are not accepting talking machine paper as liberally as in the past, has had its effect in the throwing upon the market of small quantities of machines at very much reduced prices. Dealers have taken the instruments, and in turn advertised them in special sales. Perhaps this has been more in evidence in the big cities than elsewhere. At any rate, it now seems to be about over. Dealers should realize that such "bargain sales" can do nothing but hurt their business in the long run, and moreover that whenever they get machines for to-day they can be held and sold at legitimate prices a little later on. The phonograph will be in strong demand and will sell at legitimate prices in November and December of this year just as it did a year ago. A freight shortage, if nothing else, will bring this about.

Since the recent increase in railroad rates there has been considerable discussion in local trade circles as to whether the new rates will materially affect talking machine prices. It is the general belief that talking machines will sell at approximately the same price as previously. If anything, the new rates will tend to assure prices which now exist. Taking the country as a whole, the recent increase in freight rates will amount to about 30 per cent. The present rate of first-class freight from Chicago to Boston for instance is $1.125 per cwt. The advance on this is 40 per cent, which is an increase of 45 cents per cwt. The talking machine trade is about as hard hit as any by the new freight rates, but the Middle West is probably much less affected than other parts of the country which find it necessary to ship farther distances.

Stability of talking machine prices during the present season is highly necessary, and it is very unlikely that freight rates will offer sufficient excuse for widespread increases, even if demand, as a year ago, is greater than the supply. This is by no means unlikely. The last week in August and the first week in September show a big increase over the entire month preceding. A local jobber of talking machines and supplies makes this statement, and is gauging his future wholesale stocks accordingly.

Edison Before Theatre-Goers

Without saying much about it, the local Edison headquarters have been carrying on some effective publicity of a most novel kind in Chicago's larger moving picture houses. For some

Miss Grace Rowan and Associates

months past four artists have been appearing at theatres in conjunction with the Edison phonograph. Miss Grace Rowan is at the head of the work, and it is largely due to her sales ability in conversing with theatre managers and her artistic talents in arranging programs that she has put the work across. Miss Rowan is assisted in her work by Morris G. Ivins, baritone; Charles Mitchell Mixer, violinist, and Mable Norton Ayers, mezzo-soprano.

Miss Rowan interviews the managers of the theatres in which she contemplates placing an act, tells them that she will give them at each performance for a period of a week the services of one of her artists, who will perform with the Edison laboratory model as accompaniment. The only requirement she exacts in return is that the theatre will run a short film advertising the Edison phonograph and explaining its part in the act which is about to follow. She says that she has met with very few failures, the theatre managers usually proving very favorable to the idea.

Among other theatres in Chicago the Edison concert was given at Barbee's Loop Theatre where enthusiastic throngs applauded Morris G. Ivins, who sang in duct with the Edison phonograph. A peculiar fact arising out of the appearance of the Edison phonograph on the stage of the theatre has been the objection of musicians in Chicago, who are striking for higher wages and who claim that the instrument is aiding in defeating their purposes. To our mind this constitutes a compliment to the Edison machine unsurpassed even by tone-tests or concerts. That the musicians consider the phonograph as an actual competitor with human orchestras is some boost, n'est-ce pas?

Organizes New Company

Ernest C. Cook, formerly of the World Phonograph Co., has organized a concern known as the Ernest C. Cook Co., which will manufacture talking machines. The Ernest C. Cook Co. will sell to the jobbing trade only and will have its offices in the Lakeview building at 116 South Michigan avenue.

T. M. Shop Adds Booths

The Talking Machine Shop has added eleven more record demonstration booths to its store at 232 South Wabash avenue. Records will henceforth be sold on the second floor as well as the first, where the new booths have been installed. The new demonstration booths have been very prettily constructed, with ornamental roofs, so as to make them resemble a row of little houses. Two of the booths on the first floor have been removed and the record counter extended farther back in the store. Salesrooms for the machines proper will continue to be on the third floor. The new arrangement gives the Chicago Talking Machine Co. much greater facilities for the sale of records. Last Fall this

(*Continued on page* 141)

FIRST AND BEST

Sometimes the first in the field does not maintain the position of first in quality and prestige.

Such is not the case with the *Wade Fibre Needle Cutter.*

It was the first on the market but has been steadily improved and maintains today the dominant place it occupied years ago.

The Wade is made in our own factory, a fact insuring uniformity of product. It is literally the cutter of no regrets.

WADE & WADE

3807 LAKE PARK AVENUE CHICAGO, ILL.

FOUNDED 1864

Protect Your Interests and Those of Your Customers by Advertising Judiciously

The result of years of observation, *The Lyon & Healy Victrola Newspaper Advertising Service* embodies the best merchandising ideas and principles. It is a sound, sales-promotion aid, designed from the dealer's viewpoint. Effectively employed, it will increase your sales in a gratifying manner.

It is available to the most progressive Victrola dealer in each city.

SPECIMENS SENT ON REQUEST

LYON & HEALY

VICTROLA DISTRIBUTORS

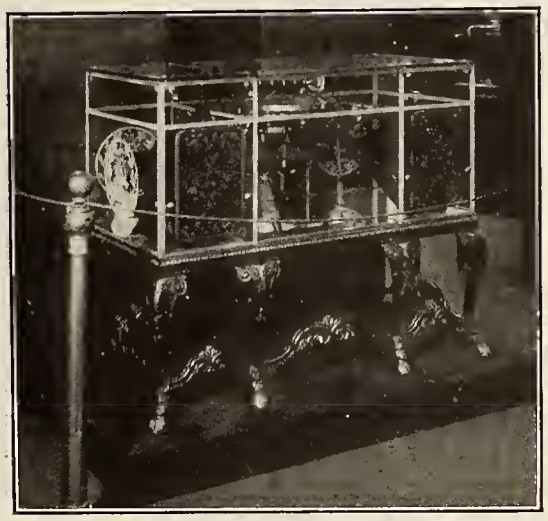
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

concern did an unprecedented business in records, and determined that another Fall would see them better equipped to handle their business, which is steadily growing in volume.

Cheney in Cut Glass

The accompanying photograph shows a Cheney in cut glass on exhibition in the talking machine department of Marshall Field & Co., this city. It is an unique object and has attracted no little attention since placed on display. It is built on console lines of the Georgian school. The Cheney Co. has been working on it for a long time.



An Artistic and Unusual Cheney Exhibit

Warns of Shortage

The Cheney house organ, "Dealers' Service," in its August issue, speaks a word of warning concerning transportation difficulties in prospect for the Fall. "Scarcely a year ago phonographs were being distributed to dealers on the allotment basis. Supply could not meet demand. But these conditions have all changed. Peacetime production has flooded the market with phonographs, good, bad and indifferent. But we are still confronted with a condition which is unchanged—at least for the better—transportation. Most dealers have already anticipated their needs. They are assured of having merchandise on their floors at the opportune time, which is very near at hand. Many of last year's disappointed prospects are still in the market with many others who have been educated to appreciate better music. But, benefiting by last year's experience, they will not wait—will take no chance of being disappointed."

The point which Cheney makes is that last year's disappointed holiday buyers have learned their lesson and there will be an earlier large volume of business this year than last.

Effective Publicity

The Brunswick-Balke-Collender Co. recently received photos from its representatives at Stockton, Cal., McNeil & Co., showing a "Brunswick Parade," in that city. After the shipment of Brunswick instruments was received they were loaded on trucks and paraded about the town. Later they were lined up in front of the McNeil & Co. store in most impressive array.

A photograph of the Brunswick shipment is shown herewith. This is most effective publicity, and of a most inexpensive sort. It offers an excellent suggestion to other dealers at the present time for the reason that Fall shipments are about to commence.

Big Shipment of Brunswicks at McNeill's

Conditions in Southwest

J. L. Replogle, vice-president and general manager of the Aladdin Phonograph Co., of Kansas City, was a visitor to Chicago during the month, and while here gave his views on conditions in the States of Kansas, Missouri and Oklahoma, where he markets talking machines.

"I have been out on the road considerably during the past month," said Mr. Replogle, "and I found business very good. There is only one fly in the ointment. In the past, whenever election time came around it was necessary for a successful candidate to announce himself tooth and claw against the railroads. The present wheat situation has changed this considerably. The public now realizes that poor transportation means the demoralization of everything. The farmers throughout my territory are unable to get half the cars they desire for the transport of grain. There are enormous sums of money tied up in loans on this commodity. When eventually grain does move there will be enough money released to keep our industry and others going on all twelve cylinders for some time to come. The bankers have loaned to the muzzle on grain, which will be moved in the very near future. The Aladdin Phonograph Co. looks for a phenomenal business during the latter part of the Fall. We are now three months old and are already contemplating removal into larger quarters the first of the year."

Issues Parts Catalog

The Cheney Talking Machine Co. has recently brought out an elaborate catalog listing Cheney motors, parts and accessories. It is in accordance with the Cheney policy of building up cooperative service and facilitating the work of the local repairman. The book contains suggestions for adjusting, repairing and replacing Cheney parts, explains the Cheney motor and goes into detail regarding the return of motors, adjustments and claims, etc. The parts themselves are listed and illustrated so that the retailer cannot go wrong on his order blank.

Mid-West Gets More Okehs

The output of Okeh records has been greatly increased, now that the new Newark factory is in full operation. "The Mid-West benefits by the increased output," says A. J. Foute, man-

(Continued on page 143)

Your Account With Us

Lateral Cut

Okeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

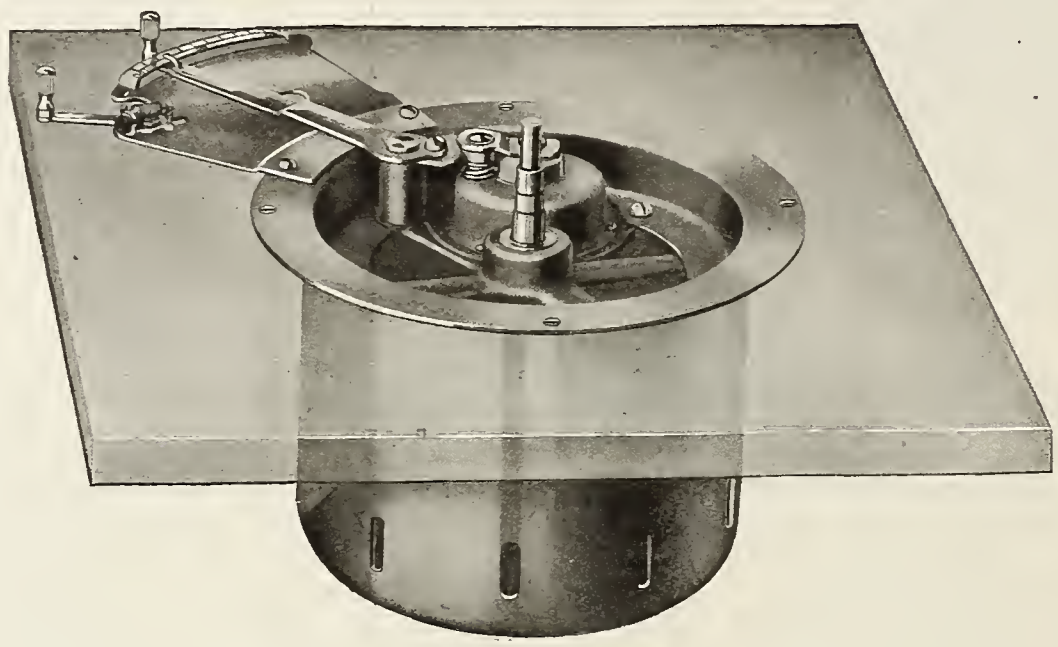
OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

UNIVERSAL
MASTER MOTOR No. 20



Mr. Manufacturer:

The time has arrived when new ideas and renewed effort must be put forth in the Phonograph business. The old sales arguments are passé and it's time to turn over a new leaf.

The only way to preserve the eloquence of your salesman's tongue is to give him something to arouse his enthusiasm. You know it's enthusiasm that makes business.

Here's an opportunity to give your salesman something new to talk about—a new motor operating on a new principle, carrying the phonograph a long stride forward toward perfection.

The Universal Master Motor No. 20 is a decided improvement in phonograph design and construction, and you have but to see one to be convinced of its merit and its force as a selling argument in your business.

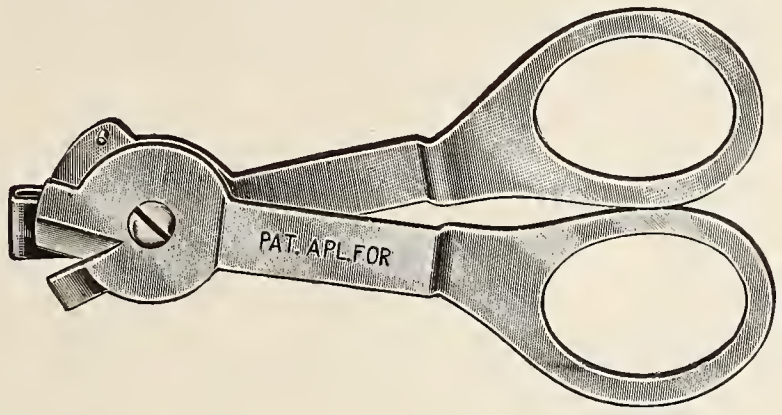
Write or wire for sample and get our literature and prices.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself



The ALTO

Retail Price **$1.00**

Territory open for distributors

ALTO MANUFACTURING COMPANY

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

ager of the record department of the General Phonograph Corporation of Illinois. "Dealers will be pleased to know that during the holiday season there will be a steady supply of Okeh records to meet the demand. There will be a special advance release of eleven records during the middle of the month as a result of the increased output. All of these will be standard music, for which type there seems to be considerable demand."

Signs That Show How Trade Winds Blow

Traveling representatives for talking machine manufacturers are again busy. The best sign that the trade is swiftly rounding into normal condition lies in the increased activity of local travelers. A year ago these gentlemen were complaining that their profession had become one of the lost arts. All of a sudden we find them again as busy as they were years ago when there was no sellers' market, when the salesman was a necessity and his orders the result and reward of hard work and good salesmanship. The trade is "looking up" most decidedly in this respect. There is no getting around the fact that the Summer has been rather slow. The condition was due to two perfectly good reasons: large Spring stocks and the credit situation. But we are equally emphatic in stating that the past two weeks have shown considerable improvement, at least in the wholesale branch, to those concerns whose representatives have kept in close touch with their dealers. Notices and printed warnings as to the transportation difficulties which loom ahead have had their effects, but it requires the personally expressed knowledge of a representative to place the facts squarely before the dealer in their full importance. A famous statistician says, "Go South." If we are to judge from reports of travelers who have returned to this city we would advise to "go anywhere." The Mid-West enjoys an excellent crop outlook, for which reason we are promised good talking machine sales in all parts of this section.

New Columbia Manager

On August 30, at the LaSalle Hotel, a farewell luncheon was tendered to Kenneth Mills, who for the past six months or more had been manager of the Columbia Co.'s Chicago branch. This gathering might also be considered a feast of welcome for John McKenna, who succeeded Mr. Mills. Mr. Mills was promoted to the managership of Columbia's New York branch, and Mr. McKenna had been promoted from the managership of the St. Louis branch. Before coming to Chicago to assume charge of the Columbia branch here, Mr. Mills had been assistant sales manager of the New York office. Mr. McKenna is well known to the Chicago trade, for previous to his having taken charge of the St. Louis branch he had been manager of a large Chicago concern.

A Columbia Surprise

For the second time in the history of the talking machine industry, if memory serves us aright, a regular recording plant was moved to Chicago, and both times by the Columbia Co. The reason of this move on the Columbia Co.'s part was Ted Lewis. As is well known to the trade, the Ted Lewis Columbia records are top notchers among the best sellers and dealers all over are reaping a harvest with them. In order to satisfy the trade's demand, it was up to the Columbia Co. to secure more of Ted's jazz records. He has been playing in Chicago for the past two months or more, and because of a contract with the Greenwich Village Follies Co., wherein his act appears, he was unable to go to New York for recording purposes. Therefore, in order to obtain more of his jazz records it was up to the Columbia Co. to ship a recording instrument to Chicago. This was done and the instrument was installed in a temporary laboratory located in the same building with the Columbia Chicago office. Ted was very busy for a whole week recording, and while he was at it many Columbia dealers took advantage of the situation and watched how it was done, in order to gain some inside information as to how records are made. Ted recorded all of his latest numbers, including "Fair One," which, in his opinion, is one of the best numbers he ever put across. The recording was under the supervision of A. R. Harris, of Columbia's New York recording laboratories.

New Store Opens

A new store, known as The Greenstone Talking Machine Co., was opened several days ago in this city. It is located at the corner of Robey street and Milwaukee avenue, one of the busiest corners of Chicago's outlying districts. The

(*Continued on page* 144)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

opening was attended by many of the officials of Columbia's Chicago branch. This store handles Columbia goods exclusively. It is equipped with ten demonstration booths and record bins for the accommodation of over ten thousand records. E. Greenstone is the proprietor of the new store.

Change Business Policy

A new change in business policy was recently effected by the Repeater Stop Co. of this city. Heretofore it had been the policy of this company to handle its selling directly from its Chicago office. Now, however, since the new policy has been in force this company has been establishing what might be termed territorial jobbers throughout the country; that is to say, if a jobber is selected to represent them he is given a definite territory to look after and all sales for Repeater Stops originating in that particular territory are credited to him. This change has been made necessary by the constantly increasing business of the company. Among those who have already been given territorial rights are J. W. Becker, of Atlanta, Ga., who is now looking after Georgia, Louisiana, Florida, Alabama, Mississippi and North and South Carolina. A. G. Kunde, of Milwaukee, is handling the Wisconsin territory, and the Vaudephone Co., of Seattle, has been appointed to look after the Washington territory.

Brunswick for Jap Battleship

The Abelowitz Phonograph Co., of New York, recently sold a Brunswick instrument to Capt. Tumura, of the Japanese battleship Kasauga. The phonograph will be used permanently on board the Japanese man-of-war, which, by the way, had come to take part in the third Maine centennial celebration. The Japanese embassy at Washington, D. C., was also presented with a Brunswick phonograph, which was purchased at the same time by Capt. Tumura.

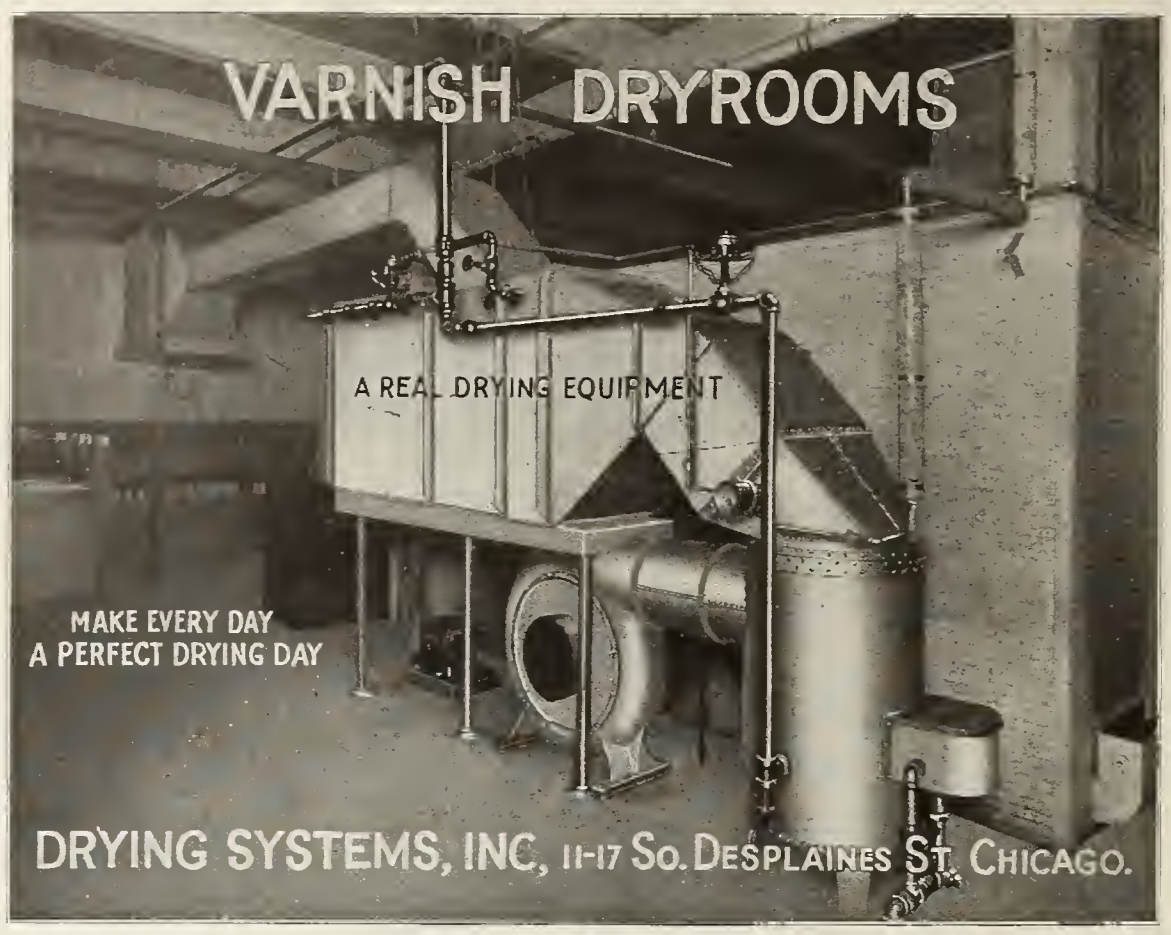
Busy with Pathé Line

The Interstate Phonograph Co., Inc., located at 1018 S. Wabash avenue, recently opened to handle the Pathé business in the Middle West, has been exceedingly busy of late. Manager A. T. Boland, assisted by J. R. McCarthy, predicts big things for the Pathé during the coming Fall.

The Call of the Fields

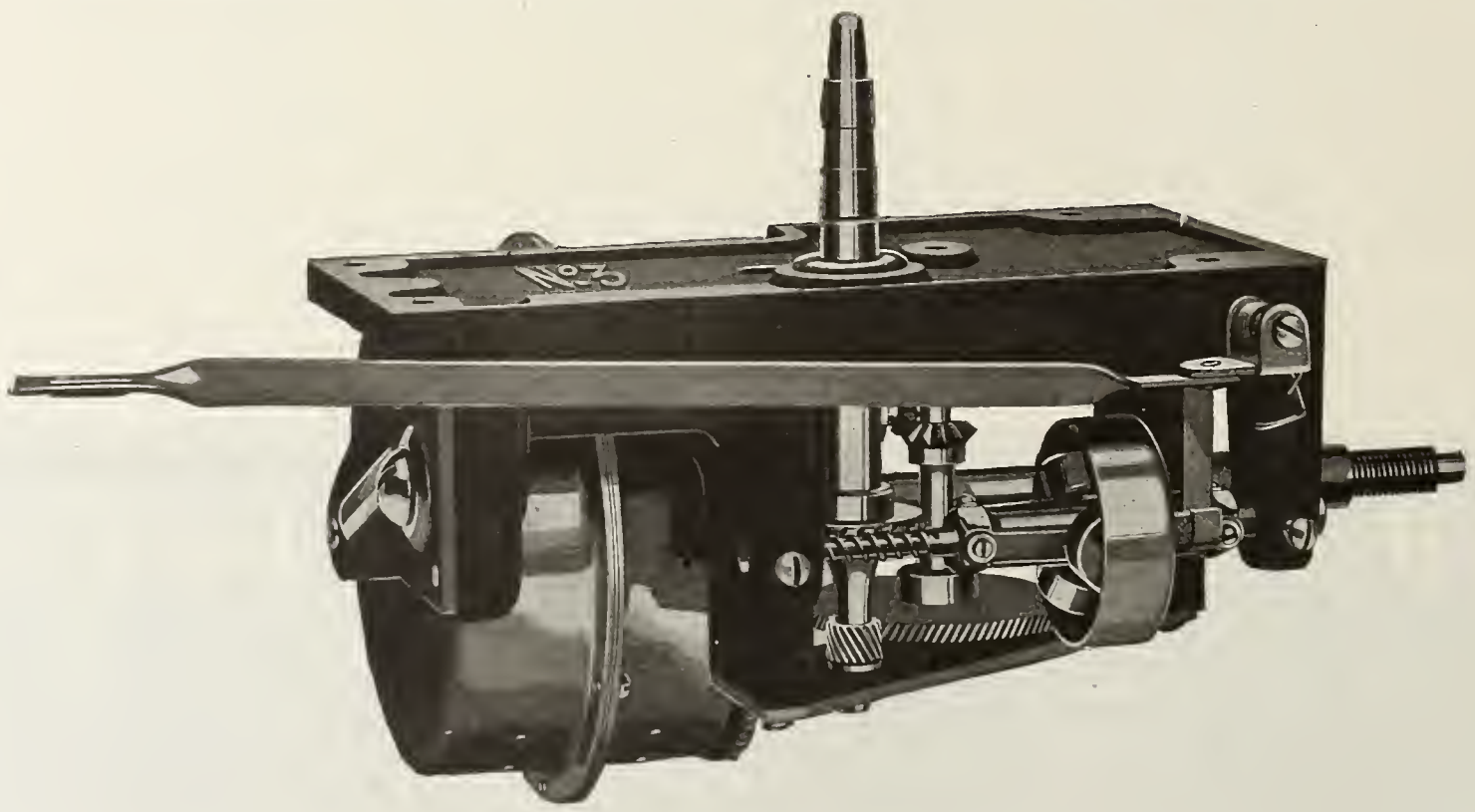
Everybody has an idea just why talking machines are purchased: for dancing, to cheer up a home, to laugh with "Uncle Josh" or "Cohen at the Telephone," or just because the home seems incomplete without one. All of these phases of the appeal of the talking machine have been given wide publicity in advertising; but another appeal, which we think a strong one, has been brought out by Lyon & Healy in some recent Chicago newspaper advertising; that is, the call of the country and open fields as expressed on the talking machine. Music is more expressive than words written or spoken. To the person with imagination it can bring almost the reality of that which is in fact impossible of realization.

(*Continued on page* 147)



SUPERIOR MOTORS COMPANY

MANUFACTURERS OF HIGH GRADE PHONOGRAPH MOTORS



We are now thoroughly organized and equipped for manufacturing Phonograph Motors in large quantities and can make immediate deliveries.

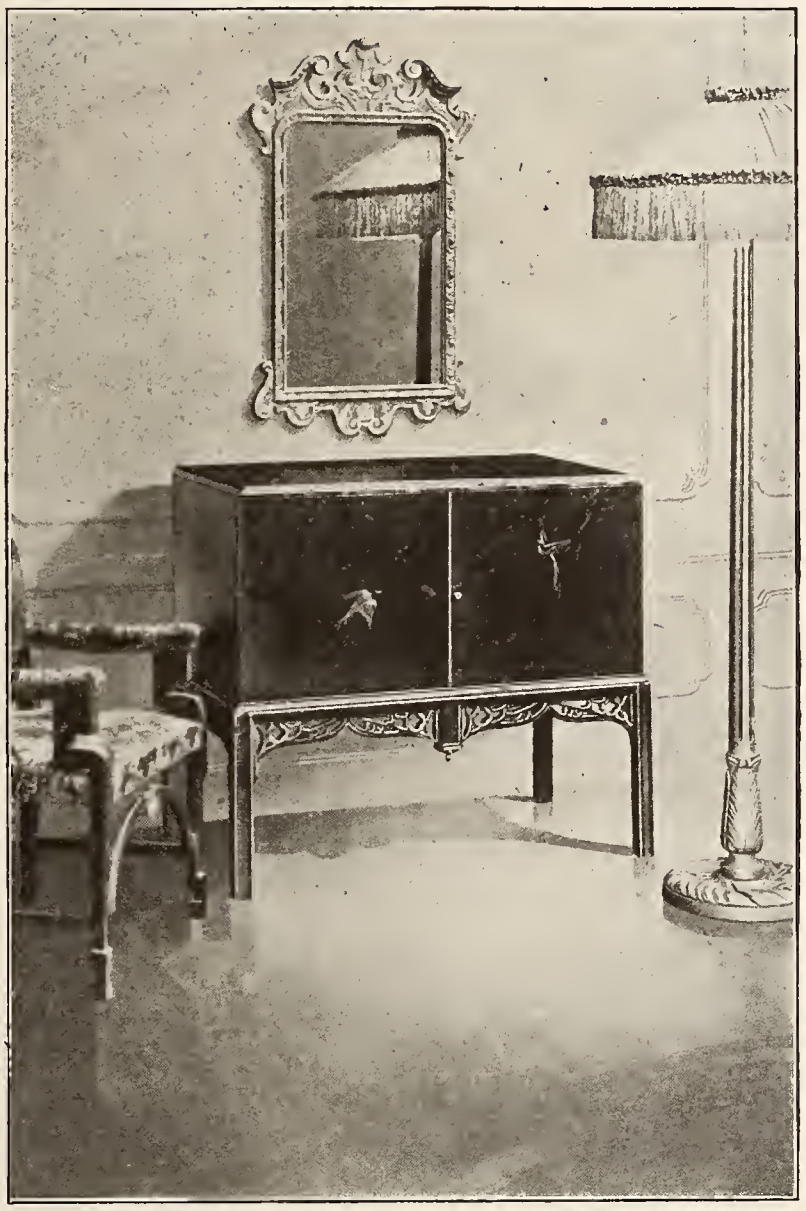
WRITE FOR PRICES

SUPERIOR MOTORS CO.

361 West Superior Street CHICAGO, ILL.

The AEOLIAN-VOCALION

In Period Designs



THERE is a nation-wide demand for the finest in period furniture which logically includes phonographs. Many buyers of period furniture know what is good and what is not.

Vocalion Period Models may be offered to the most discriminating with the utmost assurance.

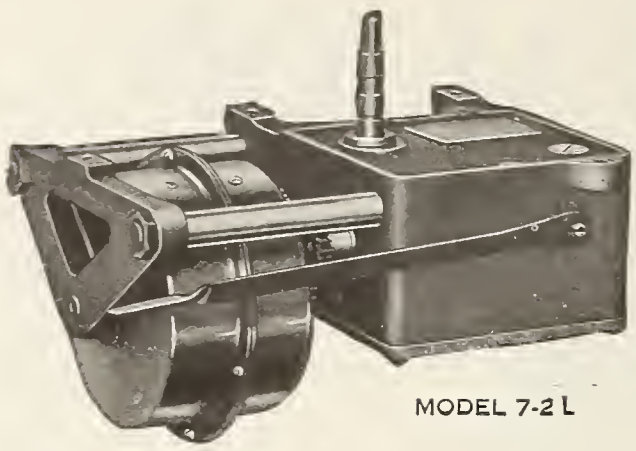
Business prestige is increased by the Vocalion. Period and conventional models both reflect design and craftsmanship of the highest order.

Vocalion Records (lateral cut) are the supreme achievement of the art of recording. Their quality is apparent on any standard phonograph.

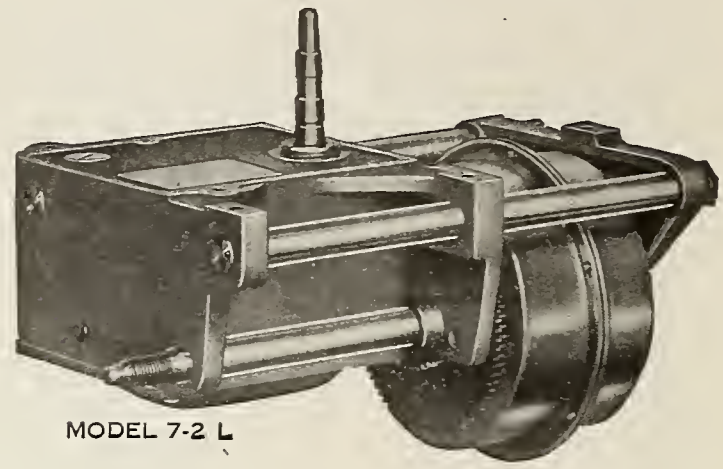
THE AEOLIAN COMPANY

529 South Wabash Avenue, Chicago, Illinois

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN

The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it.

It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years.

Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze this motor.

LUBRICATION

One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it.

A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings and gears. This we achieve by means of the enclosed casting and a capillary oiling system, original, simple and effective.

The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT

Excepting only springs and castings, felts, etc., we make every part of the motor in our own works, where we can and do vigilantly control accuracy and quality. Our tool equipment is modern and the best money can buy.

Amply financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION

We make just one thing—Phonograph Motors. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 Motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

The Oro-Tone QUALITY FIRST

For Playing All Makes of Disc Records on the Edison

JUST SAY—"Send sample of the No. 1-E Edison Attachment on approval!!"

Note how it operates with the lever of the Edison the same as the regular Edison Reproducer. Hear the deep, rich glowing tone quality, then you will understand why the Oro-Tone is in a class by itself.

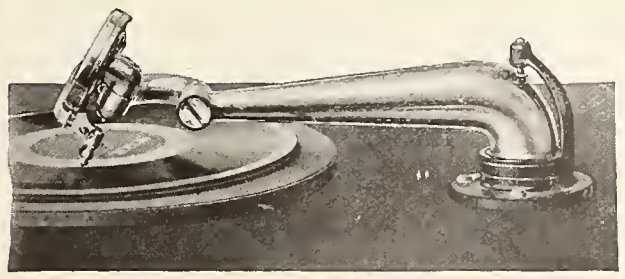
Retail Price, Nickel Plated, $8.50 **Highest Grade Gold Plating, $12.50**

Illustration shows the Oro-Tone attached to the Edison

The Oro-Tone Victor Attachment

The new LS-V Oro-Tone for the Victor. Plays all records, giving the deep, rich tone quality so much desired. Ask for sample of the LS-V attachment on approval—we will gladly send it.

Retail Price, Nickel Plated, $6.50 **Highest Grade Gold Plated, $9.50**



Illustrating the LS-V attached to the Victor

THE ORO-TONE CO.

OUR NEW HOME 1000 TO 1010 GEORGE ST., CHICAGO, ILL.

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

"To the children of cities, the country with its beckoning seems fairyland," says an advertisement by Lyon & Healy, featuring the Victrola. "For a short while each Summer the fortunate ones join the butterfly in flight, or watch the bees drain the hollyhock of its nectar. During the rest of the year city drabness and the narrow confines of grey streets claim them. The Victrola, however, brings to them even in Mid-Winter the song of the thrush and simple melodies that replace city stones with open meadows."

Smallest Victrola

Here, ladies and gents, we beg to introduce to you. the most "petite" talking machine in the

Unique Miniature Victrola Model

world. At least this is what the largest Mid-West distributor says of its smallest Victrola. It is a miniature of the Victrola style sixteen and stands five inches high, exactly one-tenth of the original. It is hand-carved from solid mahogany and completely equipped with a library of albums, turntable, sound box, tone arm, etc., all of which function properly. An electric motor concealed inside operates the turntable upon which the needle rests in a realistic manner. Though mute, it is complete down to the slightest detail and is a marvel of ingenuity. The entire machine was the work of one man, an employe of Lyon & Healy.

Heads New Lyon & Healy Department

Vincent Healy, of Lyon & Healy, has been made the head of a new department in this company which will have as its aim the increased efficiency of employes. The new department will be known as the Personnel Department, and will be combined with the present employment department, both of which will be under the charge of Mr. Healy. The Personnel Department will be open to employes at all times for complaints, suggestions, etc. It is hoped that higher efficiency will be attained through the liaison thus effected between the employes, managers of departments and executives.

More Music and Musicians

"The person who can't tell one tune from another is made, not born," says Miss Henrietta Weber in a book on music recently published and entitled "Putting Young America in Tune." This is an interesting statement, and if unmusical people are the product of circumstances we of the talking machine trade are interested in knowing just what these circumstances are, so that we can change them. We recommend Miss Weber's book to the interested.

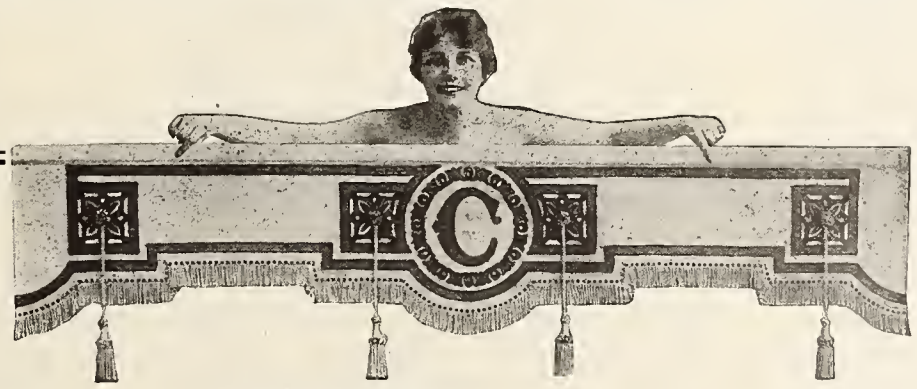
McArthur Visits East

R. N. McArthur, manager of the Phonograph Specialties Co., has gone to Atlantic City for his vacation. Mr. McArthur was accompanied by his wife.

Display of Needles

The Wade Talking Machine Co. is carrying this month in its Michigan avenue window a most attractive display of various styles of talking machine needles. In the center of the window appear some thousands of fibre needles,

(*Continued on page* 149)



The Finishing Touch

VALANCES DRAPERIES FLOOR COVERINGS

For Your Store Window

In a recent survey in Chicago 1,000 stores were picked as exceptional money makers. The windows of 875 of these stores displayed that finished appearance which can only be produced through the use of valances, draperies and floor coverings. Marshall Fields and Wanamakers as well as the smallest stores in the smaller towns recognize the value of investment in finished windows.

Large assortment of styles and colors ready for immediate delivery of the quality you expect from

CURTIS-LEGER FIXTURE COMPANY

MAIL THIS COUPON

Est. 1869

240 W. Jackson Blvd. CHICAGO, U. S. A.

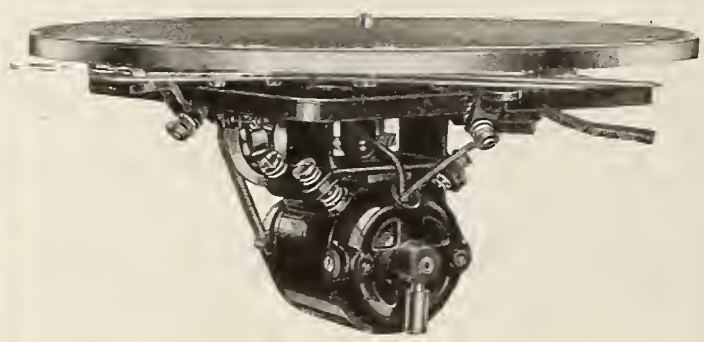
Send us Prices and Photos of store window

VALANCES PLUSH
FLOOR COVERINGS DRAPERIES

Kind of Store.....

Name .....

Address .....



The New Johnson Electric

WHY CRANK A PHONOGRAPH?

This question has been asked a million times—Phonograph purchasers have been waiting for the answer. **The Johnson Electric Drive** answers the question **Conclusively**—and adds a hundred-fold to the enjoyment of a Phonograph by eliminating the labor and mental annoyance of incessant winding.

DO IT ELECTRICALLY:

It is the **Ideal Motive Power** for phonographs, quiet—efficient—dependable—labor saving and thoroughly practicable. The **Electric Drive** offers New and Greater Possibilities for phonographs.

MANUFACTURERS:

Equip your phonographs with the New Johnson Electric Drive. The Electric Idea has arrived and is here to stay.

MR. DEALER:

Make "Live Customers Out of Dead Ones"—A new Electric Phonograph Motor revives interest in **new records.**

You can profitably replace spring motors with the new Johnson Electric Drive—The installation is simple requiring no mechanical skill. Write us for full information concerning the great possibilities **For You** in our Plan.

REMEMBER:

The **Johnson Electric Drive** is the most universally used Electric Drive on the market. Orders for thousands of these Motors are already on our books and more orders coming in each day.

H. G. SAAL COMPANY

1800 Montrose Ave., Chicago, Ill.

(Exclusive Sales Distributors.)

FROM OUR CHICAGO HEADQUARTERS

(*Continued from page* 147)

together with a number of huge bamboo poles to show the public whence the needles are cut. Tonofone semi-permanent needles and steel needles on either side of the fibre needle group complete the display.

More Playerphones

The new factory of the Playerphone Talking Machine Co., located at 4223-4241 Lake street, is now busily occupied with the production of Playerphones. R. H. McKenzie with his force of workers is completely established in the new location. However, the work of interior decoration continues in parts of the building. Fall orders for Playerphones have necessitated a maximum output of these instruments and both the new and the old Playerphone factory located at 4121 Iowa street are in operation.

MANDEL MFG. CO. IS REORGANIZED

Jos. F. Grossman Heads New Company, Which Is Declared to Have Ample Financial Backing

CHICAGO, ILL., September 1.—An announcement was made last week to the effect that the work of reorganizing the Mandel Mfg. Co., talking machine manufacturers of this city, had been completed and that the new company would continue doing business under the established name of the Mandel Mfg. Co.

The officers of the reorganized company are: Joseph F. Grossman, president and treasurer; M. B. Silverman, vice-president, and J. H. Hupp, secretary. The authorized capital is $400,000 first preferred, $500,000 second preferred and 100,000 shares of common stock.

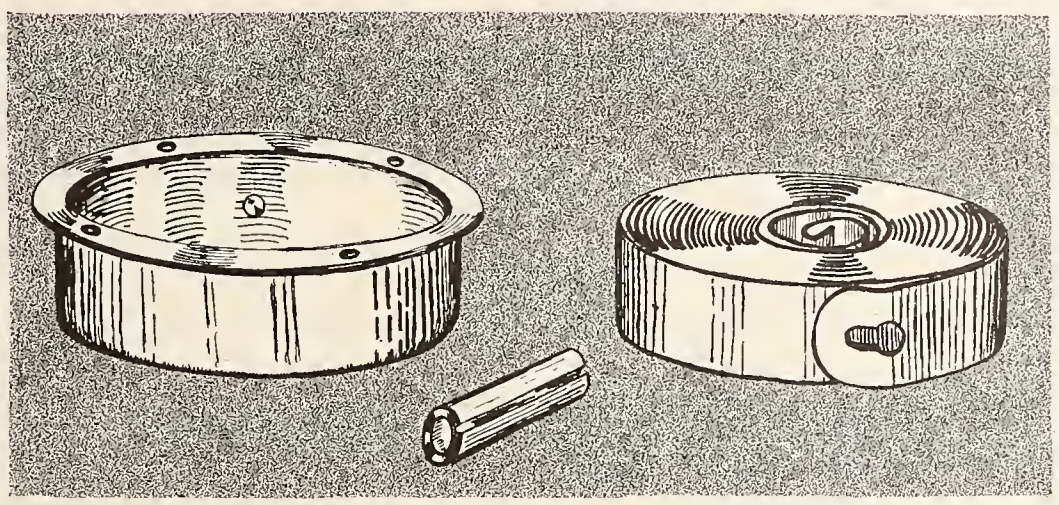
The new capital makes it possible to enter the phonograph business on a considerably expanded scale. The sales organization will be enlarged and all other activities of the company will be accelerated proportionately. The new management will retain the very efficient organization of the old company and will continue the policy of producing a phonograph of merit throughout. The Mandel Mfg. Co. looks forward to a Fall business even in excess of that of years past.

PROTECT NAME "SYMPHONOLA"

Price & Teeple Piano Co. Win in Dispute With Talking Machine Concerns Who Seek to Use Name—Important Ruling of Patent Office

CHICAGO, ILL., September 1.—The application of the Symphonola Manufacturing Co., of Minneapolis, for a trade-mark and the privilege of using the name "Symphonola" on talking machines, as well as the application of Paul Rudert of Tarentum, Pa., to use the name "Symphone" on sound boxes for talking machines has been denied by the Commissioner of Patents. The commissioner rules that the use of the name "Symphonola" or of a similar name such as "Symphone" on talking machines constitutes an interference with the rights of the Price &

(*Continued on page* 150)



The spring 's the thing

That makes the phonograph motor mote. It is the driving power behind the gears.

But to utilize all of the potential energy in the coiled spring requires careful design. Width, length, thickness, temper, size of drum and gear ratios must be scientifically co-ordinated.

The springs in Ironclad Motors are of the finest crucible steel, carefully selected for temper. The proportions have been determined by rigid test as the ones best adapted to deliver the maximum energy.

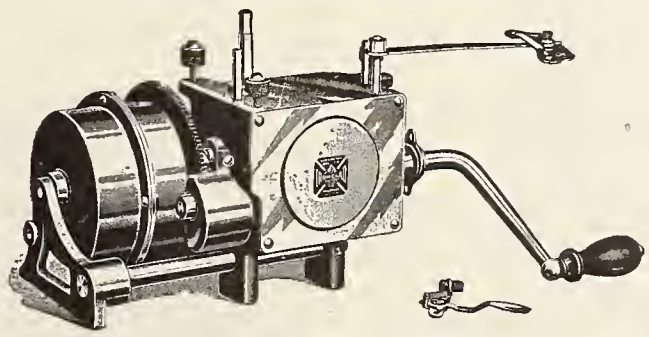
The method of hooking the springs to the hub utilizes the full width and strength of the spring at this, the point of greatest stress, and has eliminated, almost entirely, spring breakage. Furthermore no tools are required to hook the springs, either in hub or drum.

Ironclad Motor Springs are permanently lubricated, with graphite, when assembled, by a special machine and method which treats the entire surface uniformly. The annoying spring kick found in many motors is entirely absent. Springs require no attention for life.

THE ORIGINAL ENCLOSED MOTOR

IRONCLAD

SILENT AS A SHADOW



CHERINGTON MFG. CO., WAUKEGAN, ILL.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

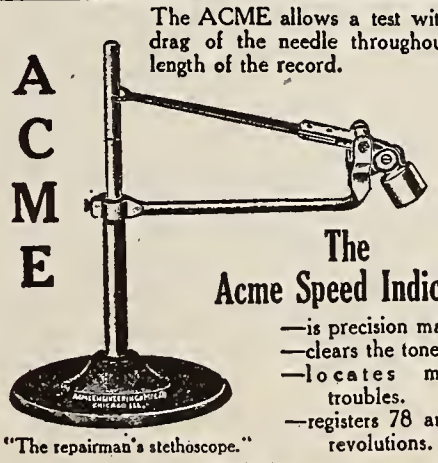
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A C M E



"The repairman's stethoscope."

The Acme Speed Indicator

—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

REPAIRS

Motors, Reproducers, Etc., Repaired by Experts—Quick Delivery Service—Correct Prices.

Write for Our Circular "C"

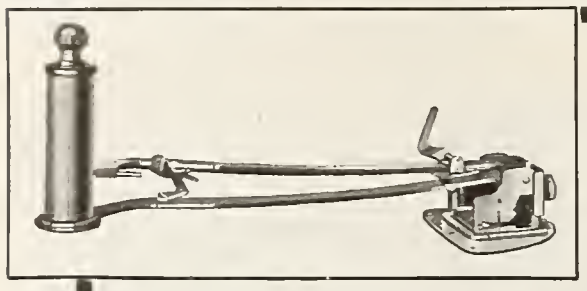
ROSENBERG PHONOGRAPH CO.
1252 S. Jefferson St. CHICAGO
CANAL 4325

AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS
17 WEST LAKE STREET
CHICAGO



"Most Remarkable! Great!

An electrically operated phonograph with a Repeater-Stop attached—is the nearest thing to perpetual motion!"

That's what one of the most prominent men in the phonograph industry said about the Repeater-Stop.

"Why can't every dealer sell them to the owners of thousands of phonographs already in use?"

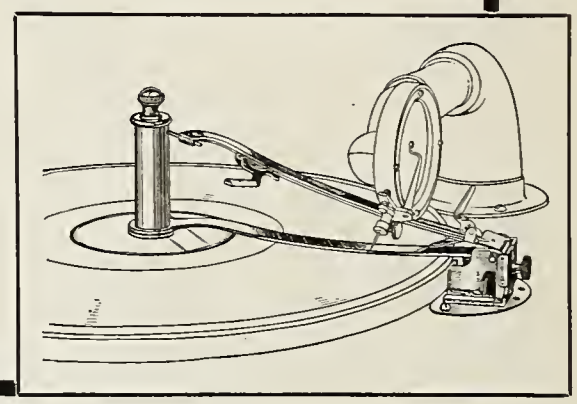
"How can the jobbers refrain from stocking them, and how in the world can manufacturers proclaim their product completely equipped without the Repeater-Stop?"

We leave these answers to the imagination of the trade.

We know that the market prevailing for it is big and the far-seeing dealers are ordering them. The demand upon the jobbers will eventually, if not now, compel them to stock up for the coming season.

The "up-to-the-minute" manufacturer is already testing the device. Almost 20,000 now in use.

Every instrument is guaranteed and protected by basic patents.



Repeater-Stop Company 115 S. Dearborn Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

Teeple Piano Co., of Chicago, who clearly established the fact that they had used the name "Symphonola" since the year 1911, thus antedating the others, and were therefore entitled to the exclusive rights to the name "Symphonola" or to any names of a similar character. This decision affirms the prior favorable decision of the Examiner of Interference in the above-mentioned case, number 43386.

NO SUCH THING AS BAD LUCK

There is no such thing as bad luck. It usually comes as a direct result of mismanagement, carelessness, or improvidence.

The Symphony Reproducer

for those who want perfect tone reproduction

The symphony reproducer is designed to operate satisfactorily on either lateral Cut or Hill and Dale records. It is neat in appearance and can be adapted to practically any tone arm on the market.

Sample price, each, $4.50.

Quantity prices on application.

Manufactured and guaranteed by

FUEHR & STEMMER PIANO CO.

2701 S. WELLS STREET CHICAGO, ILL.

"LIVE" WINDOW DISPLAY

Brunswick Dealer in Colorado Springs Engages Dancer to Appear in Show Window Advertising Hits and Attracts Enormous Crowds

CHICAGO, ILL., September 8.—The Brunswick-Balke-Collender Co. believes that a Colorado Springs dealer takes the cake when it comes to originality in window displays. The dealers' service department has been persistent in an effort to educate its dealers to the value and necessity of "live," appropriate window trims. The manager of the Peerless Phonograph Shop of Colorado Springs not only agrees with them but goes them one better by taking the term "live" window trims literally. In co-operation with the manager of a local moving picture house he arranged to have a dancer appear in the window of his store at stated hours of the day, advertising the Fitzmaurice motion picture success. "On With the Dance," scheduled to appear in Colorado Springs shortly afterward. About a week prior to the showing of this picture a dancer was engaged and publicity

Crowd Looking at Brunswick Window of Peerless Phonograph Shop

(Continued on page 152)

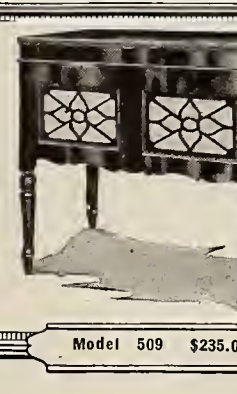
STEGER

The finest reproducing phonograph in the world

Model 506 $295.00

Model 502 $145.00

Model 503 $165.00



Model 509 $235.00

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

It is an exquisite adornment of the home—and more. It is the soul of music.

The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*—no parts to change.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone arm and tone chamber, triumphs of human ingenuity and skill.

Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

You can make it a big asset of your business because of the quick turn-over—and because we can ship at once upon receipt of order.

Write for Steger phonograph style brochure today

STEGER Phonograph Wholesalers

Iver Johnson Sporting Goods Co., 155 Washington Street, Boston, Mass.

Steger & Sons Piano Mfg. Co., 867 Broad St., Newark, N. J.

Jones Brothers Co., 317 Main St., Jacksonville, Fla.

Jones Brothers Co., 137 Whitehall Street, Atlanta, Georgia.

Smith & Nixon Co., 306 West Walnut St., Louisville, Ky.

Hall Music Company, 246 Pine Street, Abilene, Texas.

Warfield-Pratt-Howell Co., 1st and Court Sts., Des Moines, Iowa.

Campbell Phonograph Sales Co., 60 East South Temple Street, Salt Lake City, Utah.

MILWAUKEE DRUG CO., MICHIGAN AND JEFFERSON STREETS, MILWAUKEE, WISCONSI.

STEGER & SONS PIANO MFG. COMPANY

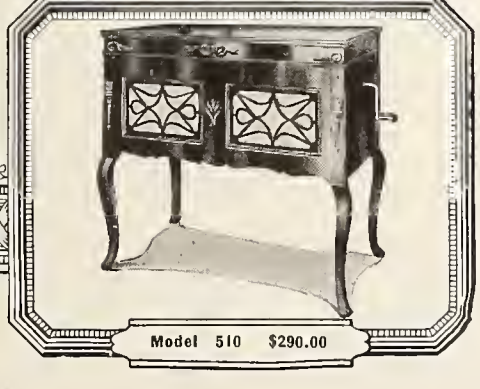
Steger Building, Chicago, Ill

Model 500 $95.00

Model 505 $220.00

Model 504 $200.00

Model 501 $115.00



Model 510 $290.00

Hiawatha

Production

Service

Delivery

Hiawatha Production

Will guarantee you splendid service, and immediate delivery in all models. The increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

Quality is Our Watchword

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.

Hiawatha Phonograph Company

209 SO. STATE ST. CHICAGO, ILL.

Write

to the largest distributor in the Middle West who offers the most co-operation and best service

Write

for the agency rights in your city of the

MELODEE
Music Rolls

Write

LYON & HEALY
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

given her appearance in the dealer's window. News stories, mysteriously telling of a masked lady who was supposed to have suddenly thrust herself upon the city, appeared in the daily papers. Ads such as "Sh-h—Have You Seen the Masked Dancer in the Window of the Peerless Phonograph Shop?" were flashed in every edition. The morning before the appearance of the lady the window was prepared with streamers of brightly colored crepe paper hung from the ceiling, together with a number of toy balloons. These were kept in motion by an electric fan. Interest was aroused by signs saying "Who Is the Masked Dancer?" "Can You Name the Masked Dancer?" "The Masked Dancer Will Appear in This Window at 12:30, 2, 4, 6 and 8 o'clock." The identity of the dancer was not disclosed, but it turns out that she was a student of one of the high schools who possesses considerable talent in the terpsichorean art. For thirty minutes previous to each scheduled appearance the crowds would begin to gather before the window. A Brunswick phonograph, standing in the doorway next to the window, furnished the music for the dancing. This instrument played popular dance hits of the day and naturally had the effect of creating increased sales of records. It was a most profitable experiment for the dealer. The theatre people paid the dancer, printed all the show cards and even passed around complimentary tickets to the picture in return for the use of the window. Pictures of the crowds eagerly gazing at the girl dancing in the window and the interior of the progressive Colorado Springs dealer's shop are shown herewith. The idea may contain material from which other dealers may find inspiration for similar "stunts." Nearly all feature films these days offer good opportunities for publicity.

View of Interior of Peerless Phonograph Shop

All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE
"HANDY" REVOLVING CASE CLAMP
WE ALSO MAKE IT STATIONARY

Nothing better made for Clamping and Squaring Talking Machine Cabinets

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.
127 E. Madison St., Chicago, Ill.

Equip Your Phonographs With
Perfect Automatic Brakes

Samples $1.00 Each
Cash with order
State make of tone arm used

Also made with long brake shoe for 1 inch offset

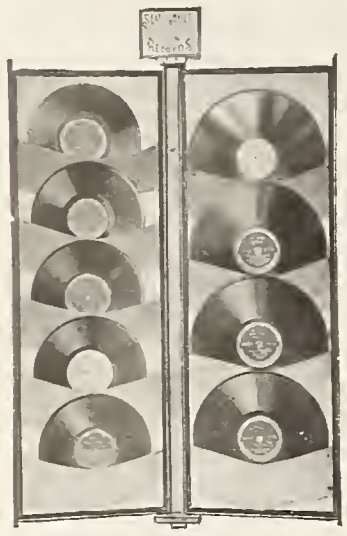
Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago.

Universal Displayors—Talking Machine and Music Trades



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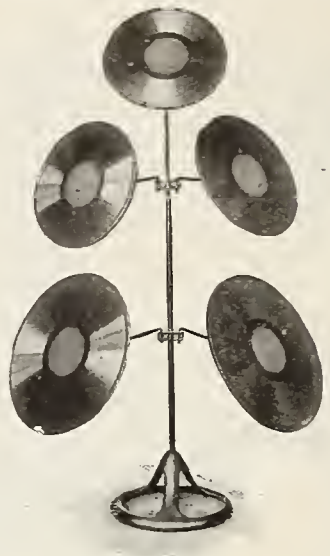

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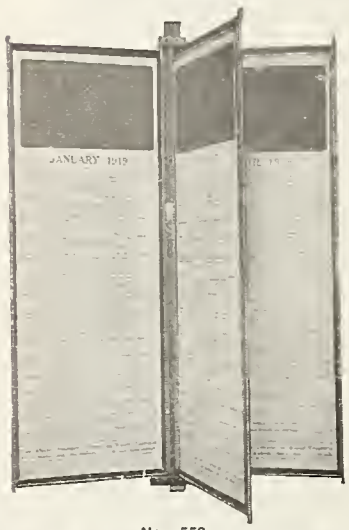
No. 553

No. 502



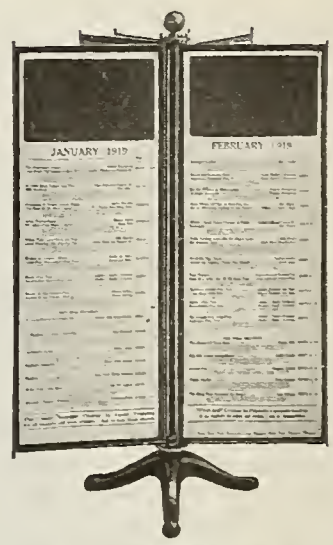
No. 558

WE MANUFACTURE OVER FORTY DIFFERENT MODELS

Order Through Your Distributors

No. 563

No. 560



No. 559

No. 561

No. 505

ATLANTA, GA.
I. W. Becker
Elyea T. M. Co.
Sonora Dist. Co.

BALTIMORE, MD.
Cohen & Hughes
E. F. Droop & Sons
Eastern Music Shop

BOSTON, MASS.
Eastern T. M. Co.
Kraft, Bates & Spencer
Musical Products Co.
F. C. Henderson
National T. M. Co.
New England Phono. Co.
Phono. Equipment Co.
Phono. Supply Co.
S. W. Sharmat & Son
M. Steinert & Son Co.

BROOKLYN, N. Y.
American T. M. Co.
Esco Co.
Grand T. M. Co.
Metropolitan M. R. Co.

BUFFALO, N. Y.
W. D. & C. N. Andrews
Buffalo T. M. Co.
Buffalo Whsle. Hdwe. Co.

BURLINGTON, VT.
American Phono. Co.

CAMDEN, N. J.
Victor T. M. Co.

CEDAR RAPIDS, IA.
Churchill Drug Co.

CELINA, O.
Harponola Co.

CHICAGO, ILL.
Butler Bros.
Chicago Mus. Sales Co.
Chicago T. M. Co.
Cole & Dunas Co.
Consolidated T. M. Co.
Cummings, Forster Co.
Empire T. M. Co.
F. J. A. Forster Music Co.
Fuller, Morrison Co.
Lakeside Supply Co.
James I. Lyons
McKinley Music Co.
Noble Supply Co.
Phonograph Co.
Van Houten & Zoon Co.
Wade T. M. Co.
R. Wurlitzer Co.
H. A. Weymann Co.

CINCINNATI, O.
Aeolian Co.
Aeso. Music Pub. Co.
Phonograph Co.
R. Wurlitzer Co.

CLEVELAND, O.
Cleveland T. M. Co.
Fischer Co.
Phonograph Co.

COLUMBUS, O.
Perry B. Whitsit Co.

DALLAS, TEX.
Harbour, Longmire Co.
Sanger Bros.
Sonora Dist. Co.
Geo. W. Stolte Co.
Walthall Co.

DENVER, COLO.
Columbia Stores Co.
Knight, Campbell Co.
Moore, Bird & Co.

DES MOINES, IA.
Mickel Bros.

DETROIT, MICH.
Watince Brown
Okeh Record Dist. Co.
Phonograph Co.

ELMIRA, N. Y.
Elmira Arms Co.

EL PASO, TEX.
W. G. Walz Co.

GRAND RAPIDS, MICH.
Chas. W. Kalder, Inc.

HOUSTON, TEX.
Southern Drug Co.
Talking Mach. Co.

INDIANAPOLIS, IND.
Stewart T. M. Co.

JACKSONVILLE, FLA.
Florida T. M. Co.

KANSAS CITY, MO.
J. W. Jenkins Sons M. Co.
Richardson, Conover Hdwe. Co.
Schmelzer Arms Co.
Phonograph Co.
Wm. Voelker Co.

LINCOLN, NEBR.
Ross P. Curtice Co.

LOS ANGELES, CAL.
Starr Piano Co.
Southern Cal. Music Co.

MEMPHIS, TENN.
Hessig-Ellis Drug Co.

MILWAUKEE, WIS.
Badger T. M. Co.
E. R. Godfrey & Sons
Hoeffler Phono. Mfg. Co.
Yahr & Lange Drug Co.

MINNEAPOLIS, MINN.
Beckwith, O'Neill Co.
Minneapolis Drug Co.
Stone Piano Co.

NASHVILLE, TENN.
Gray & Dudley Hdwe. Co.

NEWARK, N. J.
Collings & Co.

NEWBERN, N. C.
Scott Register Co.

NEW ORLEANS, LA.
Philip Werlein, Ltd.
Diamond Phono. Co.

NEW YORK, N. Y.
Aeolian Co.
Cabinet & Accessories Co.
C. Bruno & Sons
Century Music Pub. Co.
Crown Music Co.
Columbia Graph. Co.
Chas. H. Ditson Co.
Emerson Phono. Co.
Enterprise Music Co.
Knickerbocker T. M. Co.
Plaza Music Co.
New York T. M. Co.

OKLAHOMA CITY, OKLA.
Alexander Drug Co.
Harbour, Longmire Phono. Co.

OMAHA, NEB.
Beebe & Runyan Furn. Co.
E. E. Bruce & Co.
Ross P. Curtice Co.
F. & S. Phono. Co.
A. Hospe Co.
Mickel Bros.
Paxton, Gallagher Co.
M. E. Smith & Co.
Wright & Wilhemy

PEORIA, ILL.
Putnam, Page Co.

PHILADELPHIA, PA.
Emerson Phono. Co.
Girard Phono. Co.
Heath & Gorham
Interstate Phono. Co.
Penn Phono. Co.
Philadelphia Showcase Co.
M. O. Swisher.

PITTSBURGH, PA.
Buehn Phono. Co.
Clarke Musical Sales Co.
W. F. Frederick Co.
National Phono. Co.
Reed Co.
Standard T. M. Co.

PORTLAND, ME.
Cressey & Allen

PORTLAND, ORE.
Sherman, Clay Co.

RICHMOND, VA.
Corley Co.
Crafts, Starr Phono Co.
C. B. Haynes & Co.
Roundtree Corp.

ROCHESTER, N. Y.
E. J. Chapman

SALT LAKE CITY, UTAH.
Columbia Stores Co.
Salt Lake Hdwe. Co.
John Elliot Clarke Co.
Strevell, Paterson Hdwe. Co.

SAN FRANCISCO, CAL.
Sherman, Clay & Co.
Stern T. M. Co.

SEATTLE, WASH.
Sherman, Clay & Co.

SIOUX CITY, IOWA
Harger & Blish

SPRINGFIELD, MASS.
Commonwealth Phono. Co.

SPRINGFIELD, MO.
L. E. Lyons Music Co.

SPOKANE, WASH.
Emerson Washington Sales Co.
Northwest Phono. Jobbers.

ST. LOUIS, MO.
Associated Furn. Mfgrs.
Koerber-Brenner Co.

SYRACUSE, N. Y.
W. O. Andrews Co.

TAMPA, FLA.
Tampa Hdwe. Co.

WASHINGTON, D. C.
Cohen & Hughes
O. J. DeMoll & Co.
E. F. Droop & Son
R. C. Rogers Co.

WHEELING, W. VA.
Hillman Phono. Co.
R. W. Tyler Co.

CANADA
Berliner Gramophone Co.
Columbia Graph. Co.
His Master's Voice, Ltd.
Western Gramophone Co.

CUBA
A. Melendez

HOLLAND
Fr. Waldthausen Co.

NEW ZEALAND
E. J. Hyams, Ltd.

SOUTH AMERICA
Lajous Althoff Co.
Pratt & Brake Corp.
Wm. H. Howard

Universal Fixture Corporation

133 WEST 23rd STREET
NEW YORK CITY

TO CLOSE OUT RETAIL BUSINESS

A. J. Crafts Piano Co. to Concentrate on Manufacturing End—Plant to Be Enlarged to Make 4,000 Pianos and 10,000 Phonographs Yearly

RICHMOND, VA., September 6.—Announcement is made by the A. J. Crafts Piano Co. that its plant, at Twentieth and Franklin streets, is being enlarged and that the company will devote its entire energies to the manufacture of musical instruments. The retail branch of the business, which was started here in a small way in 1907, will be discontinued, that all the forces may be concentrated in manufacture.

The capacity of the plant when in full operation will be 4,000 pianos and 10,000 phonographs per year. The product of this concern is being sold by some of the largest dealers in the bigger cities of the country, and is said to be giving perfect satisfaction. The products also have made successful entry into the export trade.

A special meeting of the stockholders of the company was held recently at the plant for the celebration of the completion of an addition to the plant. A buffet luncheon was served.

The officers of the company are as follows: A. J. Crafts, president; J. E. Sorg, first vice-president; T. H. Bower, second vice-president; R. A. Garber, treasurer; F. M. Wilson, secretary. Directors: A. J. Crafts, J. E. Sorg, E. D. Newell (Hampton), W. C. Evans, F. M. Wilson.

HIGHER EXPRESS RATES ON

State Carriers to Receive 12½ Per Cent Increase —Effective September 1

ALBANY, N. Y., September 1.—The 12½ per cent increase in express rates authorized a few days ago by the up-State Public Service Commission went into effect to-day. The new rates affect everything handled by the American Railway Express Co. and other carriers in the State, with the exception of milk and cream and milk products. There is no change in the rates which apply to these commodities.

Rates authorized by the Commission may be suspended and investigated within thirty days on complaint, but after thirty days the Commission has not the right to suspend.

It is expected that the up-State Public Service Commission will be asked within a short time to grant another increase in express rates to cover the War Labor Board's recent increase in wages granted to express company employes. It could not be ascertained to-day just when this increase will be asked for, but it is expected within a few days.

BIG MUSICAL SEASON FOR DALLAS

Music Industries Association and All Dealers Prepare to Reap Benefits of Biggest Musical Season in History—Noted Artists Will Appear

DALLAS, TEX., Sept. 2.—That the musical season of 1920-21 will be the biggest season in the musical history of Dallas is the opinion of Robert Watkin, secretary of the Dallas Music Industries Association. The preparations the dealers are making for the coming musical year and the fact that many noted concert artists have been engaged for the recitals here this year all point to a most successful season, according to Mr. Watkin.

Many of the dealers here are increasing the display rooms in their stores, and several of them, as the Fall musical season approaches, are moving their stores to "music row" on Elm street, Mr. Watkin said. Several of the large department stores here which sell musical goods are enlarging their musical departments also.

Artists engaged for recitals here this season include some of the most noted on the concert stage at the present time. Among those who will appear are Mary Garden, famous dramatic soprano; Harold Bauer, well-known pianist; Sophie Braslau, Lhevinne, Eddie Brown and Oscar Seagle. In addition to these several choruses and choirs will appear.

IS THE PUBLIC TIRED OF JAZZ?

Recent Statements to That Effect Call Forth Editorial Comment in New York World

Inasmuch as the talking machine is at present used so extensively to provide music for dancing, and as the great majority of records now being sold appear to be dance records, mostly of the jazz type, the following editorial comment in the New York World regarding the present status of jazz should prove interesting both to talking machine record manufacturers and dealers:

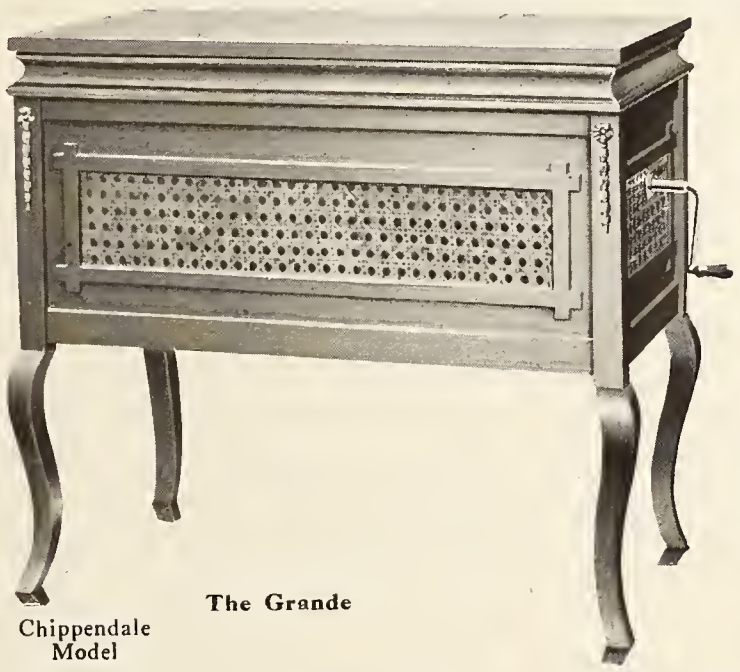
"Is the passion for freak dance music going the way of other popular fads? The statement of a music publisher that 'the public has had too much jazz' is in part corroborated by the testimony of one of the largest dealers in dance records that 'The Blue Danube' has recently been his best seller. Mid-Victorian or old Hapsburg waltz music back in vogue? Broadway is always seeking a new sensation, but for it to exhibit such reactionary tendencies in the matter of dance music is such a surprising symptom as to merit the closest attention.

"It is a symptom which sober-minded persons, deafened by the blare and din of jazz, will observe with satisfaction. If the converse of the publisher's theory that 'better music makes for better dancing' is true, it furnishes an explanation of the orgy of gymnastic gyrations to cacophonous strains which has for some years obsessed the young people of the land and a good many of their youthful elders. Perhaps the worst is over. Perhaps the pendulum is now about to swing the other way. Public evils cure themselves in time, and it may be that even the evil of Bolshevist dance music has had its day.

"Certainly a return to normalcy in dance music will be hailed by some people with a delight they have not known under the infliction of jazz. Strauss and Waldteufel in ballrooms that have latterly resounded to barnyard medleys will involve a drastic change, and it may all be too good to last. But the mere suggestion of a revival of graceful dancing to tuneful music is inspiring."

Dealers who are in a position to judge the public taste still disagree.

Period Consoles



Chippendale Model

The Grande

CHIPPENDALE
ADAM
WILLIAM & MARY

ALL FINISHES

Waxed or polished Golden Oak, Fumed Oak, Jacobean. Red or Brown Mahogany.

Less Than Uprights

A Value Revelation

Never before has anyone attempted a Period Console at LESS THAN THE PRICE OF AN UPRIGHT.

This offer of the GRANDE CONSOLE in Chippendale, Adam and William and Mary Period, in all finishes, is a value-giving revelation.

The Grande plays all makes of disc records without added attachments, but with a tonal distinction expressive of musical mastery.

In nobility of design and character of workmanship as well as in its super standard of equipment, it reveals profit-making possibilities that every live dealer cannot fail to recognize.

At least write for our offer.

Direct from the Factory

By concentrating our entire factory production of the highest efficiency on these Period models, we have attained a remarkably low manufacturing cost.

By eliminating all middlemen, and selling direct to the dealer, we have cut the selling cost to the bone.

That's why these Consoles are less than Uprights of equal quality standard.

Surely this offer at least commands your investigation.

Write For Offer

Today

The present very active demand for Period Consoles will multiply many fold, when this sensational price announcement on the GRANDE is heralded.

Prepare for your share in this Phonograph Profit stimulus.

Write to-day for illustrations, prices and full details.

Don't put this to one side. YOU WILL FORGET.

GRANDE PHONOGRAPH CO., 25 W. Lake St., Chicago

VICTOR LINE FOR BALDWIN CO.'S CINCINNATI STORE

Important Connection Just Announced—Deal Put Through by the Ohio Talking Machine Co.—Looseness in Sales Methods Decried—Bumper Crops Help Trade—Increasing Aeolian Demand

CINCINNATI, O., September 8.—Formal announcement was made to-day by the Baldwin Co. that it had selected the complete Victor line for its new talking machine department in connection with the Cincinnati store. This statement, in itself, is about the biggest item in the talking machine field in the Middle West this year, mainly because of the competition which existed for months among manufacturers from the moment it became known that the Baldwin Co. had finally decided to carry a talking machine section as a part of the headquarters store on West Fourth street.

It is no stretching of the imagination when it is stated that big and little manufacturers have vied with each other in the hopes of the Baldwin people selecting their particular line. While these negotiations were under way the work of creating a store, suitable for the handling of the new department, adjoining the wareroom on the east, was well under way.

The Ohio Talking Machine Co., distributor of the Victor Co., launched in the Cincinnati district several months ago, walked in and carried off the honor. Indications at this time point to sufficient supplies being furnished the new Victor outlet to enable the store to be in complete operation before the middle of the month is reached. Sherman McLaughlin, a Cincinnati product and now a resident of Covington, who is well versed in the art of selling talking machines, has been placed in charge of the department. He secured his business education in the Wanamaker store in New York City.

The Baldwin store is claimed to be the last word in arrangement and architecture, serious thought being given to the planning of the new department. The finish is of the Adam style of architecture.

Tendency on the part of talking machine dealers in the Middle West to extend the time of payments as an inducement to purchase machines is decried by Cincinnati jobbers and manufacturers, who believe it to be a form of weakness in the selling argument of the merchant.

This condition, which is just become apparent, now that supplies are somewhat more accessible than they were a few months ago, is said to be absolutely unnecessary under existing conditions. Those who have made a study of the situation claim the trade is simply piling up trouble for itself which may become acute later on.

"This condition," one jobber said, "is really an admission of poor salesmanship on the part of the retailer who is offering longer time as an inducement to purchase. Business conditions in the Middle West are satisfactory and there is no walking the streets by unemployed. People are not buying just because they have a chance to buy. To-day they are purchasing because they want the article and the man who extends time payments is simply bringing about trouble all along the line. He will discount his paper as he did in the old way. The manufacturer eventually will feel this situation."

Talking machine men in their travels about the Middle West have been surprised at the prospects for bumper crops. The Fall brought forth numerous rains which helped materially the late corn, much of which was not planted until long after the usual time. On the other hand they learned that people are not buying on as liberal a scale as in the past, but are willing to purchase when they think the price to be fair.

D. S. Stephens, of the wholesale department of the local Aeolian store, reports a fast-increasing demand for the new Vocalion records, both among the local trade and the dealers throughout the territory. There is no doubt but that this demand will continue in greater volume as the holiday season approaches.

Mr. Stephens also announced that a deal has just been closed with A. Steinkamp & Co. of Cincinnati. This firm is planning to handle the Vocalion on a large scale, and will make a high-grade dealer for the Aeolian Co.

Several other large deals are pending throughout the territory, which will doubtless materialize within the next thirty days.

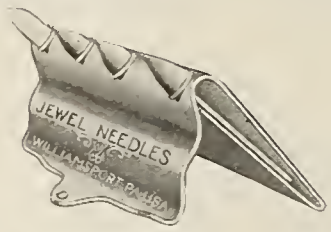
Consumption of Victor machines and records in Cincinnati was a feature of the August business of the Rudolph Wurlitzer Co., according to T. Sigman, manager of the department, who said: "While more people in Cincinnati and vicinity are spending the Summer at the numerous resorts throughout the United States, dealers are selling everything in the way of Victrolas and records they are able to get, although they are not getting everything they could sell if they had it. The demand for Victor goods is still far in excess of the output; this is especially true of records, for on the first of the month, when new records are put on sale, buyers are very much in evidence and continue so until the records are practically sold out a few days later. This quickly depletes stock, which naturally piles up a relatively enormous volume of unfilled orders. While August business shows a considerable increase over the same month last year, shipments of Victrolas and records from the factory were not as large as in May, June and July of 1920."

A. H. Bates, vice-president of the Ohio Talking Machine Co., believes in a policy of making his trade visitors real rooters for the Reds. When opportunities present themselves visitors are treated to an afternoon of baseball at Redland. W. A. Frank, manager of J. Bacon & Son, was in town last Friday. He, however, saw the champions bite the dust. Mr. Bates, in describing conditions, stated that the lifting of the embargo on music instruments in the East would have a beneficial effect in the Middle West shortly, so far as supplies are concerned.

An art case Crystola may shortly make its appearance on the market. The Cincinnati house has been getting numerous requests along this line and Manager Thomas to-day stated that he was endeavoring to select a design which would answer the requirements of his trade. The Union Brokerage Co., High Point, N. C., has been appointed a distributor for the firm.

E. M. Abbott's new talking machine and music roll store on Walnut street, just south of Sixth street, but two weeks old, is running as smoothly as though it had been in operation for months.

Ready for Delivery



No. 3 Holder for Jewel Points

As necessary on the completely equipped phonograph as the Needle Cups. Send 10 cents for sample and price in quantity

Eastern Sales & Export Office
Williamsport, Penna., U. S. A.

SOLE DISTRIBUTORS

Universal Master Motors
Universal Tone Arms
Universal Auto Stops
Villinger Auto Lid Supports
Modifier Rods, Grille
Hinges, Needle Cups, White
Ceylon Sapphire Points
High Grade Gold Plating

Ask for Quotations

LOUISVILLE SUNDAY CONCERTS

LOUISVILLE, KY., September 7.—The second of the Sunday series of concerts given by the Louisville Board of Park Commissioners was held last Sunday at the Gaulbert Memorial House, near Big Rock in Cherokee Park, where the fifth large talking machine for outdoor work has been installed. These Sunday concerts are proving very popular and will be held in all the parks where machines can be placed to advantage.

THE HALL

MOD-I-TONE

TRADE-MARK REGISTERED

Is now being perfected and adapted to all reproducers and will be ready for quantity delivery in 60 days

Manufacturers:—We are now in a position to adapt this device to your machine. Send us your reproducer specifications and we will furnish bids

"Moderates—Does Not Muffle"

The Mod-I-Tone Sales and Mfg. Co. : 307-11 Pennsylvania St., Indianapolis, Ind.

Trade Mark Registration Applied for

The Fibre Needle Is the Ultimate Needle

Find the home where a talking machine has been giving enjoyment over a period of years and you will find a home using B & H Needles.

Experience with records scratched beyond further usefulness, the discard of costly operatic selections, has taught talking machine owners the country over the wisdom of B & H Fibre Reproduction.

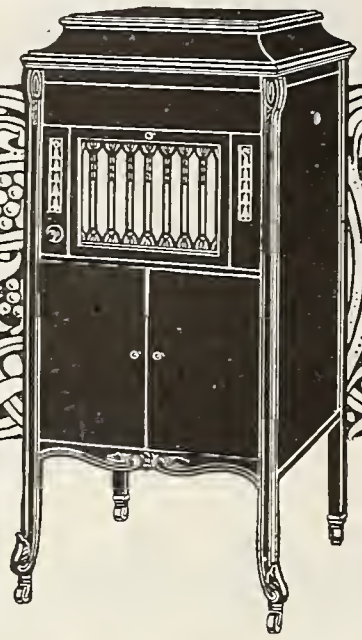
A keener sense of musical values developed through years of enjoyment of the talking machine in the home has made evident to thousands the remarkably sweet, unadulterated tones possible with the B & H Needle, and lifted it to its present position of widespread popularity.

Can a better testimonial to its excellence be found: that it remains the ultimate choice of the dyed-in-the-wool talking machine fan?

B & H Fibre Mfg. Co.

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

The Truth That Embodies All Truth



The AEOLIAN-VOCALION

fulfills the greatest expectations desired in a phonograph. It has a tone, appealing, unassailable, clean, well-rounded, musical and scientifically true. With the GRADUOLA, a feature of the Vocalion, you can put your soul into every record played. You control the tone with personal expression.

The artistic individuality of

VOCALION RECORDS

is established

The superior quality of this record with its attractive shade of dark red has pronounced it the most distinctive record on the market today.

MEL-O-DEE MUSIC ROLLS

Hand played by the world's greatest composers of popular music

Delay May Spell Disappointment
Fall—The Biggest Selling Season—Is Coming

Here is an opportunity to establish yourself as a Vocalion Dealer and cash in on the season's demand. A beautiful illustrated catalog and our dealer's proposition sent upon request. We are centrally located and have facilities to render the maximum service to you and dealers already established.

O. J. DEMOLL & CO.

Wholesale Distributors

Instant Service WASHINGTON, D. C. *Orders sent by return express, freight or mail day received*

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the third of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

SOME ASPECTS OF SOUND RECORDING

3. The Design of a Recording Room

From what has been said before, the reader will understand that if echoes can be eliminated from the room in which recording of sound is going on there will be a great improvement in the musical results. This statement of course applies more especially to the recording of band, orchestra and piano music, since in these cases it is not possible to bring the sound-originating instrument or instruments so close to the recording apparatus as to eliminate the possibility of the sound-waves traveling through a distance between origin and destination sufficiently great to cause the throwing back of the sound from echo-forming angles in the walls, etc.

It will therefore be obvious that the first step must be to eliminate all echo-producing elements from the material or construction of the room. It is plain that when a piano, a band or an orchestra is being used there must be considerable diffusion of the sound-waves before their destination is reached. If therefore the design of the room permits the reflection of sound in shape definite enough to produce echoes the reproduction must be imperfect. Plainly, it is necessary that the closest attention be paid to the size, the shape and the material of which the room is composed.

The Design as to Shape

In the last article I showed that an amplifying horn in a talking machine would always perform its duties better if it were curved in accordance with the laws which govern the focusing of sound-waves. The same is true of a recording room. If, for instance, a room were designed as the section of a cone, with the piano or the instruments of the orchestra lined up along the major axis of the base thereof, the sound-waves would focus at the apex, where would be placed the recording apparatus. Such a section of a cone should, however, be parabolic, and not hyperbolic, since the parabola corresponds with the shape of an issuing sound-wave.

The reader can readily see how a room could be built shaped like two parabolas at right angles to each other, with a closing wall at the back. By placing the instruments from which the sounds are to originate at one end of this and the recording instrument at the others echoes would be eliminated. The results would therefore be all that could be desired.

The Design as to Material

We say that echoes would be eliminated and this is true so far as concerns one particular cause of echoes and the chief cause, namely, the existence of pockets at acute angles. But there remain other considerations to be dealt with. The nature of the material wherewith the room is constructed is of very great importance in this respect. It is advisable to build a room such as we are conceiving from a neutral material. Wood is responsive to the impression of sound waves and possesses so strongly a vibratory period of its own in most cases that when a mass of sound-waves are traversing it and impinging on its walls there is almost certain to be a response from the wood itself. This simply adds to the original sound elements which have no right to intrude and thus tends to spoil the records.

An ideal recording room would be made, no doubt, from some such material as heavy molded glass very smooth on the inside. It would have to be heavy in order to insure its remaining virtually inert. It would also have to be smooth in order to prevent the reflection of sounds from abraded surfaces. Of course such a room would be expensive to build. But when it is considered that a recording room is used for such extremely important purposes it will be realized that the question of cost is really secondary. It is not a matter of how much is spent on it as of how much it does after it has been organized.

Another point is of importance. A great deal of echo arises from the vibration of the underpinning or joists or other supporting structures of a room, which in turn are conveyed to all parts along these members. It would be essential that a room of the sort described should be supported on insulating members of an inert character, so designed as not to respond to vibrations impressed on them from other sources.

All of the above may seem to some to be exaggerated in its emphasis upon the elimination of conditions which tend to produce interference and intrusion of extraneous sounds in the records of music. But in reality nothing has been said which can fairly bear any such interpretation. If we are dealing with large masses of sound produced in such a manner as to require a large air-gap between them and the recording apparatus, it is plain that the utmost care must be taken to extrude all foreign sounds. Such sounds may be, and often are, very slight and feeble individually; but in the aggregate they may and often do have a most unfortunate effect upon the total result.

The Room as Sound Conductor

Again it ought to be remembered that a great deal of misapprehension exists with regard to the function of recording rooms generally. Such rooms should be considered as entirely analogous, in converse direction, to the amplifying horn which conveys sound from the reproducer to the external atmosphere. There has been a general idea that in some sort of way the amplifying horn ought to be analogous to the sound-board of a violin. But no mistake could be greater. The sole function of the horn ought to be to act as a neutral and entirely faithful conveyor of sound. It has no business acting as a resonator or in any way contributing anything to the sound-complex. Its sole duty is to permit the wave which issues from the reproducer to issue to the atmosphere along a channel whose shape is especially devised to correspond with the natural tendency of the wave in its travel, without in any way deflecting, changing or altering its original shape save in respect of dimensions. The amplifying horn, in fact, should be a conductor and nothing else. The more perfectly neutral it is in this character the better it will be for all purposes.

Now precisely analogous to this, though conversely, is the case of the recording room. This is intended to convey from a relatively large source of sound to a relatively small receiver the sound waves which originate at that source; and to do this, so far as possible, without any sort of distortion. That means therefore that similar precautions must be taken. The room must be properly shaped. It must be built of neutral material, and must be carefully guarded from outside interference.

It will be asked whether these considerations apply equally to rooms for recording all kinds of music. It may be said in reply that a great deal of research remains to be done in this respect. Probably, nay certainly, it would be best to design rooms specially for band, for orchestra, large or small, for piano and for other instruments. But enough has been said to demonstrate that the application of scientific method to the matters at issue cannot fail to improve vastly the whole art of recording sound for commercial purposes.

VOCALION ARTISTS AT FESTIVAL

Rosa Raisa and Giacomo Rimini, prominent Vocalion record artists, are listed among the musicians who will be prominently featured at the Maine Musical Festival, to be held in Portland on October 4. The same artists will appear in Bangor at a special concert on October 2.

The Cabinet & Accessories Co., Inc.

145 East 34th Street, New York City

OTTO GOLDSMITH, President

Bubble Books

Record Albums, Record Envelopes, Stock Envelopes, Supplement Envelopes, Motrolas, Attachments, Phonograph Lights, Oils and Polishes, Motors and Tone Arms.

Cirolas

Converto Cabinets, Music Roll Cabinets, Sectional Cabinets, Needles, Record Cleaners, Moving Covers, Name Plates, Stewart Phonographs, Badger Cabinets for Victrolas.

The C & A Special

This cabinet for the Victrola IX, with molding, hinged so machine can easily slide in, casters, lock and key, shelves interior, nickel plated trimmings, in all finishes, top, 18¼" x 21⅞", height, 33" and 34".

WRITE FOR CATALOGUE

The ALL FROM ONE SOURCE HOUSE Will Supply You With Everything For Your Fall Trade.

GOVERNOR COX USES MAGNAVOX

Democratic Candidate Is Aided in Delivering Speech at Police Games by Sound Amplifying Device—Voice Carried 600 Feet Easily

Governor Cox, of Ohio, Democratic nominee for President, recently addressed 150,000 people at the Gravesend Race Track, Brooklyn, N. Y., where the police games were held. That his voice might be carried to all parts of the throng a Magnavox telemegaphone was installed and this instrument gave splendid service and satisfaction.

The Magnavox, which is manufactured by the Magnavox Co., Oakland, Cal., is now being merchandised by Sonora jobbers in leading sections of the country, who are introducing it to the trade as one of the most important inventions that has been offered to the industry in many years. It has unlimited uses for the talking machine dealer and intensive sales and publicity campaigns are now under way.

The New York Times carried an interesting article advising the public of the installation of the Magnavox at the police field games. This article reads as follows:

"To enable Governor Cox's voice to carry his speech to the ears of all in the great outdoor audience that is expected to greet him at the police games on the Gravesend Race Track, Brooklyn, a combination of telemegaphones known as the 'Magnavox' has been installed in the speaker's stand, similar to the installation used by President Wilson in September, 1919, when he discussed the League of Nations to an outdoor throng of 45,000 persons at San Diego, Cal. It is predicted that Governor Cox will have a record crowd, estimated at 150,000 persons, and easily the largest number ever assembled to hear a public speaker.

"The sound-amplifier was tested yesterday by members of the police games committee and was found to work satisfactorily. Groups of listeners were placed at varied intervals in the field, stands and on the track, about 600 feet each from the transmitter, and all heard distinctly the voices of the speakers, who talked in ordinary tones. Michael R. Brennan, superintendent of telegraph of the Police Department, who supervised the installation, said:

"'Spectators to a distance of at least 600 feet, or about three short city blocks, from the reviewing stand where Governor Cox will speak should hear him clearly, according to the tests we made to-day.'

"The Democratic Presidential candidate has spoken with the telemegaphone to smaller crowds and he is now expert at it, and with his usual clear enunciation his words ought to reach the crowd at all points, no matter how big it may be.

"At the place on the stand where the Governor will deliver his address an open-work booth, waist high, with a railing on the top, has been erected to define the limits in which he may move so that his voice may be caught at all times by the sensitive telephone transmitter just above his head and carried by it to five telemegaphones on top of supports extending from the booth. These loud-speaking telephones resemble somewhat the ordinary hand-megaphones. They will amplify his voice by transmission in five different directions and over a wide radius.

"A standing reading desk, like a skeleton pulpit, will be provided for the Governor within the railed enclosure, on which he may place his notes or manuscript. This stand is near the rail of the old race track, with the big grandstand to the rear, and is so arranged that it will be as near the center as possible of the vast throng of seated and standing spectators."

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

CALLING CARDS FOR SONORA MEN

Dealers and Salesmen Supplied With Handsome Trade-marked Cards

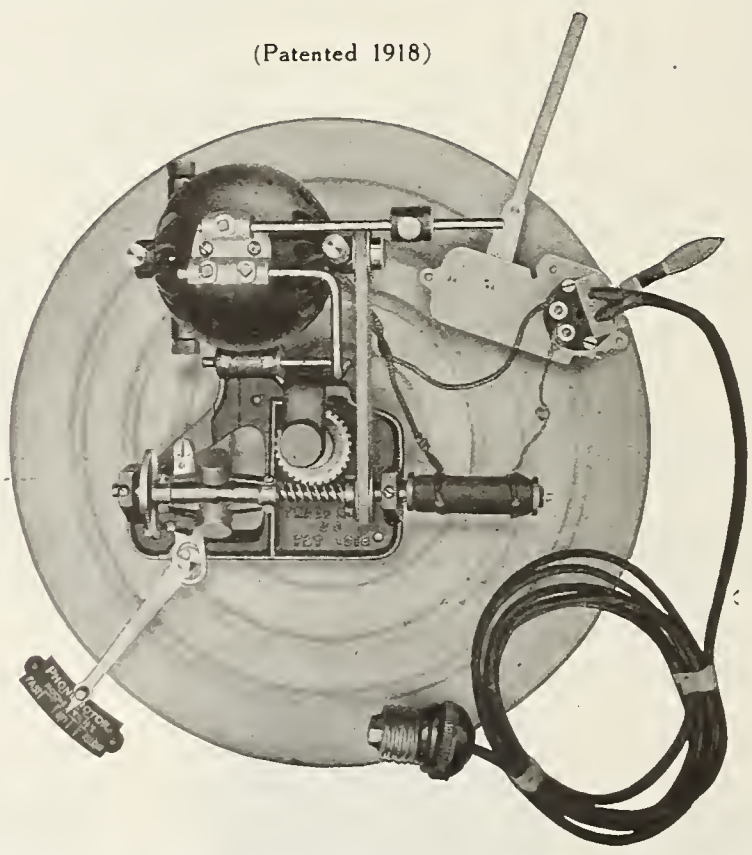
The Sonora advertising department has prepared for the use of its dealers and their salesmen very attractive calling cards, measuring three and thirteen-sixteenths inches by two and five-sixteenths inches. The new cards are of white kid finish, which gives an extremely rich and dignified effect. On the back of the card there appears a very fine engraving of the Sonora Saginaw factory which gives some idea of the magnitude of this plant.

On the face of this new card there will appear the Sonora trade-mark in the upper right-hand corner, and there is plenty of room for the dealer's name and address. These cards, which are exceptionally effective, are somewhat similar to the last calling cards furnished by the Sonora advertising department.

The
PHONOMOTOR
Trade Mark Registered U. S. Pat. Office

The first and most perfect electrical equipment for the
Phonograph

(Patented 1918)



INTERCHANGEABLE—STANDARD—SIMPLE—UNIVERSAL
110-20 A. C. or D. C.: also adapted for 220 V.
Silent Absolutely—Regulation Perfect—Everlasting—Guaranteed
Patented in United States and Canada

Discard your old Spring Motor. Have our representative install a Phonomotor in *your* Phonograph

AUTOMATIC STOPS supplied on all Phonomotors and Spring Motors, an approved, reliable stop.

Write for Quantity Prices NOW

G. CLAY COX - - 73 State Street, Rochester, N. Y.

BRUNO

YOU WILL AGREE—

LUCK never was a factor with any manufacturer in attaining the "goal of perfection." The manufacturer who continually produces the best, accomplishes his highest ambition, and, in so doing, he meets and satisfies the tastes and desires of discriminating people.

The position of supremacy in a great industry can be attributed only to an equitable policy; to years of honest and intelligent work aided by the expenditure of vast sums of money. Any manufacturer who demonstrates this spirit of enthusiasm and farsightedness is justly entitled to one hundred per cent loyalty and effort from the dealers he serves.

In giving the Victor Talking Machine Company our wholehearted support, we have the foregoing in mind, and, further, we do so with the knowledge that the Victor product, representing the highest degree of perfection known to the talking machine industry, reigns supreme.

We, in our service to Victor dealers, cannot claim perfection, but our goal is in that direction. Having a perfect product, we aspire to a perfect service.

C. BRUNO & SON

Incorporated

351-353 Fourth Avenue New York

Victor Distributors to the Dealer Only

Widdicomb
PHONOGRAPH
The Aristocrat *of* Phonographs

DEALERS everywhere recognize the superior value of the Widdicomb franchise.

This is due not only to the art and style that identifies the Widdicomb Period Models, but also to the rare faultlessness with which the Widdicomb plays all music.

The full, clear, distinct notes of the Widdicomb are produced through the Widdicomb Mel-o-tone Amplifier—an exclusive feature. Music lovers tell us that the tone supremacy of the Widdicomb is unquestioned. And it plays all records.

THE WIDDICOMB FURNITURE CO.
Established 1865
America's Finest Furniture Designers
GRAND RAPIDS :: MICHIGAN

A SALES POINT WORTH CONSIDERING

Abram Davega, of the Knickerbocker Co., Says Tungs-Tone Needles Should Be Used for Demonstration Purposes—Will Help Sales

Abram Davega, of the Knickerbocker Talking Machine Co., metropolitan wholesaler, is an ardent enthusiast anent the sales possibilities of the Victor Tungs-Tone needle. It is Mr. Davega's opinion even though the sales of these semi-permanent needles are large that they may be made still larger with specialization in the sales of this needle on the part of the dealer. Mr. Davega has made a careful study of the matter and gives the following as his experience:

"After visiting most of the retail Victor stores in New York City, I found that steel needles seemed to be used exclusively in the record demonstration booths. Upon asking a number of dealers why they did not demonstrate records with the Victor Tungs-Tone needles, they stated that they were afraid of the customers spoiling the records by allowing the needle to drop down too heavily upon the record, thereby spoiling the stylus and in turn spoiling the record. Any retailer who expects to put anything across in a big way must first have absolute confidence in the product he sells and then must convey his confidence to the customer by actually demonstrating records with Tungs-Tone needles. A neat card should be hung in the demonstration booth advising the customer that the record-demonstrating machine is equipped with the new improved Tungs-Tone needle which will play up to 300 records without changing (providing they are used properly) and that the sales person will be only too glad to show the customer how to use them. While the profits are not very large on account of the price of the needles, the reward will be found in increased business as the customer must come back later to the Victor shop to buy this exclusive Victor product."

WOMAN JURY GIVES QUICK VERDICT

Indiana's First Female Jury Makes Quick Work of First Talking Machine Case

INDIANAPOLIS, IND., September 7.—Women can make up their minds quickly as well as change them, as is shown by the fact that the first jury of women ever assembled in Indiana took just five minutes to bring a verdict in favor of the plaintiff in a suit growing out of a dispute over the ownership of a talking machine. The whole case was put through quickly, the evidence was heard and the jury retired and returned with their verdict almost before the court had settled back to wait.

INCORPORATED

The Boston Phonograph Corp. has been organized in Wilmington, Del., with a capital of $250,000. The purpose of the new organization is to manufacture talking machines and records.

GIVES FREE CONCERT IN POTTSTOWN

Lamb's Music House Entertains Two Thousand Customers and Friends by Complimentary Concert and Dance Held at Sanatoga Park

In the interests of advertising Victor talking machines and Victor records William F. Lamb, proprietor of Lamb's Music House and also head of Lamb's Concert Orchestra, Pottstown, Pa., recently gave a complimentary concert and dance at Sanatoga Park in that city. At 8.15 in the evening the orchestra gave a short program of popular selections, and this was followed by two hours of dancing. Tickets and programs for the event were distributed to customers of the music store and in this way an audience of over two thousand people was obtained. The program itself was devoted to the advantages of a Victor Victrola and Victor records and the point was made that all the selections heard during the evening could be obtained at Lamb's Music House on records, player rolls and in sheet music. As the concert was held on August 30, Mr. Lamb seized the opportunity of announcing on the back of the program the list of September records.

FAVORITE MFG. CO. GROWING

Brooklyn House Appointed Representative for Hohner Line of Harmonicas and Accordions

The Favorite Mfg. Co., 1506 DeKalb avenue, Brooklyn, N. Y., which for the past few years has specialized in repair parts for talking machines, particularly main springs, recently announced that it had enlarged its activities and had been appointed representative for the Hohner line of harmonicas and accordions.

Carl Kronenberger, president of the above firm, previous to his entry into the talking machine field, had many years' experience in the musical merchandise line. He was connected at different times with several of the largest distributors of small goods and he is well qualified to take up this new work.

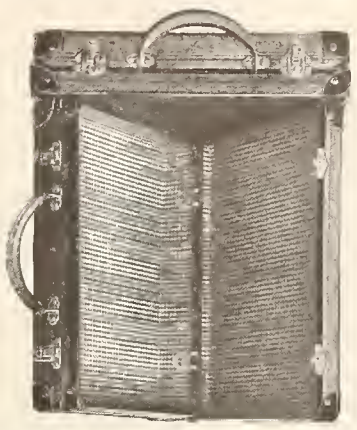
NEW STORE IN GULFPORT, MISS.

A. D. Abrahamson, Well-known Talking Machine Man of New Orleans, Enters Field on Own Account—Handling the Columbia

NEW ORLEANS, LA., September 3.—A. D. Abrahamson, formerly of the New Orleans branch of the Columbia Graphophone Co., has opened a retail Grafonola shop in Gulfport, Miss. Mr. Abrahamson had been with the New Orleans branch the last eight years. He knows the talking machine business thoroughly and is well adapted to managing a retail establishment.

Mr. Abrahamson is beginning the retail business modestly but well equipped. He is having hearing rooms built and making several important changes in the store he has entered, the Gulfport Music Store. He will handle Columbia products exclusively.

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brassed-nickeled catches and loops, metal covered handle.

Record size .... 3 x 12½ x 12½", No. 204
Sheet Music Size 3 x 11 x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.

Mass. & Davidson Sts. Indianapolis, Indiana

Manufacturers of all kinds of Musical Instrument Cases and Covers

GOOD WISHES FOR H. E. GARDINER

Gifts for Columbia New Haven Manager Who Goes to Detroit—Other Brieflets

NEW HAVEN, CONN., September 7.—H. E. Gardiner, who has been manager of the New Haven branch of the Columbia Graphophone Co. for the past year, has been promoted to the important post as manager of the company's Detroit branch. H. C. Cooley, who has been assistant manager at New Haven, has also been promoted and is now assistant manager at Cleveland. Handsome gifts were presented to these executives by the employes of the New Haven branch, who extended their congratulations and their heartiest good wishes for their future success.

H. B. Haring, formerly a member of the Columbia Co.'s Baltimore branch, succeeds Mr. Gardiner as manager in this city, and F. R. Smith, of Boston, Mass., is assistant manager.

J. F. Egan, of New York City, recently joined the New Haven branch as a member of the sales staff, covering Hartford territory in place of W. C. Sage, who has resigned.

Frederick Webster, of the accounting department, Frederick C. Collins, Dealer Service manager, and Miss Edith Frisk, secretary to the assistant manager, returned recently from enjoyable vacations.

Visitors at the New Haven branch during the past week have been Messrs. Bridrib and Blair, Waterbury, Conn.; N. Billey, So. Norwalk; Julius Koss, Waterbury; M. Quadretti, Shelton, and S. Finkelstein, Bridgeport.

New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction

For sale through jobbers and dealers.

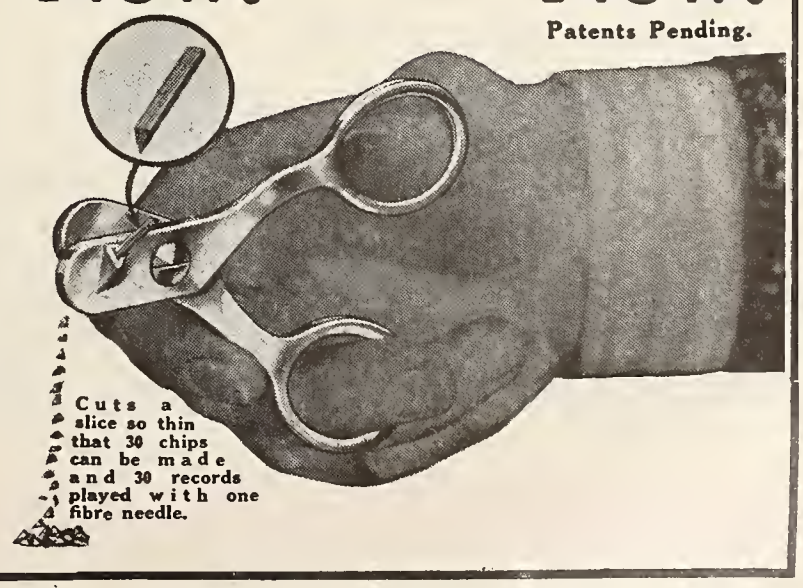
Retail Price $1.50

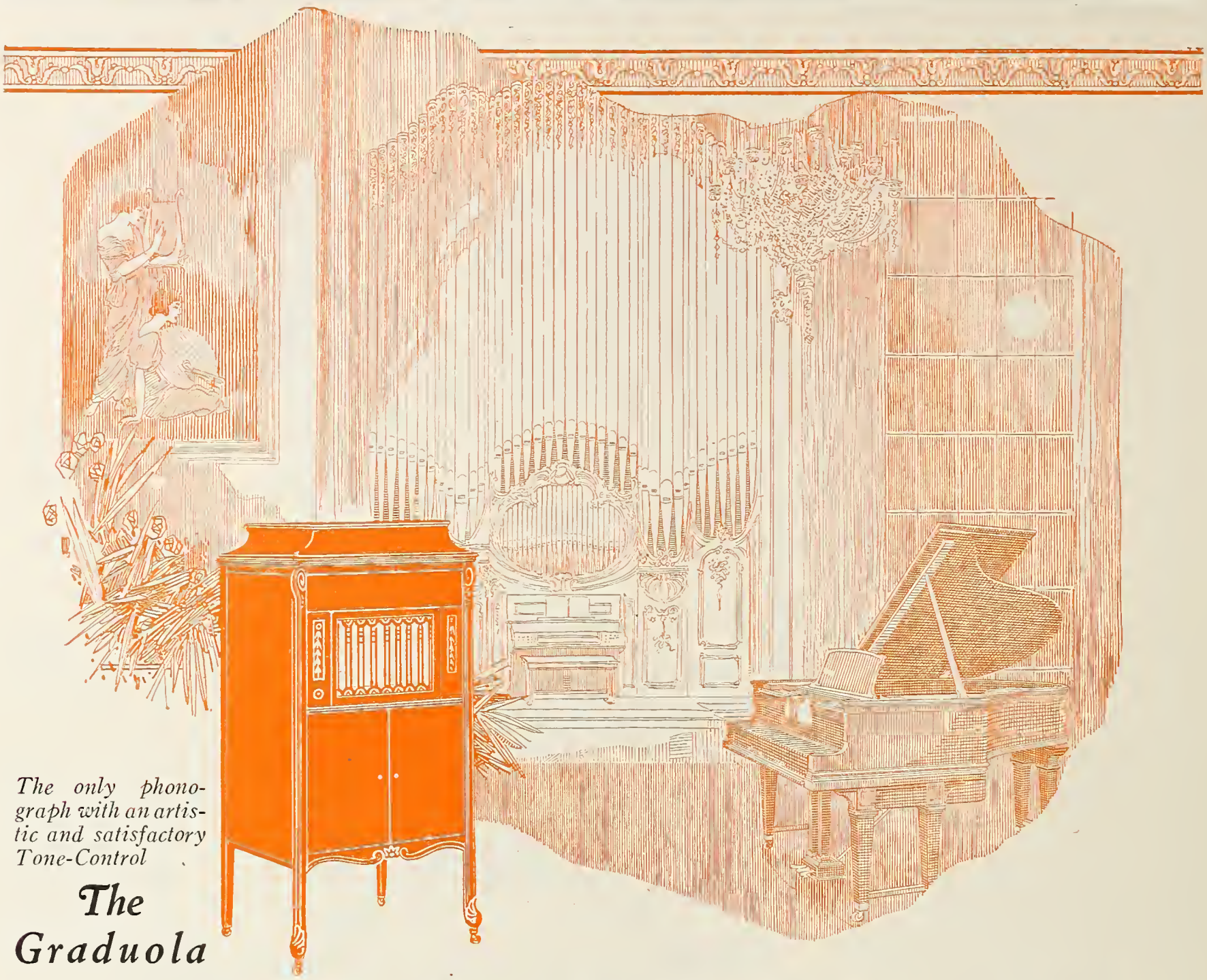
Manufactured by

W. H. WADE 14 N. Michigan Avenue CHICAGO

New! New!

Patents Pending.





The only phonograph with an artistic and satisfactory Tone-Control

The Graduola

The AEOLIAN-VOCALION

"The Phonograph of Musical Supremacy"

Made by the World's Foremost Musical Instrument Manufacturers

WHEN the Aeolian Company designed its phonograph—the Aeolian-Vocalion—the standard striven for was that set by other Aeolian instruments—*not* by *other phonographs.*

The Vocalion's Tonal Superiority

The manufacture of a musically acceptable phonograph is a far more serious undertaking than is commonly understood. Here is an instrument called on to reproduce the tones of all instruments—strings, wood-wind and brasses—as well as the human voice. The problems of the violin maker, the flute maker, the horn maker, are relatively simple in comparison.

The Aeolian Company's years of experience in the study of musical tone and its production made the problems of its *reproduction* far less difficult.

This is the secret of the Aeolian-Vocalion's tonal superiority.

Its *artistic* supremacy as an instrument of true musical expression is based on its exclusive possession of the only practical means of tone-control yet devised; namely, the Graduola.

The Aeolian-Vocalion is the only phonograph possessing the Graduola. It is therefore the *only complete phonograph*. If the first phonographs made had been equipped with the Graduola, it would be practically impossible today to sell one without it.

It was not until The Aeolian Company came into possession of the patents on the Graduola that it was willing to put a phonograph upon the market.

A True Musical Instrument

With the Graduola, the Aeolian-Vocalion may be played as though it were the actual instrument whose tones it is reproducing. Wonderful effects of expression may be introduced by tone-shading Old records are revivified and new records played with subtle variations that prevent their becoming old.

The element of personality, of spontaneous and varying expression introduced by the Graduola into the playing of the Vocalion, lifts that instrument above the rank of ordinary phonographs and talking machines and gives it a distinction and value shared by no other similar instrument.

A Valuable Asset to Any Dealer

Progressive dealers everywhere are adding the Aeolian-Vocalion to their lines. They thereby reap the benefits from a product that is profitable to handle and adds greatly to the prestige of their establishment.

Vocalion Records

The new lateral cut Vocalion Records are the finest achievement in the art of recording. Their supreme quality is apparent on any standard phonograph.

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

DISTRIBUTORS

THE AEOLIAN COMPANY, Toronto, Canada

THE AEOLIAN COMPANY

CHICAGO CINCINNATI ST. LOUIS SAN FRANCISCO

THE VOCALION COMPANY - Boston, Massachusetts
CONSOLIDATED MUSIC COMPANY Salt Lake City, Utah
B. DREHER'S SONS COMPANY Cleveland, Ohio
EMERALD COMPANY - - - Birmingham, Alabama
GUEST PIANO COMPANY - - Burlington, Iowa
D. H. HOLMES COMPANY, LTD. New Orleans, La.
O. J. DEMOLL AND COMPANY Washington, D. C.
STONE PIANO CO., Fargo, N. D. and Minneapolis, Minn.
R. W. TYLER COMPANY Wheeling, W. Virginia
D. L. WHITTLE MUSIC CO. - - - Dallas, Texas

The Real Triumph in Talking Machine Needles is

THE Superb Stylus Semi-permanent

The repeat orders on these needles establish the fact, without a semblance of a doubt, that it is *THE TALKING MACHINE NEEDLE SUPERB.*

Just so much as friction can be eliminated between a stationary and moving object (as a needle over a record) has been accomplished in The Superb Stylus.

THE SUPERB STYLUS does not exaggerate in volume the work of the artist in reproducing the record, via loud, scratching, hissing tones but it does reproduce more truly, as the artist originally intended.

Notwithstanding the fact that THE SUPERB STYLUS is not what we term a loud needle, in the common meaning of the word, yet the carrying tones are greater than in the loud, harsh, steel needle.

In other words we have exactly what the music loving public has been clamoring for, a needle that will produce music in all its sweetness, and without constant changing.

THE SUPERB STYLUS comes four on a card, each card in a glassiene envelope, sealed with a gold seal and packed 125 cards in a neat display box, hence the same class is put into the package as has been put in the needle, both meaning a great deal to the customer from the standpoint of a good impression and secondly to the dealer in having such a put-up in a box that requires no salesman—the box sells the needles.

Place your orders now for your Fall requirements, for this needle surely is a WINNER.

PLAYS ALL RECORDS

SAVES ALL RECORDS

Retails for 25c per card

Mellowtone Needle Company

Sole Manufacturers

Ansonia Connecticut

LAMBERT FRIEDL GUEST OF HONOR AT NOTABLE DINNER

Columbia Dealers Entertain Recently Retired Manager of Columbia New York Branch at Dinner Given at Sheepshead Bay—Presented With Magnificent Silver Service

One of the most interesting events held in the local trade in recent years took place Monday evening, August 30, at Villepigue's New Inn, Sheepshead Bay, L. I., where Lambert Friedl, who recently resigned as manager of the New York branch of the Columbia Graphophone Co., was the guest of honor at a dinner given by a committee of Columbia dealers.

The plans for the dinner were carried out in the very short space of eight days, and the success of the event was a distinctive tribute to the committee of arrangements, the chairman of which was Irwin Kurtz, the well-known Columbia dealer. The purpose of this dinner was well set forth in a letter sent to the trade by Mr. Kurtz, which read in part as follows: "It has been determined by a committee of Columbia dealers to give Lambert Friedl, who, on September 1, severs his connection with the Columbia Graphophone Co., a testimonial dinner in appreciation of the services that he has rendered to the trade as a whole in endeavoring

Silver Service Presented to Mr. Friedl

to elevate the tone of the trade during his connection with the company, and also in appreciation of the kindliness and good fellowship which we have enjoyed with him for the past three years."

Notwithstanding the limited time available for the mailing of details, tickets, etc., over 200 members of the trade accepted the invitation of the committee and were present at the dinner—the attendance emphasizing the tremendous popularity attained by Mr. Friedl in New York during the three years that he was manager of the Columbia branch.

Special buses, together with numerous private cars, conveyed the guests to Sheepshead Bay, where an appetizing shore dinner was served. Mr. Kurtz presided and in the capacity of toastmaster introduced the speakers in breezy phrasing that added to the enjoyment of the visitors.

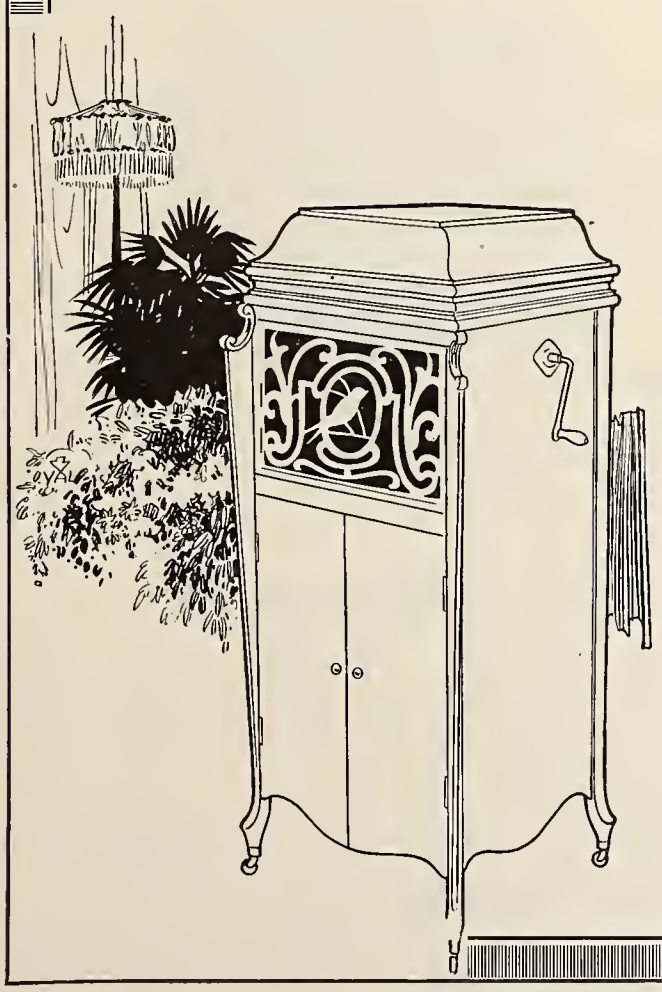
Snapshot of Attendants at Dinner Given in Honor of Mr. Friedl

The first speaker of the evening was Frank K. Pennington, assistant general sales manager of the Columbia Co., who gave one of his usual interesting addresses, in the course of which he paid a tribute to the loyalty and signal ability shown by Mr. Friedl during his seven years' association with the Columbia Co. In behalf of the executive officers Mr. Pennington expressed his keen regret at Mr. Friedl's resignation and extended his hearty good wishes for his future success.

Prior to introducing Mr. Pennington, Mr. Kurtz read a letter received from Geo. W. Hopkins, general sales manager of the Columbia Co., expressing his regret at his inability to be present, owing to the fact that he was obliged to leave town on an urgent personal matter. Mr. Hopkins' letter emphasized the splendid service which Mr. Friedl had rendered the com-

(*Continued on page* 168)

The Blue Bird



THOSE Dealers who are already handling the *Blue Bird* find it the easiest Phonograph to sell.

Its design is exceptionally artistic and it is finished like the highest grade piano.

It *sells on sight.*

It possesses *the tone that thrills.*

The cabinet construction, with ¾" panels, is exceptional.

Reproducer, Tone-arm and Motor are made by the highest experts. All parts are standard.

And

Discounts to Dealers represent a substantial, attractive profit.

You should write to-day for Catalogues and discounts and for the name of your nearest jobber.

We have a few territories open for jobbers.

BLUE BIRD TALKING MACHINE CO.
LOS ANGELES, CALIFORNIA

LAMBERT FRIEDL GUEST AT DINNER

(*Continued from page 167*)

pany as manager of the New York branch, and commented upon the hearty co-operation that he had given the sales department in his important post.

Jos. H. Mayers, in behalf of the Columbia dealers, gave the guests an intimate idea of the assistance and service which Mr. Friedl had extended to them during the past three years. As a successful Columbia dealer Mr. Mayers was well qualified to discuss this phase of Mr. Friedl's activities, and his address was enthusiastically received.

One of the surprises of the evening was an eloquent address by Dr. Tallish, who represented Mr. Friedl's neighbors in Yonkers, N. Y. Three tables were filled with prominent residents of Yonkers, where Mr. Friedl resides, who attended the dinner in order to show their admiration and esteem for their neighbor. Representing these Yonkers friends, Dr. Tallish, at the conclusion of his address, presented Mr. Friedl with a handsome silver-headed cane.

Albert Leon, of Perth Amboy, N. J., one of the leading Columbia dealers in that city, scored one of the "hits" of the dinner with an address that constituted a remarkable tribute to Mr. Friedl's personal qualities.

Arthur Freeman, president of Einson Litho, Inc., and general manager of the Affiliated Retail Stores, referred briefly to Mr. Friedl's steady advance in the business world, and also mentioned the admiration and respect in which he is held by all his personal and business friends. Mr. Freeman, who is a prominent factor in the sales and advertising field, has been one of Mr. Friedl's closest friends for many years past.

H. E. Speare, manager of Widener's Columbia Shop, New York City, was called upon by Mr. Kurtz during the course of the dinner, and at the conclusion of his address a magnificent silver service was placed on the table before Mr. Friedl. Mr. Speare thereupon presented Mr. Friedl with this service, which represented a testimonial from all of the Columbia dealers in the metropolitan territory. The service is shown on page 167, although the photograph naturally does not do justice to its rare beauty and splendor.

In acknowledging this testimonial, Mr. Friedl thanked the Columbia dealers in the metropolitan territory for this unexpected gift, and in the course of his address expressed his sincere appreciation of the courtesies and co-operation which had been offered him by the dealers during the past three years. He traced briefly his work with the Columbia Co., and emphasized particularly the unusual conditions incidental to the New York market. Mr. Friedl voiced the hope that he would continue in the local field in order to enhance the friendship and good fellowship which had been such important factors in his activities during the past three years.

During the banquet telegrams and letters extending good wishes to Mr. Friedl were read by Mr. Kurtz from E. N. Burns, vice-president of the Columbia Graphophone Co.; Max Landay, Landay Bros.; Kenneth Mills, who succeeds Mr. Friedl as manager of the New York branch of the Columbia Co.; C. Wm. Woddrop, vice-president, secretary and treasurer of the Columbia Co.; Louis D. Rosenfield, of the Emerson Phonograph Co.; W. S. McDonough, Kingston, N. Y., and others.

In addition to the Columbia dealers in the metropolitan district there were also present at this dinner representatives of many of the leading talking machine companies, who gladly accepted the invitation of the committee to be present at a testimonial dinner to one of the most popular members of the local trade.

The committee in charge of this banquet was congratulated upon the success of the event, for the program was carried out in every detail. This committee consisted of Irwin Kurtz, chairman; Joseph H. Mayers, H. E. Speare, manager of Widener's Columbia Shop; J. Selig, owner of Piser & Co.; Milton Weil, Krakauer Bros.; Saul Birns and Louis I. Leibowitz, all of New York City; C. Ludwig Bauman, Brooklyn, N. Y., and Albert Leon, Perth Amboy, N. J.

A. L. FORDHAM WITH REMINGTON

Everett H. Holmes, sales manager of the Remington Phonograph Co., announces the appointment of A. L. Fordham as general wholesale representative for this corporation. Mr. Fordham left on his initial trip immediately after September 1.

Mr. Fordham is well known to the trade and has had an extended experience in the phonograph industry.

E. H. Holmes, by the way, has just returned from a short trip and found the dealers very anxious to receive their first shipment of Remington phonographs. He was also able to establish many new exclusive agencies during this trip.

YAZOO RIVER RED GUM

Specials for prompt shipment:

1 carload	1½"	1st and 2nd Qrtd. White Oak.
4 carloads	3"	Common and Better Qrtd. White Oak.
1 carload	4"	Common and Better Qrtd. White Oak.
8 carloads	1"	1st and 2nd Qrtd. Red Oak.
1 carload	1¼"	1st and 2nd Qrtd. Red Oak.
4 carloads	1½"	1st and 2nd Qrtd. Red Oak.
9 carloads	1"	No. 1 Common Qrtd. Red Oak.
4 carloads	1½"	No. 1 Common Qrtd. Red Oak
2 carloads	1¼"	1st and 2nd Qrtd. Red Gum.
4 carloads	2½"	1st and 2nd Qrtd. Red Gum.
2 carloads	3"	1st and 2nd Qrtd. Red Gum.
3 carloads	1¼"	No. 1 Common Qrtd. Red Gum.
7 carloads	2"	No. 1 Common Qrtd. Red Gum.
5 carloads	2½"	No. 1 Common Qrtd. Red Gum.
3 carloads	3"	No. 1 Common Qrtd. Red Gum.
10 carloads	1½"	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

FAVORITE MAIN SPRINGS ARE THE WINNERS

Highest Quality
Best Prices
All Sizes
Immediate Delivery

Favorite Mfg. Co.
Talking Machine Supplies
1506 De Kalb Avenue
Brooklyn, N. Y.

SEND FOR PRICE LIST

FOR QUICK TURNOVERS

BUY CHARMAPHONE PHONOGRAPHS

OUR Leader Model No. 4 will outsell any other machine on your floor.

Its tone, high grade equipment, superb finish, and quality construction are a delight to the eye and ear.

Priced so that you can give your customer remarkable value with regular profit to you.

Progressive dealers should write at once for exclusive territory.

MODEL No. 3
Height 12 inches. Width 18 inches. Depth 20 inches.
Retail Price $45.00

MODEL No. 4
Height 42 inches. Width 18 inches. Depth 23 inches.
Five album shelves. Nickel plated leg sockets and casters
Retail Price $75.00

SUPREME IN TONE, QUALITY, PRICE AND CONSTRUCTION

Write at once for our liberal dealers' proposition and catalogue illustrating our complete line.

CHARMAPHONE COMPANY

39 West 32nd Street, New York City Factory: Pulaski, N. Y.

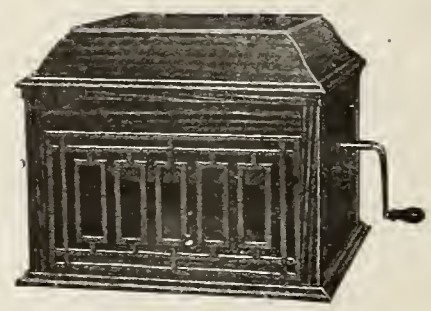
Arietta
Model IV

Arietta
Model III

Arietta
Model II

To Dealers in Virginia, West Virginia, North Carolina and South Carolina—

The ARIETTA



Arietta—Model I

Offers Unusual Advantages in Deliveries and Service!

THE RESPONSE to our announcement of the ARIETTA amply confirms our belief that there is a real need of a high grade Phonograph backed up by *prompt deliveries and efficient service.* With the view of filling this want we are manufacturing the ARIETTA at Richmond, Va., *for Dealers in nearby territory—Virginia, West Virginia, North Carolina and South Carolina.*

Arietta
REG. U.S. PAT. OFF.
Sweetest Tone
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.

PHONOGRAPH

The ARIETTA is a strictly high grade Phonograph that will compare most favorably with the best machines now on the market. The ARIETTA Dealer is prepared to supply every demand for *Quality* and is protected against loss of sales during rush seasons by *prompt deliveries and factory service.* We will not assign new agencies beyond our capacity to supply those already established.

Get Ready Now for the Busy Fall Season!

If you are in our territory, write or wire for particulars. Favorable trade discounts.

Wholesale Distributors of Emerson Records

We are Exclusive Distributors of Emerson Records for Virginia,
West Virginia, North Carolina and South Carolina

ROUNTREE CORPORATION

Manufacturers
RICHMOND, VA.

OUTING OF TALKING MACHINE MEN, INC., A BIG SUCCESS

More Than 300 Members and Their Friends Enjoy Great Time at This Year's Outing, Which Was Held at Beach Hill Inn, Rye Beach, on August 31—Great Program of Sports

The annual outing and games of the members and friends of the Talking Machine Men, Inc., the talking machine dealers' association which comprises in its membership the dealers of New York, New Jersey and Connecticut, was held Tuesday, August 31, at Beach Hill Inn, Rye Beach, N. Y., and was by far the most successful outing that this progressive association has yet held. The weather was ideal, and every detail of the program was carried out with a thorough efficiency that emphasized the efforts of the arrangements committee to make this gathering a memorable one.

Snapshot of Big Crowd That Attended the Outing of the Talking Machine Men, Inc., at Rye Beach

More than 300 members and friends of the organization assembled at Washington Arch at 10 o'clock in the morning and were conveyed by specially chartered buses and private automobiles to Beach Hill Inn, arriving there in time to enjoy a delicious light luncheon.

The Davins—the Winning Team

After luncheon the committee announced that the athletic games would be held on the field adjoining the Inn, the first event on the program calling for a five-inning baseball game between two teams captained by J. J. Davin, of the Reincke-Ellis Co., and Louis Barg, of the Crescent Hill Music Co. The two teams lined up as follows: Davin's Demons: Gershman, left field; Mayers, pitcher; Gold, shortstop; Forsley, center field; Davin, first base; Jacobs, catcher; Miller, third base; Russell, right field; Palmer, second base. Barg's Terrors: Haussler, shortstop and pitcher; Lohr, first base; Coleman, right field; Grew, third base; Sedgwick and Stegner, left field; Rollins, catcher; Halpern, second base; Barg, pitcher; Schoonmaker, center field.

J. J. Davin, Arno Reincke, L. S. Crone

The game started off as if the score would be 95 to 94, for in the first inning the Davins scored six runs while the Bargs crossed the plate eight times. In the second inning both teams played a splendid game, neither side scoring, but in the third inning the bats were active again, with the result that the Davins scored six runs and the Bargs scored four runs, tying the score. In the fourth inning the Davins were shut out, but the Bargs managed to put one run across the plate, bringing the score to 13 to 12 in their favor. In the fifth inning, which was scheduled to be the last inning, the Davins scored three times, but the Bargs in their half of this inning sent two runs across the plate, tying the score and making an extra inning necessary. In the sixth inning Jacobs hit for a single and stole second, advanced to third on Miller's strike-out and scored the winning run on Russell's sacrifice fly. In the last half of the sixth Mayers pitched air-tight ball, and Halpern, Hutchins (batting for Barg) and Schoonmaker went out without hitting the ball out of the infield.

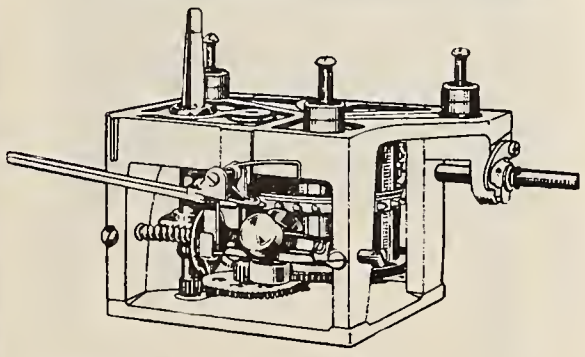
Both teams played splendid ball, the stars for the Davins being Mayers, Gershman, Davin and Gold, while the Bruno "duet" on the Barg team, otherwise known as Haussler and Lohr, accounted for six runs of the team's entire total. Haussler pitched great ball and was the "star" of the game.

The Barg Terrors—the Losing Nine

The 100 yard dash for dealers only was an exciting contest, with Jos. Mayers finishing first, Michael Gibbons second, and C. Dovas third. The 100 yard dash for dealers' clerks and managers was captured by Arthur Helfer,

(*Continued on page* 173)

"FAVOROLA"



CAST IRON FRAME
DOUBLE SPRINGS
ECCENTRIC BEARINGS

THE POPULAR PORTABLE
PHONOGRAPH
MANUFACTURED BY
BON-TON MFG. CO.

211 SO. BROADWAY
ST. LOUIS, MO.

Prices and Terms on Application

TONE ARM: "SUPREMO" UNIVERSAL
PLAYS ALL RECORDS
REPRODUCER: MICA DIAPHRAGM
RUBBER CUSHIONS

LEATHERETTE COVERING
NICKELED TRIMMINGS
12-INCH TURNTABLE

Model 11 Adam
42" x 37" x 24"
Price, $300

Model 0 Sheraton
45" x 19" x 20"
Price, $135

Model 10 Sheraton
42" x 37" x 24"
Price, $235

Model 2 Adam
48" x 22" x 23"
Price, $200

Model 3 Queen Anne
48" x 22" x 23"
Price, $240

L'Artiste
THE ARTIST IN REALITY

THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line *to-day*.

L'Artiste Distributing Co.

Distributors

PHILADELPHIA
Parkway Building

PITTSBURGH
2002 Jenkins Arcade

NEW YORK
841-J Bush Terminal Sales Bldg.

NEW ENGLAND DISTRIBUTORS
C. C. Moir, BOSTON, MASS.

Model 13 Louis XVI
42" x 37" x 24"
Price, $400

Model 1 Adam
46" x 20" x 21"
Price, $160

Model 12 Queen Anne
42" x 37" x 24"
Price, $360

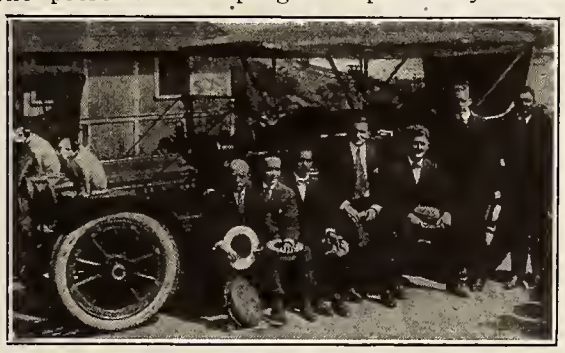
OUTING OF TALKING MACHINE MEN

(*Continued from page* 171)

with Russell second and Mayers third. The fat men's race was won by Chas. Offerman, with Paul Helfer second and M. Friedberg third. Miss Anna Lazarus, daughter of Sol Lazarus, was the winner of the ladies' race, with Miss Ethel Goodman second and Miss Sadie Goodman third. The juniors' potato race was won by "Buddie" Ernst, son of H. C. Ernst, of the New York Talking Machine Co., with Master Mayers second. The special 100 yard race for members of the press was won by Edward Lyman Bill of The Talking Machine World.

"Smiles"—That's All

Subsequent to the games, the guests adjourned to the Inn, where a bounteous shore dinner was served which was thoroughly enjoyed by everyone present. The program specifically stated that no speeches were scheduled, and during the course of the dinner the prizes were awarded to the winners of the athletic games. These prizes were contributed by the following Victor jobbers: American Talking Machine Co., Emanuel Blout, Chas. H. Ditson Co., Inc., New York Talking Machine Co., S. E. Pearsall Co., L. W. Collings Co., Blackman Talking Machine Co., C. Bruno & Son, Inc., Knickerbocker Talking Machine Co., Ormes, Inc., G. T. Williams and Horton-Gallo-Creamer Co. The prize for the winner of the race for the members of the press was donated by the Reincke-Ellis Co.



The Bruno Houseboat—Note the Victor Dogs

After the close of the dinner the Beach Inn jazz orchestra provided plenty of entertainment and music for the dancing devotees. The buses left for New York at 10 o'clock, and a happy and contented crowd gave three cheers for the members of the entertainment committee, which consisted of the following: E. Perkin; chairman; Sol Lazarus, E. G. Brown, Albert Galuchie, M. W. Gibbons, Irwin Kurtz, Max Berlow, Cass B. Riddle and J. J. Davin.

According to the official program the various phases of the day's activities were handled by the following members of the association: For ride to Rye, "Bass Riddle"; for hooch and eats, Gibbons and Leins; for games, Jim Davin and Sol; for bathing, boating and fishing, Sailor Miekle, H. T.; for dancing and entertaining, Bryant, Abelowitz, Schwetz; for a good, old, sincere hand-shake, Johnnie Hunt, Ernie Leins, Smiley Bersin, Josef Bryant, 7-11 Berlow, Pep Hertzel and Surefire Dovas.

Practically all of the Victor jobbers in the metropolitan district, the local wholesale branch of the Columbia Graphophone Co. and the other leading talking machine manufacturers were represented at this outing. There is no doubt but that this delightful reunion enhanced the feeling of good fellowship which exists among all factors of the New York trade.

NEW COLUMBIA DETROIT MANAGER

Sam E. Lind to Resign on October 1 to Enter Another Field—To Be Succeeded by H. E. Gardiner From the New Haven, Conn., Branch

DETROIT, MICH., September 3.—An announcement of extreme interest to the talking machine industry, and especially to the dealers of the State of Michigan, is the resignation of Sam E. Lind as Detroit manager of the wholesale branch of the Columbia Graphophone Co., which will take place on October 1. Mr. Lind will be succeeded by H. E. Gardiner, at present manager of the Columbia wholesale branch in New Haven, Conn. During the nineteen years that Mr. Lind has been with the Columbia he has made a warm spot for himself in the heart of the Columbia officials who have always had great respect and admiration for Mr. Lind and his ability to sell goods. Under his regime the Detroit branch was remarkably well conducted and sales were phenomenal. Mr. Lind started in with the Columbia Co. in the year 1901 as salesman in the retail store. Then he was promoted to manager of the instalment department of the retail store; later he was advanced to manager of the retail store. He showed such splendid results that Mr. Dennison, then manager of the wholesale branch of the Columbia, advanced Mr. Lind to assistant manager with charge of city sales; again Mr. Lind was promoted, this time to sales manager. Four years ago the home office announced his promotion to manager of the Detroit wholesale branch, a position he has held ever since. Mr. Lind is planning to engage in some other line of business, although he has not fully made up his mind, so does not want to make any announcement at this time. The many Columbia dealers throughout Detroit and Michigan will regret exceedingly to hear that he is leaving after all these years, and yet these same dealers will do all they can to cooperate in every way with Mr. Gardiner, the new manager, who, according to latest advices, will arrive some time this month. He will be welcome.

Stewart
Talking Machine Company
JOBBERS
for the
Victor
Talking
Machine
Company
Victor
His Master's Voice
REG. U.S. PAT. OFF.
Indianapolis

VACATIONIZE AT LONG BEACH

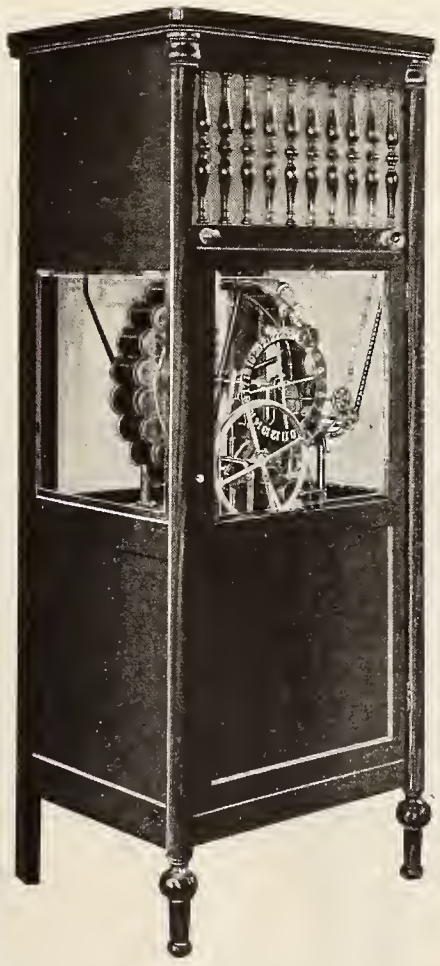
Peter J. Gordon, district manager of the Brunswick-Balke-Collender Co., with headquarters in Detroit, is enjoying his Summer vacation at Long Beach, L. I., in preparation for the big business which he expects this Fall.

INCORPORATED

The Music Shop, Middletown, N. Y., under the direction of the firm of Gunther-Kennedy, Inc., has begun improvements on its store at 59 North street. The entire store will be remodeled and new demonstration booths installed.

The ad that gets under the skin of the reader talks about his business in terms that he can understand.

Coin-Operated Electric Phonograph



The Electric Phonograph Company of Kalamazoo, Michigan, manufacturers of Coin-Operated Automatic Electric Phonographs, are now offering to operators the opportunity to handle their machines. These machines are electrically operated—hold 24 records, anyone of which may be selected, and are highly finished so as to make an attractive and pleasing appearance in any location.

Production in the factory is being increased as rapidly as is consistent with high-grade work. The Electric Phonograph Company is now able to furnish instruments to progressive dealers and operators in the United States.

They earn the nickels—This Coin-Operated Phonograph holds 24 cylinder records. Entirely automatic. Big money makers.

Attractive Proposition to Dealers and Operators

Electric Phonograph Co., Kalamazoo, Mich.

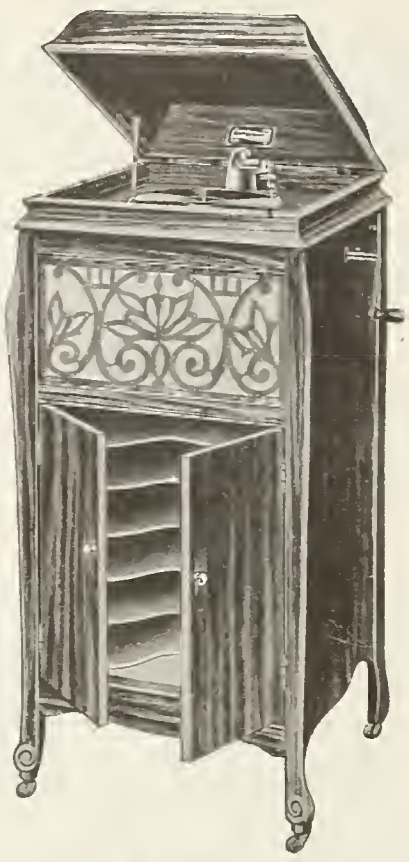
THE PERFECT TONE

OPEROLLO

FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs

Phonographs for Quicker Turnovers



MODEL 115

A selling campaign with Operollos will guarantee dealers complete success.

Distinctive features, solid construction, high-grade equipment and superb finish — ***QUALITY throughout***—have caused the public to choose OPEROLLOS.

Our Leader Model 115 will outsell any other machine on your floor

We consider this machine the most remarkable value ever offered by any manufacturer. Model 115 gives 100 per cent satisfaction, still our ***price is very attractive*** and ***assures dealers of substantial profits.***

Eight exclusively designed Cabinet Machines, retail prices, $110 to $275

A permanently profitable business is assured to every dealer who secures the Operollo Agency in his community.

Not only does he benefit by the sales to customers who would ordinarily buy a machine, but he also partakes of the consumer prestige that Operollo performance has elsewhere commanded through its unusually high quality and tonal value.

MODEL C-250

Operollos are made of only highest grade materials, and the silent Krasco Motor supplies a source of power that is always dependable.

Operollo's popular price has created a demand that 90 per cent of the trade are now supplying—are you one of the dealers?

Write for 1920 Catalogue and attractive Dealers' Discount

Operollo Phonograph Company

54 West Lafayette Blvd.

Detroit, Mich.

When Frank Crumit sings, "Don't Take Away Those Blues" and "Good-bye, Dixie, Good-bye", everyone says good-bye to the blues. Order big. A-2965.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

ACTIVITY FOLLOWS SLIGHT LULL IN MILWAUKEE TRADE

Optimism Prevails Regarding Fall and Winter Outlook—Prices Still Firm—Dealers Stocking Up —Many Cash Sales Made—Talking Machine Trade Complimented—Changes in Jobbing Trade

MILWAUKEE, WIS., September 11.—The spirit of the retail talking machine trade in Milwaukee and generally throughout Wisconsin evidences the most substantial optimism concerning Fall and holiday business. Although there has been a sort of lull in demand for the last thirty days to six weeks, this has been regarded as a natural consequence of the season as well as a reflection of a general tightening of finances. With the arrival of Fall and the return to the cities of thousands who this year went to the lakes and other country places for the hot months, business is again picking up and in such measure that the retail trade looks forward to virtually as good a holiday trade as last year, when all records were shattered.

Expressions of opinion on future business made at the second annual Fall trade conference held by the Wisconsin Association of Music Industries in Milwaukee on September 1, during State Fair Week, were without exception of an encouraging nature. It was stated that, while the supply of instruments has been increasing, the shortage of records still exists and remains a serious problem in contemplating Fall and holiday business. The attitude of retail dealers is that all of the merchandise they can obtain should be ordered now. The transportation question looms up as the most serious problem confronting the industry. There seems to be no possible chance for prices to come down, and it is believed that the trade will be fortunate if it is not going to see higher prices. Under these conditions it is the opinion of leaders in the trade that dealers may well look after stocks and get them on their floors without delay.

The price situation from the manufacturers' standpoint is toward firmness, if not an advance. Lumber has eased off only slightly, and probably temporarily. Metal is no lower. Labor remains high and still presses for further wage advantages. One Milwaukee manufacturer told The World representative the other day that he spent $150 in trying to get two cabinetmakers without success. The advance in freight rates is adding somewhat to the cost of each article, especially the larger instruments.

The energetic efforts which Milwaukee music men have exerted every Fall to influence good holiday trade will be repeated this year along even broader and stronger lines than in the past. This is deemed necessary because sales resistance unquestionably is greater than at any time since 1917, when the enthusiasm of the war brought music to its highest estate, especially from a commercial viewpoint. The Milwaukee Association of Music Industries, the membership of which consists largely of dealers, but also of manufacturers and jobbers, plans to undertake promotional effort through co-operative advertising and the like, about October 1 and carry it forward until Christmas.

Barring an almost negligible effect of curtailment of automobile production upon labor in Milwaukee, a great center of the automotive parts industry, unemployment is practically unknown here. This city excels perhaps any other in the country in diversified industries, consequently a decline in any particular line does not have any general effect. The few men who are idle in the automotive parts industry have been absorbed into other shops. Local manufacturers cannot discern any reason why their patronage should not continue and the feeling is general that industrial conditions will not undergo appreciable change by the end of the year. So far as the agricultural condition of Wisconsin is concerned, crops were never of better quality or larger yield and plenty of money is streaming back to the farm.

A sign that is especially encouraging to the music industry is that the farmer in Wisconsin is "perking up," which means that not only the outward appearance of the farm is being made attractive and up-to-date, but the interior of the farmhouse is being given modern comforts and convenience. Dealers look to the farm for a considerable amount of business in musical instruments this Fall, for the farmer is spending real money for the first time.

At this time of the year, retail stocks generally are fairly heavy, because of buying in anticipation of holiday business. This year stocks are somewhat larger than a year ago, but there is no dealer on record with more than he desires. Local jobbers report that good buying is being done and they look for a wholesome purchasing movement during September and October. While more conservation has been shown so far this year than in 1919, the chances are that before Christmas there will be a virtual rush for goods.

More cash sales of talking machines and phonographs have been made in Milwaukee this year than ever before in history. There are several reasons. The main one is that dealers have tried the plan of asking cash and found it easy to get it. Another is that purchasers are prepared to pay cash and would be surprised if they did not have to pay cash. The fact that bankers have been demanding abnormally high rates of interest has been the chief factor in inducing dealers to get sufficient backbone to ask cash. By the same token, they have held out for larger initial payments on deferred contract sales, and for shorter terms on balances. The public has been willing to accede to the demand.

A high compliment to the talking machine business was paid by many speakers at the recent State trade conference when Frank E. Morton, of Chicago, brought up the subject of "prize package" merchandising by piano dealers. He pointed to the fact that the talking machine dealer does not find it necessary to throw in a couple of dozen records, several packages of needles, brushes, cabinets, etc., etc., in order to complete a sale. And yet no purchaser of a phonograph can make the least possible use of

(*Continued on page* 177)

CABINETS

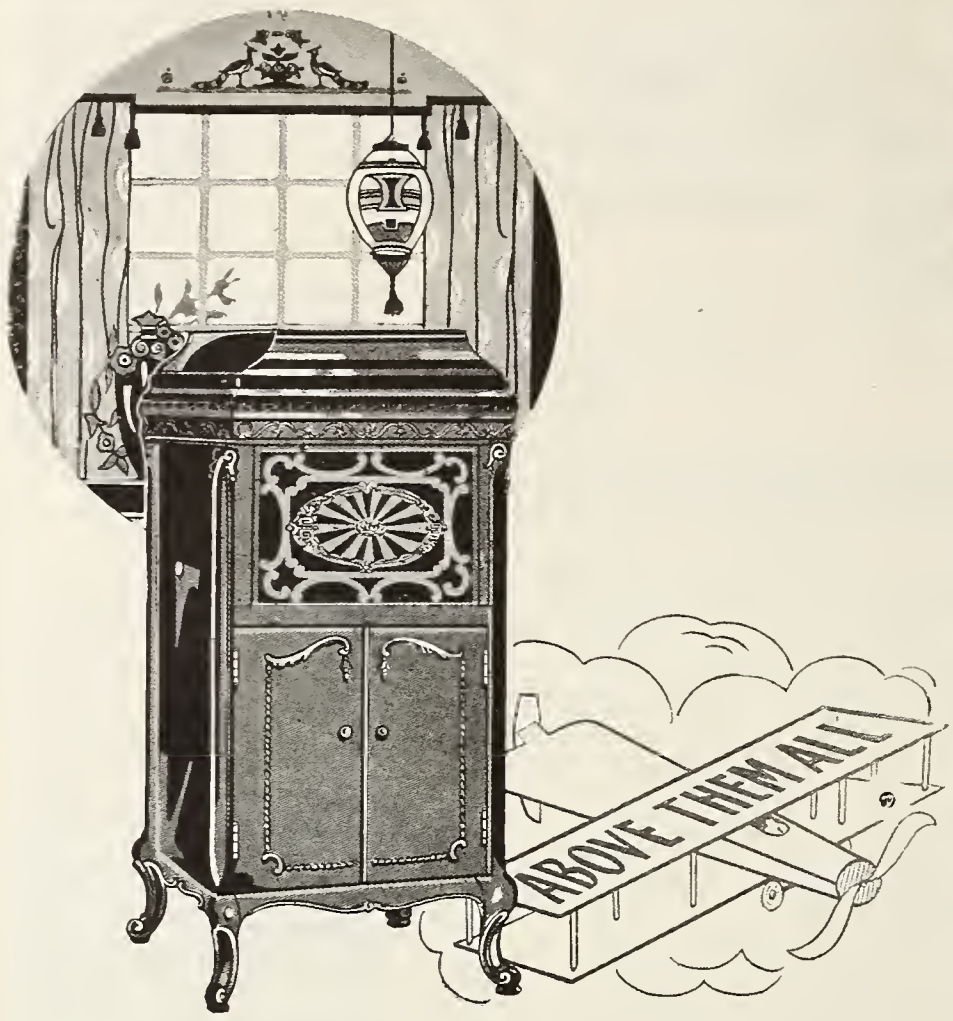
¶ If you are in the market for cabinets that will develop sales for your dealers ***write us today.***

¶ We use only five ply selected woods — Genuine Mahogany—Quartered Oak —American Walnut. The line is complete, comprising eight models.

¶ We are not experimenting with cabinet production, for our factory staff has manufactured fine cabinet work for 25 years,

46 in. high
19½ in. wide
21½ in. deep

The Celina Specialty Company
Celina, Ohio



The EXCEL Talking Machine

will assure you a growing business, for each owner becomes a booster for you.

It embodies all of the latest and best achievements in tone reproduction and will play all makes of disc records perfectly without any attachments.

A PRODUCT OF THE HIGHEST QUALITY

NEW MODELS OF ADVANCED DESIGN
FINEST WORKMANSHIP SUPERB TONE
HIGHEST GRADE EQUIPMENT EXCLUSIVE FEATURES
GUARANTEED DELIVERIES

We want you to know their quality so here is our offer:

We will send one or more models on approval. When they come put them to a test as severe, as critical as you desire. If perfectly satisfactory you are to honor invoice at maturity. If not, just return the machine at our expense. Could any offer be more fair or prove more fully the faith we have in our product?

Write us today and arrange for the agency of the fast selling Excel line.

To Excel dealers we offer an ample supply of records of well-known standard makes at remarkably reduced prices

Excel CABINET COMPANY

EXECUTIVE OFFICES: 136 West 23d Street, New York
FACTORIES: Chicago, Ill.; Holland, Mich.; Jamestown, N. Y.

An Exceptional Opportunity is Offered to Good Wholesale Salesmen to Represent Us

ACTIVITY IN MILWAUKEE TRADE

(*Continued from page* 175)

the instrument unless records and needles are available. On the other hand, while a player-piano can be played by hand without further supplies, many dealers insist on throwing in a dozen music rolls, scarf, bench and numerous other articles for which they had to pay a handsome price. Mr. Morton said it is a sign of weakness when a dealer feels it necessary to do this gift-giving, and no dealer can prove that he deems music an essential when he persists in the practice.

Several important changes in the jobbing trade in Milwaukee have taken place recently. The most important is that of the resignation of Harry M. Hahn as sales manager of the Sonora department of the Yahr & Lange Drug Co., to take the management of the Paramount department of E. R. Godfrey & Sons Co., distributors of the Paramount line in five Great Lakes States, namely, Wisconsin, Illinois, Indiana, Michigan and Iowa. Mr. Hahn joined the Yahr-Lange Co. three years ago, having previously spent seven years in the retail business with C. Niss & Sons Co., Milwaukee. He assumed his new duties August 1. His headquarters now are at 293 Milwaukee street.

According to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Winconsin and Upper Michigan jobber in the Victor line, prospects for Fall and the holiday season are excellent, and he feels that it is going to be merely a question of getting merchandise to fill the demand. The dealer trade is ordering liberally.

Mr. Woodard, representing the Emerson, recently spent a week in Milwaukee and gained a wide acquaintance with the line among dealers in Eastern Wisconsin. Mr. Woodard made an exhibit at 152 Hotel Wisconsin, which was liberally patronized during his stay.

Thomas I. Kidd, manager of the local branch of the Brunswick, is pleased with the manner in which Fall business has opened up after the usual Summer quiet period and he is of the opinion that, despite gradual production betterment, it is going to be difficult to satisfy the wants of his large and active dealer organization, especially when the eleventh-hour rush sets in shortly before Christmas.

One of the busiest men in the local trade during the first ten days of September was Richard H. Zinke, head of the R. H. Zinke Music Co., a leading East Side Victor dealer. Mr. Zinke is president of the Wisconsin Association of Music Industries and as such did some very hard work for the annual Fall trade conference held September 1. On September 2 the Milwaukee Elks' Band functioned as the chief musical organization on Milwaukee Day at the State Fair. Mr. Zinke organized this band and is its director. Before the fair closed Saturday, September 4, the big Elks' Round-Up and Carnival Supreme began in Milwaukee. Mr. Zinke served as chairman of the music committee and also directed his band.

The Dalin Jewelry & Music Co., of West Allis, a suburb of Milwaukee, opened its new store at 6217-6219 Greenfield avenue on September 1. It originally was the Dalin Jewelry Co., but several years ago installed a Victor department, which has been supplemented with a complete line of pianos and musical merchandise.

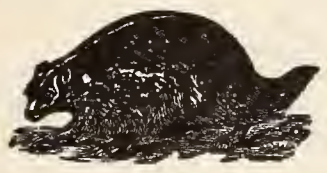
Fred D. D. Holmes, secretary and manager of the Smith Piano Co., Columbia dealer, has returned to his desk after an absence of nearly two months because of illness. Mr. Holmes was subject to dual congratulations, a baby boy having arrived at his home on August 12.

The George H. Eichholz Co., this city, Victor and Edison dealer, now has one of the finest and most attractive talking machine shops in

Interior View of Eichholz Store

the city as the result of extensive remodeling work. At the same time the store was enlarged and a new battery of demonstrating booths installed. The accompanying illustration gives a good idea of the first impressions upon the customer entering the front door. The Eichholz Co. is one of the most consistent users of street car advertising in the local trade.

Herman C. Mueller, 422 Eleventh avenue, has recently brought out the Mueller tone arm, the distinct feature of which is the multiple diaphragm, which amplifies the sound.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

Our Share in Helping the Growth of Your Victor Business

We feel as deeply concerned in your growth and prosperity as do you.

We therefore consider it our duty to extend to you whatever co-operation we may in furthering the advancement of your institution; whatever it may be, through helping you in your merchandising methods, helping you with your store arrangement, giving you our experienced advice in accounting systems, or in any other way where we may be of service to you

When merchandising a VICTOR product, remember you are merchandising the highest grade musical instrument in the world.

(*Signed*) Jew. E. Mickel

Mickel Bros., Omaha, Neb. — Mickel Bros., Des Moines, Ia.

New Comfort Talking Machine

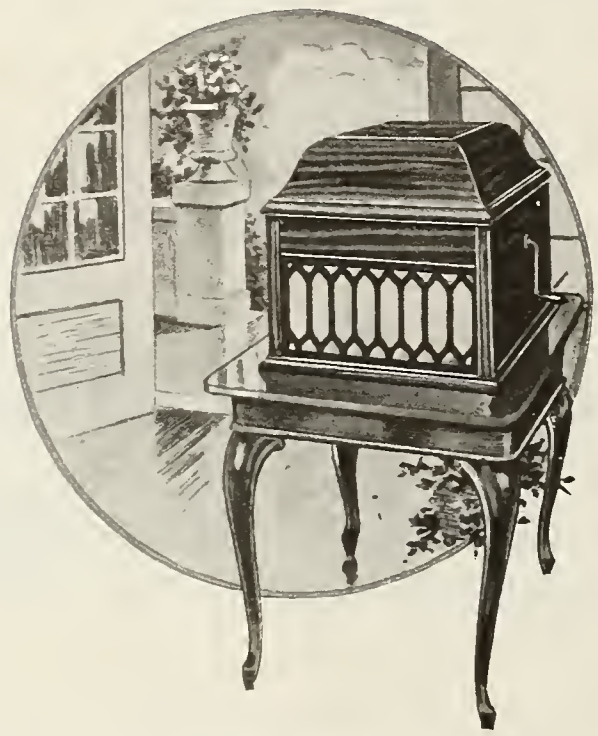
"Supreme in durability, beauty and tone"

New Comfort
TRADE MARK REGISTERED

Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.

MODEL E



MODEL 80

MODEL D17

"Known for Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

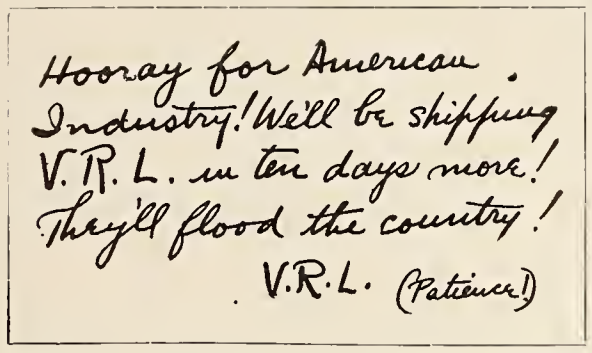
EASTERN OFFICES: 106 Bakewell Bldg., Pittsburgh, Penna.

CLEVER LIFTER PUBLICITY

How the Vacuum Record Lifter, Ltd., Is Bringing Its Product to the Attention of the Trade —Some Novel Ideas Brought to Attention

Again credit goes to an accessory firm which seems to inject novelty into everything it does in the campaign to the dealer. The Vacuum Record Lifter, Ltd., New York, maker of the only article on the market for lifting a record off the turntable, announces a Fall selling propaganda which introduces its device to the trade.

Herewith is reproduced one of the fac-simile postcards in a teaser campaign which brings



five such cards to the dealer's desk, on successive days. They read as follows:

(1) Hooray for American Industry! We'll be shipping V. R. L. in ten days more! They'll flood the country!
—V. R. L. (Patience!)

(2) Oh, Boy! What a nifty article is that V. R. L. You sure will be glad you waited!
—V. R. L. (Patience!)

(3) The V. R. L. is heading your way and every dealer will agree with you when you say "Great!"
—V. R. L. (Patience!)

(4) By mail to-morrow you'll know all about that V. R. L. they've all been waiting for! Sell 'em? Why, man—they just *give* themselves away!
—V. R. L. (Patience!)

(5) Right in *this* mail is the message of the Vacuum Record Lifter, the phenomenon of the year. And for your patience—much thanks!

The last day brings a large envelope with literature, rate card, etc. It is all designed to give the dealer an idea of the campaign which is being put behind the Vacuum Record Lifter. Besides colored reprints of display cards, there is a folder for distribution to the consumer worthy of note. It is a little family circle story of records that have been reduced to scrap through collision with the tone arm or by dropping on the floor; aptly enough, the folder is entitled "Broken Melodies."

Joseph Menchen, president of the concern, reports brisk selling, now that all difficulties of mass production have been overcome.

MUSIC SUPERVISOR FOR NEW YORK

Russell Carter Assumes Important Post in State Educational Department at Albany

With the creation of the office of specialist in music in its Educational Department at Albany, New York State has just taken an important step toward the standardization of the courses in music in its public schools and toward granting this study a more prominent place in the curriculum. The new appointee is Russell Carter, for eight years supervisor of music in the public schools of Amsterdam, N. Y., and more recently professor in the University of Michigan at Ann Arbor.

Mr. Carter's chief duties will be to set standards which are to be maintained in the schools, and to pass on the claims of schools for credits in music by actual inspection of the work done. The work will be virtually that of a general supervisor and will involve the preparation of regents' examination questions, the reviewing of all examination papers, lecturing on methods of teaching, and helping individual schools to plan work.

Whereas each school heretofore has been following the music course prescribed by its individual school board, it will now have to conform to the standards set up by the new department if it hopes to offer its pupils a course for which full credit may be secured. The New York City schools are not affected, however, as they are separately administered with their music work under the direction of George H. Gartlan.

Portrola

TRADE MARK REG.

PERFECT

PORTABLE

PHONOGRAPH

For Home Use

For Outings

Size 13 x 13 x 10 inches. Weight 16 pounds.

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMER WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

Boston, Mass.....Phonograph Sales Co., 27-28 Court Sq.
Chicago, Ill.....Wade Talking Machine Co., 14-20 N. Michigan Ave.
Dallas, Tex.....Sonora Distributing Co., of Dallas.
Kansas City, Mo.....Tri-State Sales Co., 218 East 10th St.
Richards & Conover Hardware Co., 5th and Wyandotte St.
Milwaukee, Wis.....A. G. Kunde, 516 Grand Ave.
New York City.....Cabinet & Accessories Co., 145 E. 34th St.
Oklahoma City, Okla.....Collier Bros., 817 Herskowitz Bldg.
Portland, Ore.....The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo.....Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

(TEAR OFF HERE)

.....1920

.....
(Write name of nearest distributor.)

.....
(Address.)

Gentlemen:

Please ship at once by express f. o. b. factory ..... Portrola I (double spring motor) list price, $45.00;..... Portrola II (single spring motor) list price, $35.00. It being understood that I am to receive the usual dealer's discount.

.....

DEALERS LOOK FOR AN ACTIVE FALL TRADE IN BUFFALO

Buying Power of Public Still High—New Columbia Dealers—J. N. Adam & Co.'s New Record Rooms—C. N. Andrews Returns—L. M. Cole Reports Progress—Short Time Methods Prevail

BUFFALO, N. Y., September 1.—Activity marks industrial conditions in Buffalo and the prospects for Fall and holiday trade are bright. Ask local laborers, who are receiving $38.50 a week, if there is a slump headed toward Buffalo and they will reply in the negative. Many mechanics, who are working steadily, hold the same view. The number of unemployed in this city is negligible.

The scarcity of farm labor is handicapping western New York farmers, who with all their setbacks are enjoying prosperity. There is an abundance of grain and fruit and prices are maintaining a high level. Talking machine salesmen report that the farmers are so busy making money at present that they will hardly give up the time for an interview on the subject of talking machines. It is said that when the rush is over they will buy liberally.

August sales were as good as those of the same period a year ago and the merchants have been stocking up to avoid future embargoes, increased freights, etc. There has been the usual amount of quality advertising in regard to talking machines and special announcements about new records.

The general run of terms demanded, according to a member of the trade, is 10 per cent down and a twenty months' limit.

W. H. Lawton, manager of the Buffalo branch of the Columbia Graphophone Co., reports that the following have recently opened Grafonola Shops in Buffalo or surrounding territory: F. Schunke, 1877 Clinton street, Buffalo; Carl Meyer, 509 Broadway, Buffalo; John A. Lenz, 410 Genesee street, Buffalo; John A. Lenz, 1425 Fillmore avenue, Buffalo; Frank Vallone, 334 Connecticut street, Buffalo; J. N. Adam & Co., 389 Main street, Buffalo; L. Giambrone, 529 Niagara street, Buffalo; New England Furniture & Carpet Co., Rochester; Pritchard & Ropfelt, Rochester; Herman Rice, Angelica, N. Y.; John Mackowiak, Dunkirk, N. Y.; Vrony Kite, Geneva, N. Y., and Ackley & Hall, Newark Valley, N. Y.

"Business during the months of July and August at the Buffalo branch has passed all previous records," said Mr. Lawton. "There is a general feeling among the trade that there will be a tremendous demand both for Columbia Grafonolas and records starting with the Fall season, which will open up, from all indications, very big in the early part of September."

Mr. Lawton will hold a series of dealers' meetings in Buffalo, Rochester, Syracuse and other points, starting the latter part of September.

Many Columbia dealers are reporting tremendous sales and increases in the smaller rural towns due to the fact that they are using trucks and going out and soliciting business, selling direct from the truck to the homes.

Mr. Lawton reports big sales on new Columbia period models. A representative display of these is now to be seen at the following concerns in Buffalo: J. N. Adam & Co., King Furniture Co., Laurens Enos Co., Household Outfitting Co., Kuhn Bros., and John A. Lenz.

Mr. Lawton recently visited New York to confer with the executive officers of the Columbia upon the matter of the new and expansive quarters of the Buffalo branch of the Columbia Co., which increased business has made necessary.

"Our August business showed a 50 per cent increase," said F. E. Russell, manager of J. N. Adam & Co.'s Victrola department. "Just now there is a scarcity of Victor records."

A large open record room, with a service counter in front, has been opened at this store. The salesmen there are provided with automobiles, which are used to advantage in bringing customers to the establishment. A recent case in point: A woman living in South Park, a section of this city, telephoned the Victrola department to inquire briefly about a machine. When the information was given, she said she "would be down in a day or two." The live salesman conversing with her over the 'phone suggested that he would call in his auto the same afternoon and bring the prospect to the store. She agreed to the offer and, in face of the alleged slowness of the female of the species in getting herself ready, was in the department within an hour. The interview ended happily for all concerned because she bought a $235 machine after little investigation.

M. Lipchick has joined the sales staff of J. N. Adam & Co.'s Victrola section. His talent as a musician has helped him in selling many records. Floyd Barber and Miss Gress, of the same department, have returned from their vacations. D. J. Cameron, salesman, has bought a new car, which he uses in the business.

While 10 per cent down and a twenty months' limit are the customary terms in buying talking machines in Buffalo at present, according to a local dealer, some customers in the past two months have been making heavy down payments and are showing a willingness to clean up the balance in a few months.

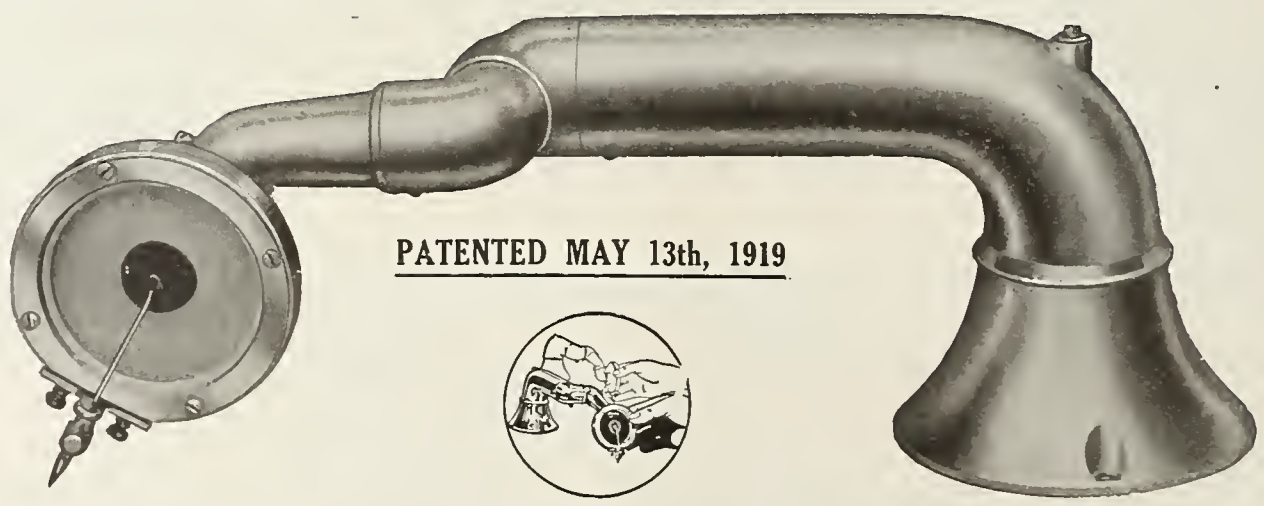
Mr. and Mrs. C. N. Andrews recently returned from a twelve-days' motor trip to the Adirondacks. Mr. Andrews, accompanied by his brother, W. D. Andrews of Syracuse, later covered Cleveland, Toledo, Detroit and other points by motor. Mr. Besser, of W. D. & C. N. Andrews' sales force spent his vacation in Hornell.

"We are receiving larger shipments of machines but record shipments are slow," said L. K. Scott, manager of the William Hengerer Co.'s Victrola department. "We are making plans for a big Fall and holiday trade."

Miss Irene Hitzel, saleswoman in Hengerer's Victrola department, was recently married to Stanley Cabana of this city.

"Business is good and our dealers are starting to order for Fall," said L. M. Cole, general sales manager of the Iroquois Sales Corp. "Mr. Briggs, our Eastern representative, has opened several new accounts." Mr. Cole recently visited the Okeh headquarters in Toronto, Ont. He found the Okeh records going strong there.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the overtones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.
Factory: 1100 W. 9th Street, Cleveland, Ohio

FOR
Steamships,
Theatres and
Dancing,
Entertainment
or Novelty
and Numerous
Other Purposes

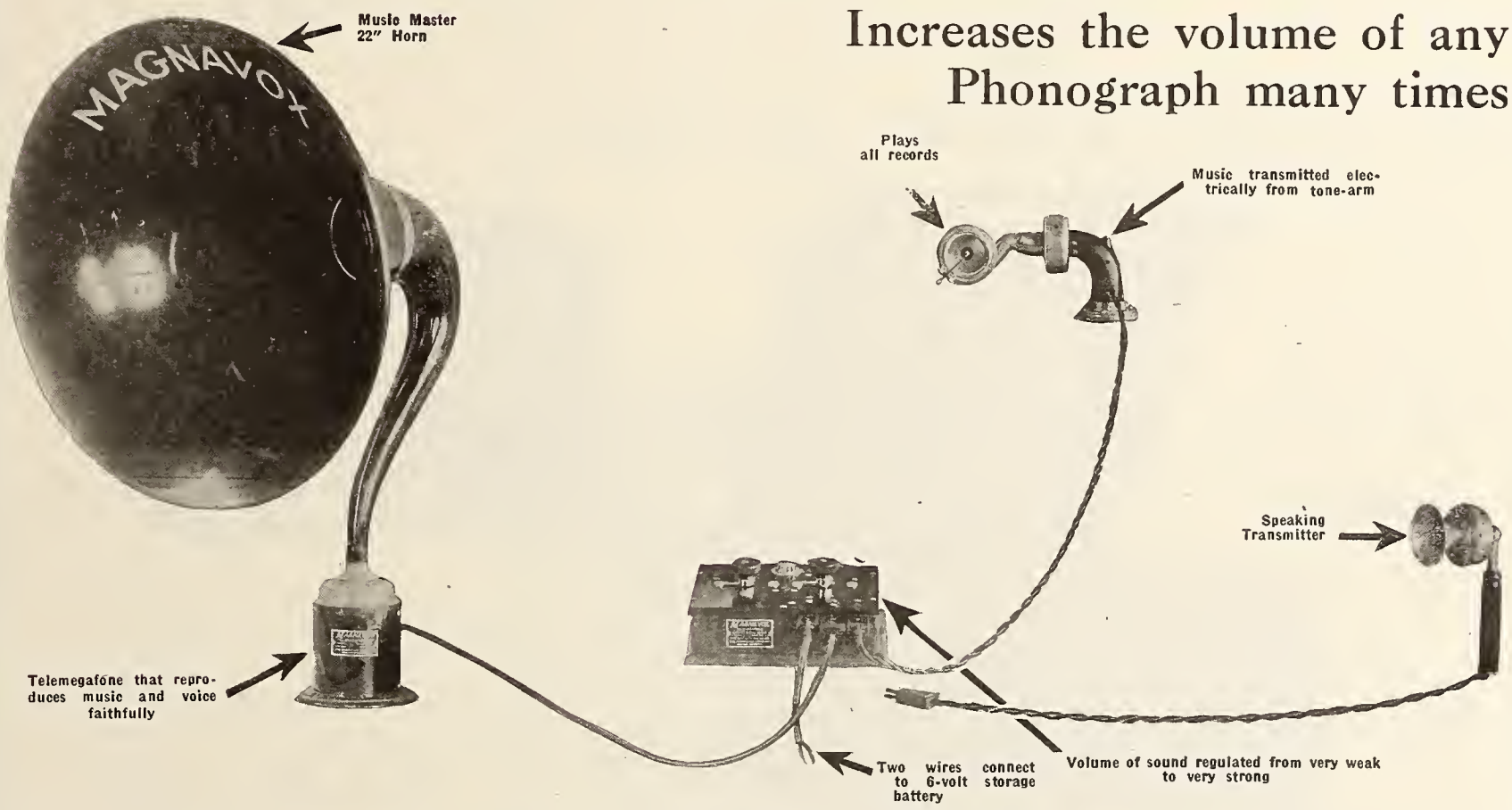
THE MAGNAVOX CO.

PATENTED IN U.S.A. AND FOREIGN COUNTRIES

FOR
Schools,
Clubs and
Colleges, or
Parks, Camps,
Summer Resorts,
Public Speaking
and Announcing

Music and Voice Telemegafone

Increases the volume of any Phonograph many times



Territory Rights Available in all parts of United States

President Wilson
used the Magnavox Telemegafone to talk to 50,000 people at San Diego

Vice-President Marshall's
voice was carried to the tower of the Trinity Church in Washington, D. C., and reproduced with sufficient volume to be heard over the greater part of the city.

The Home of Magnavox Telemegafones, and the famous anti-noise Marine, Commercial and Airplane Telephones

The President's Victory Loan
message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D. C.

This Instrument
has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY

2701-2765 East 14th Street Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS

Waddell

(PATENTED)

"The Phonograph with a Secret"

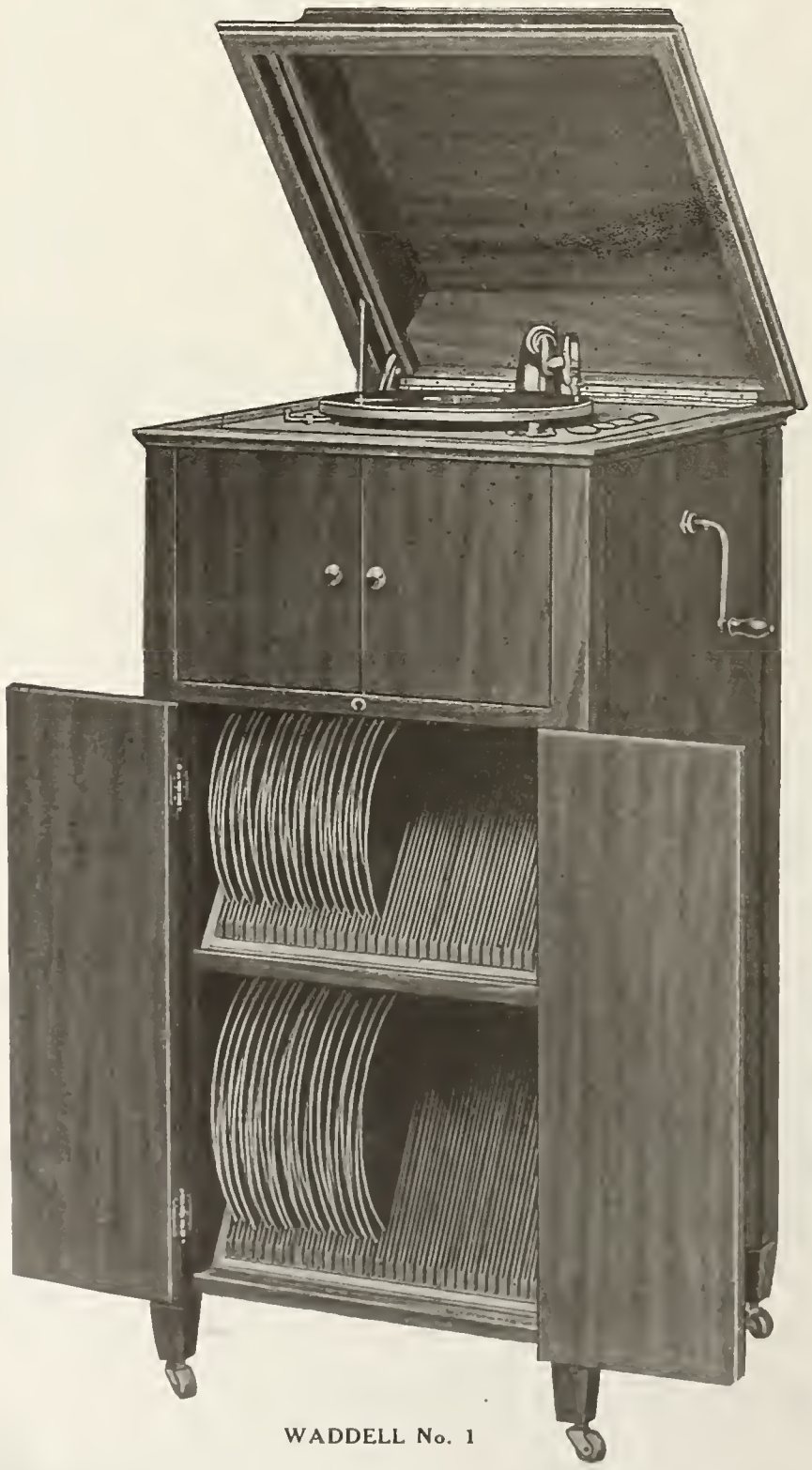
REG. U. S. PAT. OFF.

"Where are you going, my pretty kid?"
"I'm going to buy a Waddell phonograph"—and she did.

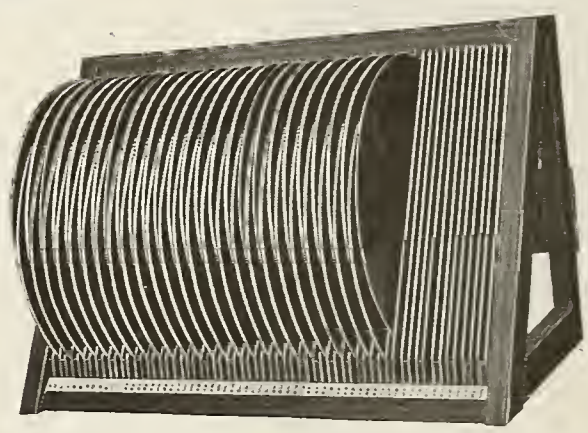
"And why, my pretty miss, did you buy a Waddell?"
"Because, sir, it has a secret that makes it sell."

"And what is the secret that sells the Waddell?"
"It would be no secret, sir, were they to tell;
"But I can say this, sir, if you do not mind:
"It's Tone was the best, sir, that I could find."

"Then its tone has a secret, my pretty maid?"
"You cannot find one just like it, sir," she said.



WADDELL No. 1



The Waddell way of filing records is to place two records in the space usually required for one. Records should have about one-half inch space between them to insert the thumb and finger which, if carried on a straight line, would give two records to each inch, but by STAGGERING the records up and down, alternately, we get FOUR to the inch, or double capacity, and maintain the half inch space. Simple, isn't it? Yes, it's patented and used only in Waddell phonographs. Each space is numbered. Gummed perforated numerals in duplicate and an index card are furnished with each machine. Result: a perfect filing system through which a record may be selected, placed on the turntable and be in motion before an album could be taken from a cabinet, laid on the floor and opened.

This is only one of six other new features that sells Waddell phonographs.

Write for catalog showing Music Table, Music Stand and two Cabinet Models. They have individuality without being freakish.

The Music Table Company

GREENFIELD, OHIO, U. S. A.

PORTLAND, ORE., IS A LIVE NEWS CENTER THIS MONTH

Big Orders for Brunswicks—Important New Agencies—New Edison Home—Salesmen in Contest at Wiley B. Allen's—Aeolian-Vocalion Demonstration Arouses Interest—Moore Features Victrola

PORTLAND, ORE., September 4.—A marked improvement in business is very evident in all the talking machine houses, and without exception dealers report good sales for August. M. J. Davis, manager of the phonographic division of the Brunswick-Balke-Collender Co., has just returned from a successful trip in Southern Oregon, where he sold $50,000 worth of machines in two weeks. He placed an order for a carload of Brunswicks for L. L. Thomas, of Marshfield, and another carload of phonographs for Seth Laraway, of Eugene, Oregon. H. L. Stiff, of Salem, Oregon, placed an order for eighty-five of the large model Brunswicks. Mr. Davis reports that the phonograph situation was never so good in Oregon as it is at the present time.

Weeks & Orr, of Medford, who are the largest furniture dealers in Southern Oregon, have taken the agency for the Brunswick phonograph and are now putting up a large store exclusively for the display of the machine. The advertising department of the firm is painting a display Brunswick sign seventy by eighty feet, which will be the largest of the kind in Southern Oregon. Other houses featuring the Brunswick are Lilburn & Son, of Roseburg Ore., and the Wilson Mercantile Co., of Glendale, Ore. The latter company was only recently given the agency for the Brunswick. Lilburn & Son have placed a large order for their holiday wants and are featuring Brunswick phonographs and records exclusively. A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., will be in Portland September 21 and 22.

The Edison Phonograph, Ltd., is moving from the Blake-McFall Building on Fourth street to its handsome new concrete building at 484 Everett street. The new building is specially adapted for the Edison business and the change of location is a most desirable and satisfactory one. The quarters will be much larger than the ones in the Blake-McFall building. On the first floor will be the shipping and repair department and offices. The balcony will be for record storage and the rest of the building for storage. After the company is settled in the new building a more complete and definite account of their new surroundings will be possible.

The Wiley B. Allen Co.'s talking machine department is having a lively contest among the salesmen this month. The volume of business each man brings into the house, which means the salesman selling the largest number of machines, will receive a bonus. So far Milton Marshall is ahead and his chances are very good as at present writing he is $1,000 in advance of the others. Herbert Bach was in charge of the department during the absence of Paul B. Norris, who was on a vacation.

E. B. Hunt, manager of the Sherman, Clay & Co.'s wholesale Victor department in Portland, says that while there has been some difficulty in getting machines owing to transportation troubles, which have caused considerable delay, shipments are coming in better than they have been coming for some time. Dealers are expecting a big Fall trade and Victor goods, both machines and records, were never in so great demand. Louis Levinger, of Baker, Ore., and Mr. Bendix, of the Bendix Talking Machine Shop, of Walla Walla, Wash., visited Portland and called on Mr. Hunt recently.

A. C. Ireton, general manager of the Edison Co. on the Pacific Coast, with offices in San Francisco, was in Portland the last week in August looking after the Edison interests.

The Aeolian-Vocalion was demonstrated in the salons of Meier & Frank Co. this week to the buyers of the various departments of the store by Donald C. Peyton, manager of the department, and was a great success. Several orders were taken immediately after the demonstration. The house will have big lines of conventional and period models, several carloads having already been received. The firm will be able to assure prompt delivery of any model during the holidays through the splendid cooperation of the Aeolian Co. Two carloads of the Vocalion are now en route.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports a considerable increase in their business over that of August, 1919. The Edison business especially is showing a very marked improvement this month. The firm is contemplating the addition of a new mezzanine floor twenty-five by forty feet. This will give five additional rooms, making a total of twenty demonstrating rooms.

The busy little record shop known as the Williams Record Shop, and presided over by C. H. Williams is sharing the good fortune of the other dealers this month and is enjoying much better trade than during July. A fine display of Columbia records, efficient service and polite attention to wants of customers are distinguishing features of this shop, whose custom is largely increasing.

L. A. Willard, manager of the talking machine department of Lipman, Wolfe & Co., is delighted with the success of the Sonora, which has only recently been added to their stock. It has made a splendid impression and sales are numerous.

The Moore Furniture Store, of Salem, Ore., has a Victrola department and sells Victrolas exclusively. The house advertises extensively. Mr. Moore, who has just returned from Buyers' Week in Portland, "firmly believes that the world-wide fame of the Victrola never could have been attained were it not supreme in fidelity and beauty of tone." Mr. Moore showed excellent judgment in ordering his Victrolas months ago and now has a plentiful stock on hand ready for the big Fall trade, which he anticipates will begin early in September.

J. J. Collins, of the Reed-French Co., is distinguishing himself as a golf player, having met and vanquished some of the best golfers in the Northwest in a recent tournament here.

The

NEW FRANKLIN

Has Many Distinguishing Improvements

LOUIS XVI

ADDED to the superlative construction and finish of the Franklin Phonograph is the

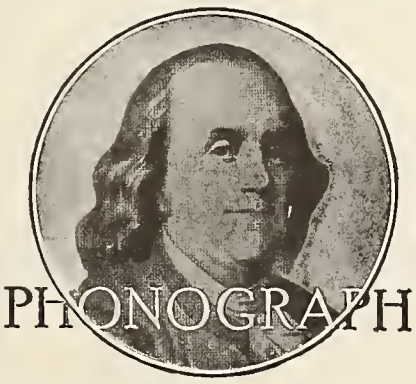
NEW HORN

acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.

The Franklin



Is Different

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th and Columbia Ave. PHILADELPHIA, PA

NEW YORK OFFICE—253 West 42nd St., New York City

WM. RASHALL, Manager

Pierre

$100.00

THE Cardinal PHONOGRAPH

The Phonograph with the "TONGUE"

THINK!!!

of what the tongue means to a human being!!!

THEN—play a "CARDINAL"

and hear what "Tone Expansion Tongues" mean to a phonograph.

* *

Try It! NOW!

Stratford

$125.00

Dealers!

Send for sample machine.

You will then order the full line.

Sherwood

$175.00

"CARDINAL" Phonographs are Real Sellers

* * *

Manor

$225.00

Line Up With a "Profit Maker"

FILL IN—TEAR OFF—MAIL TO-DAY

CARDINAL PHONOGRAPH CO.,
NEWARK, OHIO.

Date.....

Kindly send me, without obligation, full details of your DEALERS' proposition and descriptive matter of the CARDINAL PHONOGRAPH.

Name .....

Address .....

City .....

State .....

T. M. W. 9-15-20

Write at once for our liberal dealers' proposition

CARDINAL PHONOGRAPH COMPANY

Factories at Zanesville, Ohio

Newark, Ohio

TO DISTRIBUTE MELODEE ROLLS

Philadelphia Show Case Co. Plans Strong Campaign in Pennsylvania and in Sections of New Jersey, West Virginia and Delaware

PHILADELPHIA, PA., September 7.—The Philadelphia Show Case Co., this city, who has long been prominent as distributor in the talking machine field, announces that it has just received the distributing agency for the Melodee music rolls for Pennsylvania, southern New Jersey and part of West Virginia and Delaware. The company has planned to carry on a strong campaign with the Melodee rolls, particularly among talking machine dealers, who, it is believed, should meet with success in the handling of rolls, due to its experience in the selling of records. The company will carry a complete line of rolls in stock in order to fill dealers' orders fully and promptly.

GIVE THE CAT A CHANCE

Woman in Washington, D. C., Suggests "Her Mistress' Voice" with Kitten As Symbol for Talking Machine Trade-mark

Weser Bros. Inc., 524 West Forty-third street, New York City, recently received a most unique letter from a lady in Washington, D. C., who suggests that a trade-mark called "Her Mistress' Voice" be adopted, using the figure of a cat and in this way, as she states, "giving the cat equal rights with the dog."

"I noticed," she says, "your machine at the Jordan Music Co. here. They had a picturesque display of the Victor dog and I wondered if you would be interested in a cat entitled 'Her Mistress' Voice' to call or rather attract the attention to your machine, as yours plays all records. It would only be giving the cat equal popularity with the dog and create interest. Will send models, etc., at your request. I do not think it is copying after the Victor dog. It is only giving the kitten equal rights."

SEEK TO HAVE COMPANY DISSOLVED

Directors of Grand Rapids School Equipment Co. File Petition With Circuit Court

GRAND RAPIDS, MICH., September 7.—Peter B. Schravesande, B. M. Fox, George W. Fortier and W. B. S. Matheson, directors of the Grand Rapids School Equipment Co., which concern has been engaged more or less directly in the manufacture of talking machines, have filed a petition in the Circuit Court for Kent County, seeking to have the corporation dissolved. A hearing on the petition will be held in Grand Rapids on October 12.

PUT NEW DELIVERY CAR IN SERVICE

Hanford & Horton Co., Middletown, N. Y., Gets Good Publicity Through New Vehicle

The Hanford & Horton Co., talking machine dealers and stationers in Middletown, N. Y., have just put into service a handsome new Ford delivery car with specially designed body to take care of the company's fast-growing trade in Victrolas and records in Middletown and neighboring sections of Orange County. The body of the car is finished in dark green, while the words "Victrolas" and "Victor Records" appear in gold letters shaded with red and blue. The wording with the Victor trade-mark on each side of the car attracts immediate attention and, coupled with the extensive advertising being done by the Hanford & Horton Co., excellent results in the matter of publicity are materializing.

OPENS STORE IN DES MOINES, IA.

The most recent talking machine shop to open its doors in Des Moines, Ia., is The Phonograph Shop, at 810 Walnut street. This shop will handle the Brunswick exclusively and will be under the competent management of Harry Woodward.

LYRIC SALES CORP. ORGANIZED

Leroy M. Goldberg Heads Company to Distribute Lyric Records in Eastern Territory

The Lyric Sales Corp. was recently organized for the purpose of distributing in Eastern territory the Lyric records, manufactured by the Lyraphone Co. of America, Newark, N. J. The firm will handle these goods exclusively and has opened offices at 46 East Fourteenth street, New York City, and formed an organization which will immediately inaugurate a sales campaign covering the entire State of New York.

A very extensive campaign has been planned for New York City proper, and this will include Lyric announcements in the New York newspapers over a period of months.

The Lyric Sales Corp. has as its personnel officers of the Independent Talking Machine Co., of Richmond, Va., well-known Southern talking machine distributors, of which Leroy M. Goldberg is president.

Deliveries of Lyric records will commence immediately, and much material especially prepared as dealer helps is now ready for the trade.

ISSUE ATTRACTIVE CATALOG

The H. G. Saal Co., 1800 Montrose avenue, Chicago, Ill., manufacturer of spring and electric talking machine motors, repair parts and die castings, has just issued an attractive catalog featuring its complete line. This catalog is now being mailed to manufacturers throughout the country, who are evincing keen interest in the products featured in the pages of this handsome new book.

DEATH OF MRS. CECILIA C. BROPHY

The many friends of William A. Brophy, general manager of the Brunswick Recording Laboratories, New York, will regret to learn of the death of his wife, Mrs. Cecilia C. Brophy, who died at Seagirt, N. J., on August 29.

Wheeler Wadsworth

of the "All Star Trio" *says*

"THAT CAT STEP"

is a wonderful piece of music, and one of the most original numbers I have ever played. The bass is a musical delight. It looks like a sure-fire HIT.

Newspapers, Magazines, Motion Picture Films and the Public have claimed this number the greatest novelty of a decade and the above statement is only another link in our chain of enthusiastic "Cat Steppers."

PUBLISHERS

BELWIN, Inc., 701 Seventh Ave., New York City

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

Is Your Cabinet Stock Complete?

There will undoubtedly be a tremendous demand for Record Cabinets this Fall and Winter.

Are you ready for this trade?

LONG CABINETS

are recognized leaders in the cabinet field. **LONG CABINETS** represent highest quality in cabinet production and manufacturing perfection.

The LONG Cabinet Line is complete. Write for a copy of our catalogue.

The Geo. A. Long Cabinet Company

HANOVER, PA.

ACTUELLE NEEDLE CUT RECORDS

Pathé Co. Makes This Important Announcement—Will Not Supersede Present Pathé Records—To Release Eight Actuelle Records Monthly—Matzenauer with Pathé

The series of Pathé dealer conferences held in a number of the larger cities of this country and under the auspices of the local Pathé distributor have had most stimulating effects through the exceptionally large orders being received by the Pathé Co. from all sections for this Fall.

List Number One of the new Actuelle needle cut records has been issued by the Pathé Frères Phonograph Co. This new record has been under development by the Pathé Co. for a long time and having passed most exacting tests is now ready to be placed on the market. This new record does not supersede nor does it affect in any way the production or distribution of the well-known Pathé record which is played by means of the famous Pathé Sapphire ball. In fact, headquarters in Brooklyn report that the production of Pathé records is larger than ever before and that the Actuelle record was produced to enable Pathé dealers to satisfy the insistent demand by owners of needle-played machines for Pathé records. The initial announcement of the Actuelle record states that it "affords owners of all makes of talking machines the opportunity of enjoying the vocal and instrumental music of Pathé artists."

The production of this new record, by one of the leading manufacturers in the field, who has already established a high reputation through the quality of the Pathé records which it has produced for many years, will help materially in the present era of record shortage and will contribute to the general advancement of the industry as a whole through the addition of another quality record on the market. The Pathé Frères Phonograph Co. has long had an admirable assemblage of exclusive artists whose recordings are now made available to a vastly increased number of music lovers.

Through the completion of the new additions to its plant in Brooklyn, the Pathé Frères Phonograph Co. will be able to devote considerable manufacturing facilities to the production of the Actuelle record.

The premier release lists four popular vocal records, one Hawaiian disc and seven new dance records. Each disc is double-faced. This first release will be followed by regular monthly releases of about eight records each month. Beginning with November, the Pathé monthly record supplement will conform to the standard size of all record supplements and will be illustrated. The supplement will contain the monthly releases of both Pathé and Actuelle records as will the hangers as well. During the period of the war and the attendant scarcity of paper and labor, Pathé supplements were produced unillustrated, but they will now return to their former custom.

Pathé records will carry the messages of the presidential candidates of both the large parties. Representatives of the Pathé recording department traveled to Marion, where Senator Harding temporarily became a Pathé artist, and also to Columbus, to have Governor Cox talk into the little horn. It is expected that Calvin Coolidge, Governor of Massachusetts and vice-presidential nominee on the Republican ticket, will speak to his fellow countrymen through the medium of the Pathé record.

Negotiations have been concluded whereby Mme. Matzenauer has become an exclusive Pathé artist. Her first selections will be included in the December list.

Coincident with the official launching of the Actuelle campaign is the issuance of an exceedingly attractive twelve-page booklet illustrating and describing this new phonograph, which has well-merited claims for different and entirely original means of sound production. It is entitled, "The Actuelle, Greater Than the Phonograph." An entertaining description follows interspersed with half-tone reproductions of the line in both regular and period designs. The campaign has already produced very favorable results. Dealers report that this new machine has attracted considerable attention and has resulted in very satisfactory sales.

INDUSTRIAL BOARD IN NEW YORK

Organization Studying Industrial Problems Moves Offices from Boston

The National Industrial Conference Board, composed of twenty-nine national organizations of manufacturers and representing industries employing a total of 7,000,000 or 8,000,000 workers, has moved its headquarters from Boston to New York in order to be nearer the heart of the manufacturing center. General offices have been opened at 10 East Thirty-ninth street and the board has brought the greater part of its research staff, said to be one of the largest for this work in the country.

Mangus W. Alexander, managing director of the board, said that the work of the board consists of the study of industrial problems, particularly those affecting industrial relations, and the issuing of research reports concerning them.

BERRY WITH ARNOLD MUSIC CO.

J. Warren Berry, who has been associated with the musical activities of Louisville, Ky., for many years, has joined the staff of the Arnold Music Co. of that city.

MAKES IMPRESSIVE DISPLAY

Abelowitz Phonograph Co. Brings Victor Line to Public Attention by Large Illuminated Sign

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, well-known Victor dealer, recently installed at the corner of 181st street and Broadway a large painted display which is illuminated during the night and which

Partial View of Victor Sign

constitutes effective publicity for this progressive dealer.

The location of the display is ideal, as it faces the new Moss Theatre at 181st street, and is one of the most popular locations on Washington Heights. This successful Victor dealer has derived profitable results from the use of timely and up-to-date publicity, and this new sign is an example of the aggressive methods used by the Abelowitz Phonograph Co. to develop Victor business in its territory.

CLIFFORD A. WOLF

51 East 42nd Street, New York

MANUFACTURER OF

Jeweled Phonograph Needles

GUARANTEED NOT TO SCRATCH

the SERENÄDO
TRADE MARK

the SERENÄDO
TRADE MARK

THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenädo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation —many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÄDO MFG. CO., CEDAR RAPIDS, IOWA

All **the World's Artists play and sing their best for the Audience of *The Serenädo***

INTEREST CHARGE ON TIME SALES IN TWIN CITIES

Dealers of Minneapolis and St. Paul Optimistic Over Fall and Winter Trade Owing to Splendid Crop Prospects—Big Orders Being Placed to Meet Demands—Okeh Line With Andrews

MINNEAPOLIS and ST. PAUL, September 8.—Talking machine distributors in the territory tributary to the twin cities of Minneapolis and St. Paul are confident that they and their patrons will have the best Fall trade of their respective careers. Generally speaking the harvests have been bountiful. Wheat yields will not be as heavy in some places as had been expected, but on the other hand oats often show better yields than had been promised. No large section has suffered a failure and the agricultural prosperity is more evenly distributed than has been the case for numerous years. Assurances are given by market experts that grain prices will maintain a fairly high level and if they are right the entire Northwest will have ample cash for most anything that the inhabitants may crave, whether it be another Ford or a cabinet talking machine.

The big week for September was Minnesota State Fair Week, which brought thousands of visitors to the Twin Cities. Nearly all the makes of talking machines distributed from Minneapolis or St. Paul were seen at the fair in one way or another.

On September 1, all phonograph dealers in the two towns began to charge interest at the rate of 6 per cent. on deferred payments on instalment. Why they did not begin to do so years ago is beyond understanding, but all now see the wisdom of the innovation. One large dealer declared that the interest on such payments will cover the rent of the store and it is one of the biggest musical establishments in the country.

Presidential candidate James M. Cox used the Magnavox Telemegafone in addressing the State Fair crowds. The instrument was supplied by Sewell D. Andrews in behalf of the Sonora department of the Minneapolis Drug Co., and it surely obtained a startling introduction to the people of the Northwest.

Mr. Sewell states that his company recently has taken on the Okeh line of records. Sonora instruments are breaking through the freight congestion fairly well, but there is a complaint of a scarcity of the bulge models. Many period designs have arrived and are attracting much attention. They should take well during the holiday trade.

Travelers repeatedly declare that Beckwith-O'Neill have the finest talking machine jobbing headquarters in the country and they should know. As a matter of fact there are very few retail establishments that have more ornate and artistic quarters. There still is a little work to be done before pictures are taken, but even though incomplete the place commands admiration. The granite entrance is flanked by two bronze plaques bearing the name of the house and the Victor dog in most artistic design. The house has been unable to accumulate a stock of any kind, even records, and has nothing to show in its palatial rooms except furnishings. Deliveries, however, are almost keeping pace with orders and that is something that dealers are very glad of.

August showed a 100 per cent. increase in business at the Columbia Northwestern headquarters as compared with August, 1919. W. L. Sprague, manager, is pleased and that thoroughly. "Only to-day, two of our travelers came in from the West. Harles L. Gates had a nice bunch of orders and contracts with eight new dealers he had obtained in six days. The other, Edward Hedman, also had a fine bunch of orders, and among them was one for $5,000 for immediate delivery. We are in excellent condition for a good Fall trade both as to instruments and records."

Ordinarily August is one of the very poorest months of the year, but Laurence H. Lucker, Edison distributor in the Northwest, states that the late August was the third largest month in amount of business done, since his connection with the Edison Co. With such a start one marvels what the December record will show. Mr. Lowy, who runs the Minnesota Phonograph Co., the retail end, has engaged three additional clerks for the store and two men for outside work. "I want nothing softer for the rest of my life than to sell Edison phonographs in Minneapolis at the present rate," said Mr. Lowy. "Why, the small cabinet machines are in the way almost, for our customers won't look at anything except the biggest and costliest models."

Since the fine convention of Pathé dealers in St. Paul the latter have gone out to corner the talking machine trade and they are doing well, according to Jay H. Wheeler, manager for G. Sommers & Co. The reserve stock of instruments and records is more extensive than it ever has been and the house is in position to make immediate shipment of anything in the catalog. The Actuelle is becoming a general favorite and while the deliveries have been large the instruments are going out very rapidly.

Archie Matheis and party reached Spokane late in August after having motored more or less for two months from Minneapolis. They will get to Los Angeles sometime within the next two months as they will see everything on the way. They have explored Yellowstone and Glacier Parks and will also view Rainier, Crater Lake, Yosemite and Sequoia national parks. Mr. Matheis is accompanied by Mrs. Matheis and Misses Martin and Kruse, who so ably assisted him in building up the excellent Victrola business which he sold out last June at a profit that will enable him to retire.

Frank Gunyo, of the New England Furniture Co.'s phonograph department is on a honeymoon trip with the recently acquired Mrs. Gunyo.

The Twin Cities have entertained a large number of prominent dealers during the past summer. Many are motoring and others have skipped to the Twin Cities after a cruise on the Great Lakes. Recent guests were Harry Koerber, president of Koerber & Brenner, Victor dealers, St. Louis; Harry Krisnitz, of Milwaukee, who motored with a party across Wisconsin; W. A. Kulp, of Braddock, Pa.

And the vacationists are coming back. John J. Rodin, of the Dayton Co., has been fishing in northern Minnesota and is working again. F. H. Culp, manager with the Powers Mercantile Co., has been up through Canada via the Great Lakes.

Are You Ready, Mr. Jobber

For FALL and HOLIDAY TRADE?

Here is your opportunity for profit and preparedness—a large assortment of beautiful Cabinets to select from. Manufactured from Genuine Figured and Quartered Oak.

PRICES LOW

Our prices are low considering quality of finish and construction.

We have some open territory for first class dealers.

Wire, Write or Phone

F. G. HUGHES **Kokomo, Ind.**

Here is the attractive PLAYERPHONE ad that ran in the SATURDAY EVENING POST, JUNE 19th. It will make over 10,000,000 readers good prospects for YOU.

Model "G"

The Day The

Playerphone

The QUALITY TALKING MACHINE

Enters Your Home

A New Era of Happiness Starts

¶ The charm of this beautiful instrument is felt by all. As pleasing to look at as it is delightful to hear, the PLAYERPHONE makes *your* home a more cherished, attractive spot.

¶ And with the PLAYERPHONE your choice of musical selections is unlimited—it plays every make of disc record without change of equipment, giving the fullest tone value to each record. This is possible because of the distinctive features of our own tone arm, reproducer and weight adjuster, exclusive to the PLAYERPHONE, which makes the operation so simple and accounts for the unusual sweetness of its rich tone.

¶ The beautiful PLAYERPHONE is our very own product, from the delicate tracery of the fine hand carving of the beautiful cabinets to the accurately constructed reproducer, done in our own great factory by master artisans of long experience.

¶ Before buying, see and hear the PLAYERPHONE—the talking machine with the human tone. Nine styles and sizes, ranging from $110 to $500. Each PLAYERPHONE is guaranteed to give entire satisfaction.

¶ RETAILERS—NOTE THIS: Write or wire for terms today to the nearest one of these well known jobbers. They carry our full line and back the PLAYERPHONE with their own name.

Van Vleet Mansfield Drug Co., Memphis, Tenn.
Houston Drug Co., Houston, Texas.
Chapman Drug Company, Knoxville, Tenn.
Clawson & Wilson, Buffalo, N. Y.
The Day Drug Co., Akron, Ohio
The Des Moines Drug Company, Des Moines, Ia.
L. S. DuBois Son & Company, Paducah, Ky.
W. J. Gilmore Drug Company, Pittsburg, Pa.
Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
Hornick, More & Porterfield, Sioux City, Iowa.
Kauffman-Lattimer Co., Columbus, Ohio.
Reid-Lawson, Inc., Birmingham, Ala.
Chas. Leich & Co., Evansville, Ind.
The Murray Drug Company, Columbia, S. C.
Oklahoma Book Company, Oklahoma City, Okla.
Orchard & Wilhelm Company, Omaha, Nebr.
Twin City Talking Machine Co., Uhrichsville, O.
F. M. Umphred & Son, Oakland, California.
Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
H. W. Williams & Co., Fort Worth, Texas.
Don's Music Store, Hastings, New Zealand.
Ogden Wholesale Drug Co., Ogden, Utah.

¶ A few splendid jobbing territories still open. Add your name to this list in next month's advertisement. Write today to

PLAYERPHONE TALKING MACHINE COMPANY

4223-41 W. Lake St., Chicago

D. W. McKENZIE, President W. D. CALDWELL, Treasurer

Columbia Grafonola

Jeanne Gordon's first Columbia Record is the "Madrigal of May" from John Barrymore's *"The Jest."* Here's the operatic find of the year, singing the ballad from its most famous play. Columbia 78977.

Columbia Graphophone Co.
NEW YORK

FRANK CRUMIT SCORES BIG

Exclusive Columbia Artist Playing Leading Role in "Greenwich Village Follies"

Columbia representatives everywhere will undoubtedly be interested to learn that Frank Crumit, exclusive Columbia artist, is now playing one of the leading roles in the "Greenwich Village Follies," which opened a few weeks ago at the Greenwich Village Theatre. This "revue" promises to be one of the most successful productions of the present theatrical season, and Mr. Crumit received enthusiastic press comments in all of the leading newspapers.

Frank Crumit

Frank Crumit is well known to music lovers and theatre goers throughout the country, as he has attained signal success on the vaudeville stage and in the musical production, the "Little Whopper." His Columbia records have attained instant favor and the distinctiveness of his recordings has placed him in the front ranks of popular artists.

DEATH OF JAS. S. HOLMES, SR.

Father of Vice-President of Remington Phonograph Corp. Passes Away in 88th Year

The death is announced of James S. Holmes, Sr., father of James S. Holmes, Jr., vice-president and general manager of the Remington Phonograph Corp., and grandfather of Everett H. Holmes, sales manager of that concern.

Mr. Holmes was in his eighty-eighth year and was widely known as a manufacturer of jewelry. He was descended from Thomas Holmes, who surveyed Philadelphia for William Penn, also from William Morris, a signer of the Declaration of Independence.

LEONARD ANNOUNCES NEW ARRIVAL

Congratulations are being received by Mr. and Mrs. Thomas J. Leonard, of Orange, N. J., who have announced the arrival of a fine baby girl on August 29.

Mr. Leonard, who is general sales manager at the Edison Laboratories, has for many years enjoyed widespread popularity throughout the trade and his many friends have been keeping him exceedingly busy acknowledging their felicitations.

LYRIC RECORD PRODUCTION GROWS

The Lyraphone Co. of America, Newark, N. J., manufacturers of Lyric records, recently inaugurated advertising campaigns in many of the larger centers in the East. This includes publicity in the papers of Boston, Philadelphia, Trenton and Richmond, Va. The production of Lyric records has been greatly increased of late, and the present campaign is planned to increase the sales of the firm's products

NEW BRUNSWICK PUBLICITY MATTER

New Series of Street Car Cards, a Brunswick Girl Transparency, a New Bronze Window Sign and Electric Window Display Ready

CHICAGO, ILL., September 4.—The advertising department of the Brunswick-Balke-Collender Co. has just made available to Brunswick dealers some unusually effective advertising material, including a new series of street car cards that are worthy examples of the advertising man's art, a transparency of the Brunswick Girl which can be used as a hanging sign, and a bronze window sign, rich in appearance, that can be used either on the window, floor or counter. The street car cards are furnished the dealers in liberal quantities for general use, and the other advertising material is also furnished free upon request.

Another clever piece of Brunswick publicity for dealers' use is an electric mirror display, showing the Brunswick Girl in characteristic pose leaning enraptured over the Brunswick phonograph. The Brunswick name appears upon the sign, as does a reproduction of the Brunswick record. The mirror display is produced in four harmonizing colors, and flashes every five seconds. It has the quality of action that always proves so successful in attracting public attention.

CLIFFORD PLEASED WITH OUTLOOK

Robert Clifford, sales manager with the Cardinal Phonograph Co., Newark, O., writes that the increased facilities of the factory have enabled him to place several more men on the road and that the sales campaign is being extended to a number of States never before touched by this company. The improvements that were made in the Cardinal phonograph during the past six months make it one of the most popular sellers in the Middle West. Mr. Clifford recently made a trip to a large number of Cardinal dealers, and found them very enthusiastic over the prospects for a large business in the Fall.

ATTRACTIVE OKEH PUBLICITY

The advertising department of the General Phonograph Corp., manufacturer of Okeh records, recently mailed to dealers an attractive four-page folder featuring new standard Okeh records. The folder has been printed in large quantities so that the dealers may utilize it to advantage in connection with their publicity work.

The Okeh records listed in the folder comprise some of the best-selling standard selections, including records by Conway's Band, Harry McClaskey, Reed Miller, Carroll Shannon, Peerless Quartet and others. It is planned to issue similar folders at frequent intervals in order that Okeh dealers may have plenty of literature available for developing sales in their territory.

AMERICAN

No. 8

The American line will bring you success. Nine models made in the popular finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.

No. 11

Consider the phonograph record compartment!

KAMO-FILE

PAT. APPL'D FOR

WHEN one considers that without records a PHONOGRAPH is practically valueless—too much cannot be said and done in this connection.

Proper housing and protection for records in the instrument has been our study for the past four years—the "KAMO-FILE" felt-lined filing devices are the result.

KAMO-FILE interiors are the most efficient and, at present high prices, the most economical, no shelving required.

BEING A BRIEF ON PROPER FILING & INDEXING OF RECORDS

—KAMO-FILE Affords Absolute Record Protection

MANUFACTURERS

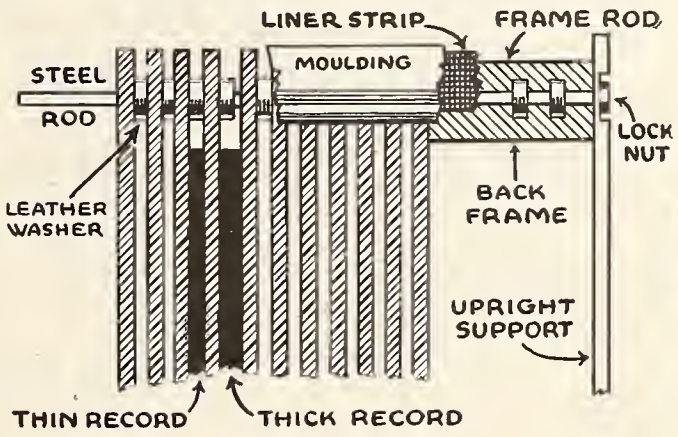
KAMO-FILE interiors add so much in appearance and utility to your instruments that a producer who elects to render service can ill afford to overlook it.

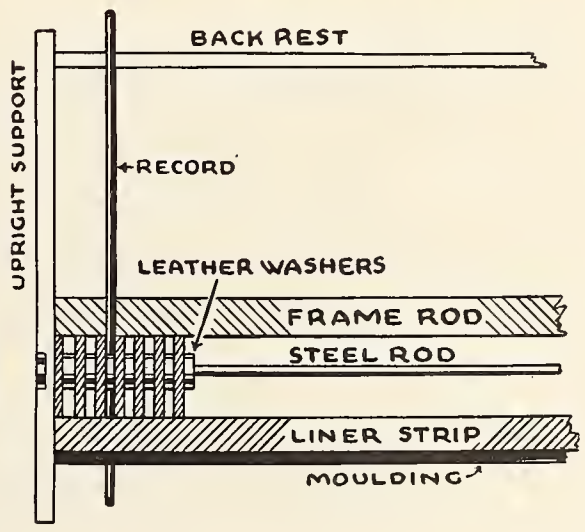
We are in position to co-operate with your designer on new patterns to supply maximum capacity and protection for records.

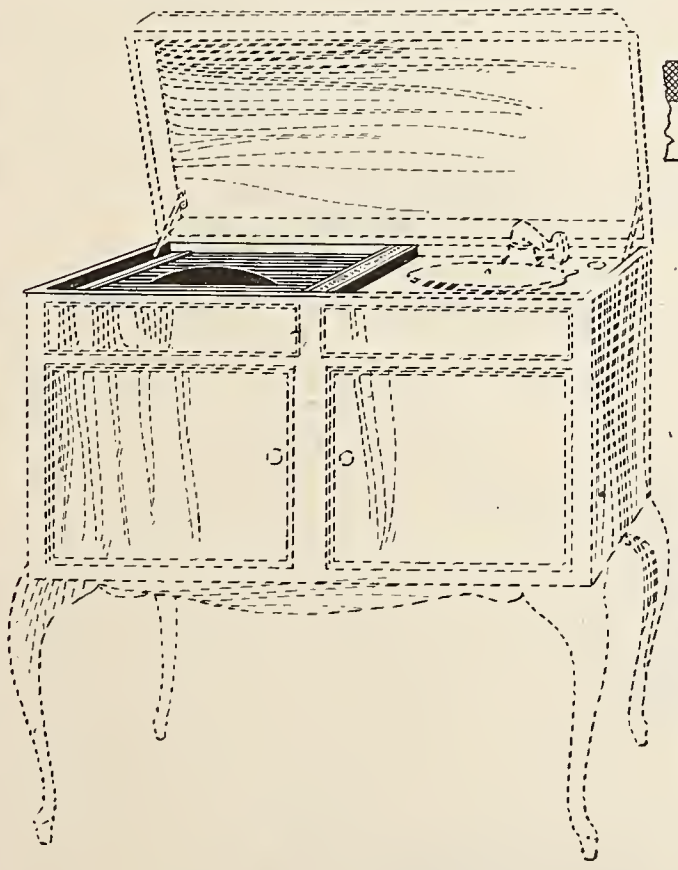
DEALERS

You who come in constant touch with the buying public should know more about the "KAMO-FILE." We have a special booklet for you. Ask about KAMO-FILE auxiliary filing units.

Patented Flexible Construction



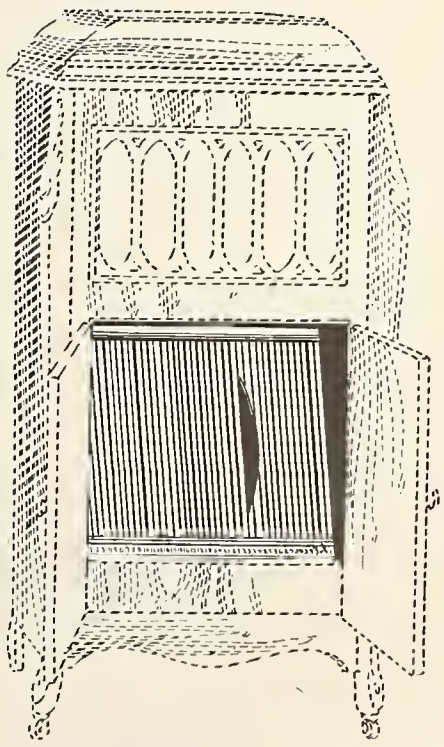




KAMO-FILE Console Interiors

With the increasing popularity of the console type, we point to the Kamo-File Console interior as the most logical and economical interior yet devised.

A "KAMO-FILE" Interior is a Hallmark of sincere quality.



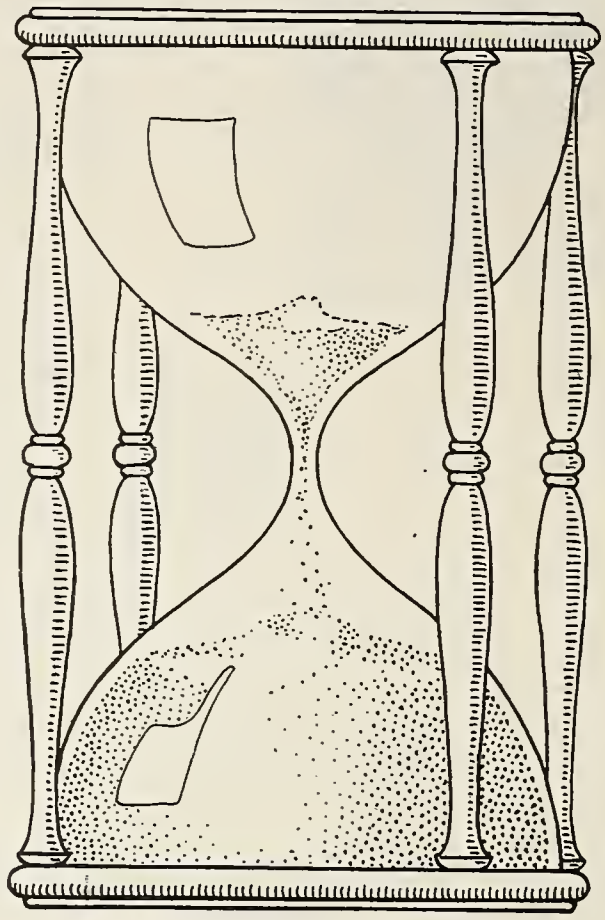
Standard Interior
Conventional Model
Made to Order

The Pierson Company

Sole Producers of "Kamo-File" Products

Rockford Illinois

Are You Letting Your Pathé Opportunities Pass Away Like the Sands of Time?



¶ The slower the Freight Train with your Pathe goods the faster the Holiday season approaches. Dealers who sit watching the hourglass without bearing this in mind will find the greatest, bang-up Holiday season on top of them without goods to supply to the great army of Holiday Buyers.

Don't Disappoint Your Customers.

Order now. Delay may spell disappointment.

Pathé
REG. U.S. PAT. OFF.

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK

Exclusively Pathé *of Course!*

It is always the Pathe dealer that gets the Best First. That is why Pathe dealers never feel dull times. If you are not a Pathe dealer—get in line now and enjoy the benefits of the big Pathe season just starting.

Babe Ruth, greatest hero ever known in the baseball world, is going to be before the public all winter—in vaudeville—in the movies—on the records—with the Pathe tone.

PATHE (Sapphire) RECORDS
ACTUELLE (Needle Cut) RECORDS

It will be the biggest seller of the year. With every record is

GIVEN FREE
Autographed Photo of
BABE RUTH

On the reverse side is an enchanting

Fox-trot—ABADELE
played by
DUANE SAWYER and his novelty orchestra

FREE WINDOW DISPLAYS
FREE CUTS AND MATS
For Local Newspapers
and a
FULL PAGE—OCTOBER 7th
IN THE
SATURDAY EVENING POST

BABE RUTH
—HIMSELF—

Here's how he does it.
Hear him say it.

HAS HE MADE A RECORD?

We'll say he has—

A Pathe *and*
A Pathe Actuelle Record.

IT'S SOME HIT.
Clear Over the Grandstand

WIRE YOUR ORDER TO YOUR DISTRIBUTOR NOW

Pathe Sapphire No. 22443. Code Word RETTAWS

Pathe Actuelle (Needle Cut) No. 022443. Code Word SWATTER

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK

BUILDING FUTURE PATRONAGE THROUGH THE CHILDREN

The Principle Back of the Educational Department of the Sherman, Clay & Co. Branch in Spokane, Wash., and How It Operates—The Sort of Service That Is Getting Results Now

SPOKANE, WASH., September 9.—Stores which realize the necessity of reaching the children of to-day from the standpoint of education for the child's good, building up the desire for good merchandise, instructing in the proper use of merchandise bought, and establishing an army of future patrons, for the particular store, will be interested in what Sherman, Clay & Co. here are doing in their successful "Educational Department."

It is almost impossible to convey the extent of this department—the cleverly worked-out details and the hundred ways in which it reaches out into the community—to homes, schools, churches, rural districts, social-service bureaus, libraries, foreign districts, and even to adults who have missed in their education the opportunities which the department offers. And although Sherman, Clay & Co. are a music house the good ideas apply just as much to department stores, book stores, school supply houses, shoe stores, and any line offered for children's use.

In the first place, the department is not a wild idea developed over night; but has been carefully worked out during two years of hard work by Mrs. Ethel Brasel, head of the talking machine department, who has the charm of personality, organizing ability, and theoretical and musical training to conduct such a department in a masterful way. After attending the Pacific Coast conference of the Educational Department of the Victor Talking Machine Co. at San Francisco, this Summer, Mrs. Brasel returned more confident than ever that she was conducting this work along the right lines. "At the conference in San Francisco, it was decided that if America is to become the leader in music, as it is in other things, the citizens would have to be educated to a higher class of music. This education must begin in the homes and schools as the country's success depends on the coming generations," said Mrs. Brasel; and it is assured that the work of this sincere, thoroughly capable woman will be appreciated throughout the entire Spokane country, this Winter, as it has been during the last two years.

The sales room of the Educational Department is especially fitted out and records for penmanship, history, typewriting, languages, etc., folk-dancing, recreation, physical culture, drills, marching and Americanization are classified and placed in the files with full details of the record written on the outside of each envelope so that the purchaser, who understands his own needs can browse about. But on the second floor, in the beautifully fitted-up assembly hall, is where interest warms up. Every modern aid for teaching is provided even to nursery furniture and costumes for dramatization. Every child in the city receives an invitation to attend the Saturday afternoon Music Hours, which are held in this hall, and each Saturday receives a card telling just what the program will be for that day. Children who attend are registered and asked whether or not they have a piano in the home—a Victrola, etc., and these records are used in the sales department.

The programs are divided into entertainment which is put on by the teachers in the city with their child pupils and includes fancy dancing, singing, reading, dramatization, games, etc.; and the instruction program under Mrs. Brasel's direction, in which every child participates. Rhythm, measure, and time are taught with the aid of Victrola and skipping games; a familiarity with the best compositions and operas is obtained by explanation, dramatization pictures, and the records; games which should accompany the records are taught so that these records can be taken into the home and the children know how to use them; accompaniment records can be taken into the home and the children have been taught the songs which go with them; every orchestral instrument is taken up and the child is taught how it works, how to distinguish it in concert, where it is placed in symphony and even mock orchestra games are taught and these the children are very eager to play especially with the record playing the music and they going through the motions.

The department works with the public school orchestras and expects in the near future to organize its own children's orchestra. One interesting discovery has been made in the department and that is that mothers are not singing lullabys and telling the old nursery rhymes, as they did a generation ago, and the children love to learn these lullabys with the aid of the Victrola and hear the folk lore records.

Mrs. Brasel urges the mothers of Spokane to revive these old songs and abandon the jazz and snatches of rag, which they sing to their children. Classes in which the children participate are often the means of discovery of real talent and after their attention has been called to it, parents are not slow in providing instruction for their children. Mrs. Brasel tells of one little girl who came to her after a demonstration of toe dancing by several little tots, and told her that she could do that. It developed that she was a natural toe dancer of great strength and grace and she is now one of the best performers in the city. The way in which children who come from musicless homes respond and eagerly accept the chance to express the real music that is in them is quite pitiful.

VICTROLA X FOR SOLDIER'S BRIDE

Officers of the Eighty-first Field Artillery, stationed at Camp Knox, near Louisville, Ky., recently presented a Victrola X to Master Sergeant Seidler and his bride as a wedding present. The sale of the machine was made by John S. Calveard, of L'Harmonie Compagnie, Louisville. The Victrola carried a silver plate, suitably engraved.

If foremanship were a bed of ease it would not be a desirable goal to attain, neither would industry be always seeking for good foremen.

MAIN-SPRINGS
For any Phonograph Motor
Best Tempered Steel

1	in. x 10 ft. for Columbia.....Each	$0.50
1	in. x 13 ft. for Victor.....Each	0.50
1¼	in. x 18 ft. for Victor.....Each	0.75
1	in. x 12 ft. for Heineman.....Each	0.60
⅞	in. x 10 ft. for Col. Pathé-Heineman Each	0.50
1⅞	in. x 16 ft. for Heineman .....Each	1.20
1	x 16 ft. for Saal or Silvertone....Each	0.90
1	in. x 10 ft. for Saal or Silvertone..Each	0.60
1	in. x 16 ft. for Sonora or Brunswick Each	0.90
¾	in. x 10 ft. for all small type machines Each	0.45
1½	in. full size for Edison Disc.....Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.
Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

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

HOHNER
HARMONICAS
AND
ACCORDIONS

This Beautiful Display Stand with 1 doz. assorted genuine Hohner Harmonicas, $8.40. Prepaid all over U. S. A.

Mail remittance with order.

Ask for Catalog

AUTHORIZED JOBBERS
Favorite Mfg. Co.
1506 DE KALB AVE.
BROOKLYN, N. Y.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 98 MICHIGAN AVE. DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (at the Euclid Arcade) PHONES - PROSPECT 2140 - CENTRAL 4106 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 102 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

The Educational Department of the Victor Talking Machine Co. was literally deluged this Summer with requests for their expert field lecturers to present courses on the subject of school music with the Victrola. The company's corps of educational workers covered this Summer the county institutes of Indiana, West Virginia and Kentucky under the auspices of the State superintendent of public instruction in each case. Miscellaneous institutes were covered also in Illinois, Maryland, Vermont, South Dakota, Colorado, Kansas, Nebraska and Ohio.

Perhaps the greatest testimony to the value of Victor educational work is to be seen in its acceptance by large university Summer sessions. The State College of Pennsylvania, the University of Indiana, Northwestern University, Yale, the University of Southern California, the University of Washington, the University of Pennsylvania, the University of Utah, and Peabody College, Tennessee, included courses on Victor educational methods in their regular curricula, with full credit toward degree requirements in music. In addition to the universities presenting work by Victor lecturers, many gave courses in Victrola methods with their own independent instructors.

The large normals of the country were likewise offered courses of a similar nature. Victor representatives had been teaching this Summer in the largest normals of Illinois, Wisconsin, Minnesota, Maryland, Colorado, Michigan, Pennsylvania, Oklahoma, South Dakota, Massachusetts, Tennessee, Kansas, Idaho, Maine and New Mexico.

Mrs. Frances E. Clark, director of the Victor Educational Department, as has been previously mentioned in The World, with a corps of assistants attended the National Educational Association meeting at Salt Lake City the week of July 4, maintaining a large exhibit and meeting the representative educators of the country.

Miscellaneous Summer educational activities recently took Victor representatives to a large extension school at Carroll, Iowa; a huge conference on rural education and country life, held at Monteagle, Tenn., under the auspices of the Bureau of Education of the United States Government, at which about three thousand persons attended, representing fifteen to twenty Southern States; a Summer session at the Oswego, N. Y., Normal School, where the work was on the use of music in the training of mentally defective children; three weeks' attendance at the "Teachers' Plattsburg," at Castine, Me., and parochial school courses.

ARE YOU A "YOU MAN"

How much has personal popularity to do with your business success? How much has memory to do with your popularity? Ever watch an absent-minded, forgetful man? Compare such in your mind's eye with some smiling, alert, thoughtful fellows who remember you—your name—your business—the things you like—past conversations with you—where you live—the name of your little boy—or any one of a half dozen things that particularly concern you.

The difference between the absent-minded, forgetful man, and the one who remembers and reminds is that one is thinking mainly of I and forgets You.

The I man is never interesting. The You man always delights our soul, flatters our ego and wins our heart.

Moral—be a You Man.

To be thrown upon one's own resources is to be cast into the very lap of fortune—Ben. Franklin.

Announcement

We wish to announce to the trade that

Cole & Dunas Music Co.

Chicago, Illinois

are no longer distributors of the WALL KANE needles.

Dealers are advised that WALL KANE needles are handled in Chicago by the following distributors:

A. C. McClurg & Co.
Carson Pirie Scott & Co.
Manufacturers' Sales Co.
Empire Talking Machine Co.
Great Eastern Mfg. Co.
Magnola Talking Machine Co.
Tonk Bros.
Steger & Sons Piano Mfg. Co.
Wade Talking Machine Co.
Consolidated Talking Machine Co.

Progressive Phonographic Supply Co.

145 West 45th Street, New York City

PROSPECTS EXCELLENT IN GEORGIA

E. N. Upshaw Makes Interesting Summary of General Business Conditions There

ATLANTA, GA., September 7.—E. N. Upshaw, president of the Southern Sonora Co., this city, has a most optimistic report to make regarding general prospects for the talking machine trade in this vicinity during the Fall and Winter. He likewise has a good report to make regarding current business.

During July, declares Mr. Upshaw, his company did a larger volume of business than for any month since its organization on January 1, and a larger business than Mr. Upshaw has experienced during a number of years in the talking machine business generally. The result is that it was impossible to accumulate any great reserve stock, but a reserve stock is nevertheless being built up slowly but surely, in both machines and records, in an effort to take care of the demands that are expected shortly from dealers.

In commenting upon prospects Mr. Upshaw said: "Speaking strictly from a talking machine standpoint, we believe that the Fall of 1920 is going to be the best so far in the history of the talking machine industry. Just why people will continue to buy phonographs and records when they are extremely cautious about purchasing other articles, I would not attempt to say, but it seems a fact nevertheless in our territory that the talking machine business or phonograph business, whichever you may care to term it, goes on forever and grows bigger and bigger each day, and we believe that November and December are going to find the dealers in the standard, recognized lines of talking machines calling for merchandise just the same as they have been for the past several years."

Easy money; get rich quick, 1,000 per cent profit, success without work—all these are sign posts on the road to—Failure.

A WINDOW display may be a chance happy thought, or a logically conceived idea growing out of the merchandise itself.

The former may sometimes be striking and clever, the latter always SELLS goods.

With a completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and advertising staff, Einson Litho. Inc. has for years specialized in creating window displays and other lithographic material that SELL goods.

Our success and our capacity may both be measured by the scores of manufacturers who are to-day using "Einson" window displays and other lithographed dealer-helps with profit.

We shall be glad to discuss with you, in person or by mail, our experiences in securing dealer co-operation.

EINSON LITHO INCORPORATED

Executive Offices and Art Studios
71 W. 23rd St., N. Y.

Factory & Plant
327 East 29th St.
New York, N. Y.

Chicago Offices
1306 Auditorium Tower Bldg.
Chicago, Ill.

Edison Amberola Message No. 9

5200 merchants in the United States and Canada are members of the Amberola dealership organization.

The majority of these merchants have been retailing the line for five, ten, fifteen or twenty years.

Their long service in the Edison ranks proves indisputably that the Diamond Amberola is permanent in public esteem and highly profitable to the dealer.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

THE PERIOD TONE ARM CO.

M. L. Boris Forms New Company to Market a Number of Patented Products

M. L. Boris, a well-known inventor, who has been connected with the talking machine industry for over sixteen years, some time ago

M. L. Boris

organized a new company known as the Period Tone Arm Corp., for the purpose of manufacturing a number of his own products for which he holds exclusive patents.

Among these are the period tone arm, the styles of which are made to conform with various period models. In addition to the stock models as mentioned above, the company also manufactures, on order, designs made exclusively for the individual manufacturer.

Mr. Boris recently said that following the announcement several months ago of these new designed tone arms he found the trade in a most receptive mood for his firm's products.

McMACKIN POPULAR IN DULUTH

DULUTH, MINN., September 8.—The Duluth News-Tribune recently carried an interesting article regarding the visit to this city of Robert McMackin, of the Emerson Phonograph Co., New York, who spent some time with the Marshall-Wells Co., of Duluth, Emerson jobbers in this territory.

While in Duluth Mr. McMackin was the guest of honor at the State convention of the American Legion held in this city. Mr. McMackin was known overseas as the "Millionaire Mule Skinner," as he drove a pair of mules throughout the war and attained considerable renown and skill in this interesting work. Mr. McMackin was given an enthusiastic ovation at the convention, but he admitted frankly to his many friends that the sobriquet of "millionaire" was hardly justified by existing conditions.

CLOSED GREAT SUMMER BUSINESS

The Eastern Talking Machine Co., of Boston, has shown a surprising growth during the Summer and August was an especially good month. Both George Dodge and his energetic son, Hovey Dodge, are again on the job following vacations and are giving their undivided attention to business.

The Lee Music Co. is the newest music store in Gadsden, Ala., and handles the Starr phonograph.

SELLING RECORDS IN THEATRES

New Scheme Being Worked by Traveling Theatrical Managers That Is Worth the Attention of Local Talking Machine Retailers

Reports come from the Middle West to the effect that the management of one of the musical comedy companies at present on tour has enlarged upon the plan of selling copies of the score and of the individual musical selections in sheet music form in the lobbies of the theatres and is offering to the members of the audiences the separate hits in music roll and record form.

At first glance it seems as though this plan would increase the distribution of, and therefore the demand for, rolls and records, but as a matter of fact, with the rolls and records being sold by those in the employ of the company management the trade of the local dealers is likely to be cut into to a considerable extent. In several cases it is reported that dealers have entered protests against the practice.

It would seem as though theatre managers, if they plan to engage in the selling of rolls and records to any considerable extent, might arrange to place the concession in the hands of local dealers, or their representatives, on a percentage basis, the percentage to be figured by the dealer as rent for selling space. It is a known fact that hundreds of people will buy one or several copies of the song hits of a show as they are leaving the theatre and while the melodies are fresh in their minds who would not go to a music store to make the same purchase on the following day. Perhaps the same rule holds good to some extent in the case of music rolls and records, but it seems that the sales should go to the dealers who handle those lines in the regular way. The subject is worthy the consideration of the trade.

Part view of Motrola counter display, the Rudolph Wurlitzer Co., Chicago. Each machine has a Motrola attached.

A window with a strong sales appeal. Motrola display, the Goodhart - Tompkins Co., Atlanta, Ga.

Playing the Right Tune!

WE'LL say he is. He has the right idea—talks Motrola to every customer entering his store.

Shows 'em how take-the-joy-out-of-life hand winding becomes a back number with a Motrola attached to the family phonograph.

The Motrola is the biggest idea that ever hit the phonograph world. Folks are getting wise—boosting the demand sky-high.

Every live phonograph store should stock the Motrola. Just try a window display and see what happens to the old cash register! In various current types, including 32 volt for farms. See your jobber, or write us.

JONES-MOTROLA, Inc.

29 West 35th Street, New York

57 East Jackson Blvd. Chicago

315 South Broadway Los Angeles

Winecoff Hotel, Atlanta, Georgia

The Cathedral Reproducer

A SLIGHT turn automatically adjusts the Cathedral Reproducer so that it plays all records perfectly. This is one of the features that give the Cathedral leadership in sales. Illustration shows position for diamond point record.

POPULARITY measures phonograph sales. Immediate public acclaim has greeted the wonderful Cathedral.

The reasons are many. There are the exclusive mechanical specifications.

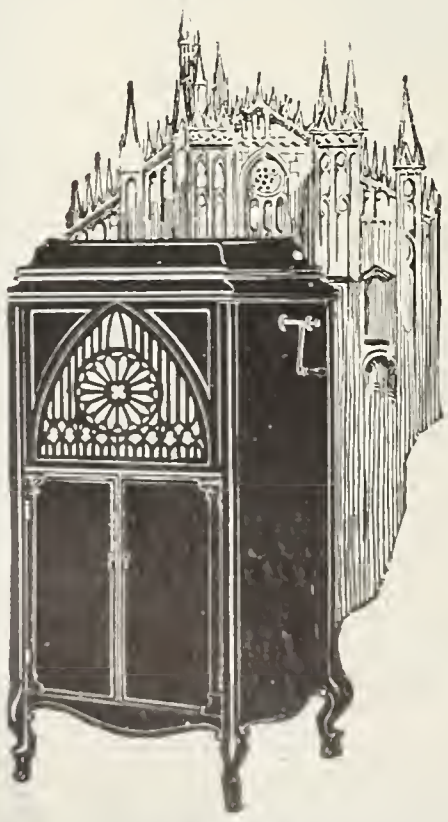
The full, natural tone. The exquisite wood work designs reminiscent of famous cathedrals. Unlimited choice of records, all played scientifically correct.

BESIDES the Cathedral Reproducer other mechanical features are:

Counterbalance Valve. Causes needle point to ride at perfect equilibrium and with exact contact. Adds to record life.

Cathedral Amplifier. Eliminates sympathetic vibrations. Reflects natural tone waves with perfect distinctness.

Automatic Stop and the ***Cathedral Motor,*** dependable, precise and well balanced.

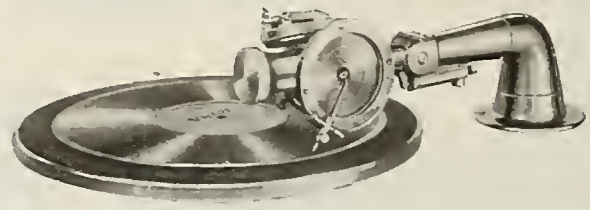


MILAN MODEL

Cathedral
Phonograph

Alert Dealers appreciate what the Cathedral offers in increased sales.

Write for further details.



Cathedral Reproducer playing lateral cut (Victor type record.

Cathedral Reproducer playing sapphire ball record (Pathe type).

Cathedral Phonograph Co.

GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O. CHICAGO, ILL. GRAND RAPIDS, MICH.

GREAT EDUCATIONAL WORK

Conducted by Miss Donaldson of the Victrola Department of W. J. Dyer & Bro.—Course of "Listening Lessons" Exceedingly Popular

ST. PAUL, MINN., September 9.—"Listening lessons" is the neatly descriptive title given to a series of music talks to the school children of St. Paul during the past Summer by Miss Laura M. Donaldson, educational supervisor in the Victrola department of W. J. Dyer & Bro. The course was arranged and conducted by Miss Donaldson and had official recognition through indorsement by Miss Elsie M. Shawe, supervisor of music in the St. Paul public schools.

The work was begun in the Dyer concert hall, but was continued elsewhere when convenient, one feature being al fresco diversions in Como park, one of the most delightful recreational parks in the Northwest.

Each meeting was divided among three classes, the very little tots, the intermediate ages and the

One of Miss Donaldson's Classes.

elder ones. The tots were taught folk dances in order to develop a sense of rhythm and thereby obtain a love for music. The dancing also was continued with the older children for the relation quite necessary after somewhat intense listening. Each class had two picnics in Como and the Victrola went along as part of the company. By the way, the park and Victrola combination was suggested to Miss Donaldson by an article in the Talking Machine World.

"The main purpose behind this series of 'Listening Lessons'," explained Miss Donaldson, "was to teach the rising generation that music is an essential part of modern life to inculcate in them a love and a taste for the right kind of music. One of the first steps with the youngest children is to develop within them a sense of rhythm from which first step they are guided along the path of good music, special attention being given to developing appreciation for the best music, a sense of discrimination and to teach them to become able to judge and criticize music.

"My work during the past summer has been highly satisfactory, as I feel that every one in the various classes has been started on the right road. In many cases the children were accompanied by their parents and the latter absorbed fully as much as the youngsters. We note this in the discrimination they exercise in purchasing records. People with little or no musical taste a few weeks ago, and much devoted to the flashy class of music, now are asking for compositions such as the Minuet in G, and the like. It truly has been a pleasurable Summer for us all and I trust a profitable one to the children."

CO-OPERATE WITH MANUFACTURER

MEMPHIS, TENN., September 7.—The Memphis Plywood Corp., of this city, manufacturer of water-proof plywood, has completed plans whereby it can offer intensive co-operation to talking machine manufacturers. The company is now producing high-grade gum plywood, catering chiefly to the talking machine industry. The Memphis Plywood Corp. has one of the most modern and up-to-date plants in this particular field. It has just finished a steel and concrete plant, and the machinery that has been installed is the most efficient available for the accurate production of plywood. The location of the factory is ideal, for it is situated in the center of the lumber region, and the railroad facilities of Memphis insure prompt transportation to all parts of the country.

C. E. GOODWIN RETURNS TO DESK

CHICAGO, ILL., September 3.—C. E. Goodwin, manager of The Phonograph Co., and prominent Edison jobber, returned to this city last week following an extended trip, including a visit to the Edison Laboratories at Orange, N. J., on August 24. He returned by way of Saratoga and Windsor. Mr. Goodwin expressed some dissatisfaction concerning the discounting of Canadian money, but is hopeful that the matter eventually will be corrected.

Now let's work for a great Fall trade.

Safety First, Last and All the Time!

Insure Perfect Delivery

Khaki Moving Cover, Padded, Fleeced Lined

Price $8.50

Mention Style of Machine when ordering

No. 804

Founded 1864

Heavily Padded and Quilted

Jobbers: Write for Special Offer

LYON & HEALY, CHICAGO

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT

RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J.

Telegrams Prescott, Pompton Lakes N. J.

Is It Any of Your Business?

To know that there is a phonograph manufactured by a company whose belief it is that there are dealers who desire to handle the best money can buy in a portable instrument.

In every sense of the word you get quality in the

PIKNIK
HIGHEST CLASS PORTABLE
TRADE MARK
LAKEWOOD, N.J.

Size 9x13x15 Patented in U. S.

Blood Universal Tone Arm and Sound Box, Heineman No. 36 double spring motor, plywood case, mahogany grain finish, 12" twelve record album, special device needle cups, guaranteed in every respect the *"real stuff"* the kind that *"stays sold."*

Is That Any of Your Business?—*Write*

PIKNIK PORTABLE PHONOGRAPH, Inc. **Lakewood, New Jersey**

NEW EMERSON CATALOG APPEARS

Latest Publication Devoted Exclusively to the Emerson Phonograph—Most Artistically Conceived and Admirably Written

The advertising department of the Emerson Phonograph Co. has advised its representatives of the publication of a new catalog devoted exclusively to the Emerson phonograph. This volume is unique in many respects and J. I. Bernat, advertising manager of the company, has received congratulations from dealers upon the compilation of a book which they can use to excellent advantage in the development of Emerson phonograph business.

The first edition of this catalog is in loose-leaf form, so that the sheets illustrating and describing any new models that are added to the line can be readily included with the sheets furnished with this first edition. Among the designs presented in this first catalog are models seven, eleven, fourteen, seventeen, twenty, period model thirty-five, period model thirty and period model forty. The three period models are designed in Heppelwhite, Sheraton and Queen Anne respectively.

There are brief descriptions of the distinctive features of the Emerson phonograph, special attention being paid to the Emerson "precision" motor, the improved flush motor board, the "true tone" reproducer, the bevel-edge turntable, the "thrush throat" tone arm, the twenty-first century filing system and the famous "Music Master" horn. All of these features represent valuable sales arguments for use by dealers in presenting the Emerson phonograph, and the Music Master horn in particular is given adequate attention. Referring to this horn, this catalog presents under the heading of "Spruce," the master's wood, the following interesting data:

The old master violin makers of Cremona used spruce for the sounding boards of their instruments, and even to this day spruce is the wood most favored in fine violin construction.

The explanation is simple. Spruce is the most resonant of all woods because its fine-grained fibres run evenly—parallel to each other. In other woods the fibres twist and turn, gnarling and frequently knotting.

Sound, science tells us, is only a series of vibrations. The superiority of spruce, with its fine, even-running fibres, as conductors and amplifiers of sound, over other woods, with their twisted and gnarled fibres, will be readily seen.

That is why only the finest selected spruce, thoroughly seasoned and kiln-dried, is used in the construction of the Emerson Music Master horn.

"The next time you go to church or into a picture show of the modern pattern and listen to the soft tones of the organ coming from you know not where, ponder what makes these tones," says the American Forestry Association of Washington, "for these tones in most cases come from wood."

"In quantity" * * * (used for this purpose) * * * "spruce exceeds the other soft woods. Wood consists of fibres which may be compared to strings either parallel or interlaced. Most of those of spruce are parallel, hence their fine musical qualities. Most other woods have shorter fibres and they may not be arranged so that they can vibrate freely, one interfering with another."

Imagine a sound wave issuing through a phonograph sound chamber. Obeying the laws of nature, this sound wave follows the line of least resistance. It travels in "spiral springs."

You cannot get round tone from a square horn!

If the horn is square or rectangular, the sound encounters right angles, corners, deflecting edges. As water waves, on meeting with obstructions, are forced from their true course, so sound waves are turned aside from their true course, on encountering these obstacles. Instead of flowing harmoniously from the sound chamber or horn, they strike against the angles. They echo in the corners.

The result is a tone which comes out muffled, blurred, "mechanical."

What a difference when music flows from the Emerson Music Master horn! What full, round tone—what perfect proportion of tone—what vivid reproduction of every tiny detail in the record!

The reason for this marvelous clarity of tone is easily explained. Examine the Emerson Music Master horn. Note that it is perfectly round—like a trumpet. This trumpet construction permits the music to flow out—without interruption or impediment. There are no corners, no angles, no edges, to interfere with, or in the slightest degree impede, the smooth, even flow of sound.

The tone is perfectly proportioned, because it flows from a perfectly proportioned horn—the Emerson Music Master horn.

Tone clarity secured at no expense of tone volume.

Clarity of tone is sometimes achieved by sacrificing volume. This is not the case with the Emerson Music Master horn, due to the principle on which it is designed.

This principle is roughly illustrated by the megaphone. Have you ever seen a square megaphone? Of course not. All megaphones are round—perfectly round.

Every Emerson Phonograph, regardless of size or price, is equipped with the Emerson Music Master horn—shaped round, like the megaphone.

The Emerson phonograph line has met with an enthusiastic reception from dealers from Coast to Coast. Jobbers everywhere have already placed orders far beyond their allotment for the first year, and there is every reason to believe that the demand for this instrument during the coming year will be far beyond expectations. The company is devoting careful attention to every phase of manufacture, and the sales department is co-operating with the dealers in bringing this talking machine to the attention of music lovers in all sections of the country. This new catalog forms an important link in the plans of the advertising department to further the interests of Emerson representatives in the introduction of this line.

What More Can You Ask

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

Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Clear tone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Tructone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at $50.00 per 100.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

PUSH

Steinburn

QUALITY PHONOGRAPHS

No. 35, $175.00
LOUIS XVI. DESIGN

Fully Guaranteed for Five Years

—and prices are as low as you'd pay for the ordinary kind of phonograph!

OUR GUARANTEE:

1. **Saves STEINBURN agents worry.**
2. **Inspires confidence of customers.**
3. **Simplifies collection problem.**
4. **Gives vigorous aid to sales.**

Lists 25 to 35% Lower than other standard lines

Naturally a big help in selling is that STEINBURN lists are 25 to 35% under those of other standard lines on basis of size, equipment and value.

No chance for any slump in STEINBURNS because there has never been any inflation. During the past year, when many leading phonograph manufacturers advanced their list prices from 25 to 35 per cent all Stein-Burn products were left at the original low price levels. Dealers can rest assured that Stein-Burn products represent maximum value at minimum cost.

And every STEINBURN you sell is a standing advertisement of cabinet excellence and superlative musical quality.

No. 10, $95.00
POPULAR DESIGN

You Can Choose From Eleven Beautiful Models

STEINBURN offers the dealer the added advantage of a range of instruments comprising eleven models.

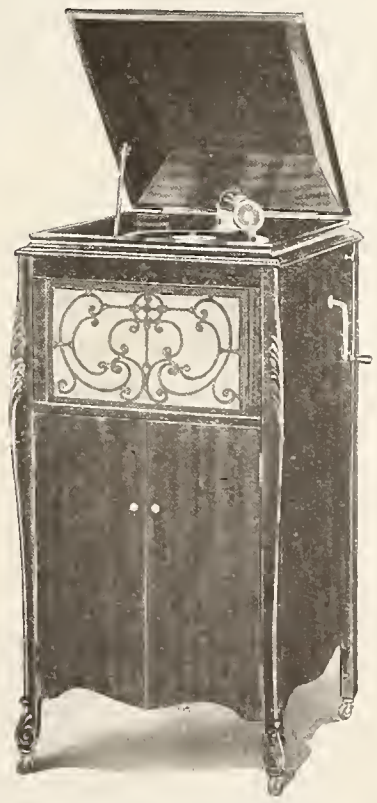
The cabinets *you want* for your particular trade are among them. The price range—from $95 to $300, cabinet and console models—also gives you the pocketbook range, a big item in selling phonographs. Uprights and consoles—"beauty boxes," every one of them.

If you want *maximum profits* in the phonograph business with *minimum capital* WRITE TODAY for catalog, our generous discount and very liberal terms of settlement, so you may get your order in promptly.

STEIN-BURN CORPORATION

221-225 West Randolph Street,

CHICAGO, ILL.



No. 20, $125.00
VOGUE DESIGN

Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Look at the Simplicity of the Brooks Automatic

Good Salesmanship?
Yes.
Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

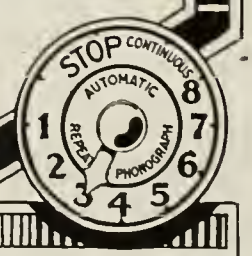
No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



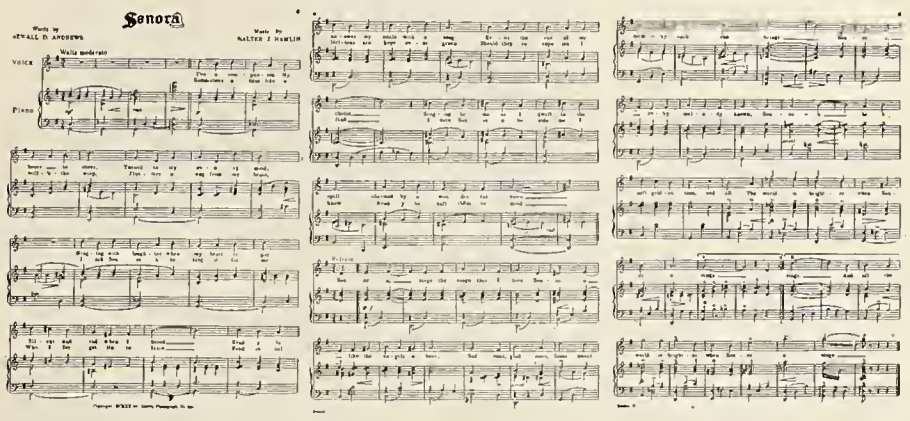
PLANS TO DOUBLE OUTPUT

Cardinal Phonograph Co. Enlarges Facilities to Ensure Increased Output—Increasing Orders for Fall Delivery Made This Step Necessary

NEWARK, O., September 7.—The Cardinal Phonograph Co. has completed extensive alterations in the Cardinal plant at Zanesville, O., and sufficient machinery has been installed to more than double last season's output. The Cardinal Phonograph Co. has been very fortunate in securing a large quantity of raw materials and it is expected from now on to fill the many orders from Cardinal dealers without delay. This expectation also includes the rush season before Christmas. All members of the sales staff of the organization report that the new Cardinal dealers appointed this Summer are very enthusiastic over the merits of the Cardinal phonograph and are pushing the line strongly in every instance. A large number of orders are reported booked for October and November deliveries and the outlook for the season is pronounced to be very promising.

COMPOSE SPECIAL SONORA SONG

"Sonora, the Melody Beautiful," a popular musical composition composed recently by Sewell D. Andrews, of the Minneapolis Drug Co., and Walter J. Hamlin, of C. J. Van Houten



Music of Sonora Song

& Zoon, Sonora jobbers, is meeting with country-wide favor and is being featured effectively by music dealers from coast to coast.

Musical critics have praised the song in the highest terms and it is being recorded by several large companies. The melody is excellent and Sonora dealers are ordering large quantities of the song for use in their publicity campaigns this Fall.

RETURNS FROM AN EXTENSIVE TRIP

Secretary of Van Veen & Co. Pleased With Conditions in Middle West and South

L. Tobias, secretary of Van Veen & Co., Inc., manufacturers of Van Veen bed set hearing rooms and equipment, has just returned from an extensive trip throughout the trade. He reports considerable activity throughout the West and Middle West and the South and looks for greatly increased business in the East in the very near future. Van Veen & Co. are receiving heavy demands for their equipment and are making installations in all sections of the country. In order to take care of the steady big business which they are doing, it has been necessary to considerably increase their manufacturing facilities. Mr. Tobias reports that a general spirit of progressiveness is being manifested everywhere. Dealers are taking personal pride in having their warerooms the best in their locality. The increase in competition among talking machines has accentuated the advisability of attractive warerooms. Every indication points to a steady continuance of this progressive spirit and Van Veen & Co., Inc., are planning for a big Fall business.

The White Sewing Machine Co., of Cleveland, O., expects to make the first distribution of talking machines to the trade some time this month.

PAYS TRIBUTE TO TRADE PAPER

E. C. Howard, Sales Director of Granby Phonograph, Is One of Best Informed Men—He Gives Some Reasons Why

The sales of the Granby phonograph, made by the Granby Phonograph Corp., Norfolk, Va., and announced to the trade last month, is under the excellent supervision and direction of E. C. Howard.

E. C. Howard, or Howard E. C., as he signs his communications, needs no introduction to the talking machine trade or industry. He has a record of accomplishments possessed by few. It will be remembered that the Widdicomb phonograph and L'Artiste phonograph, both of which are well-known and established, were originated under the guidance of Mr. Howard.

He has the reputation of being one of the best informed men in the trade and generously gives the source of the great majority of his knowledge of current conditions in the trade to a careful perusal of each month's issue of the trade paper. In speaking to The World, Mr. Howard said, relative to this subject: "Although the trade journal is written largely for and read carefully by the dealers of the trade, the manufacturer must just as thoroughly keep abreast of the times by carefully reading each issue. The cumulative advantages to be gained through the knowledge acquired cannot be overstated. Just as soon as The Talking Machine World arrives, I read it over page for page, and when I am through I do not imagine that anything escapes me."

Mr. Howard has been in the trade for many years and has grown with the industry from its humble beginnings to its present large state. He is a great enthusiast and an indefatigable worker. The goal of his ambition may be best summed up as a "realization of ideals." Mr. Howard has always been connected with big enterprises. Previous to his connection with the Granby organization he rejected a number of opportunities and selected his present work because of his enthusiasm over the future of the line. Mr. Howard in his new work is receiving the unqualified support and backing of H. H. Schumaker, secretary of the Granby Phonograph Corp., and Harry Levy, president. The spirit of the organization plus the resources in back of it, appealed greatly to him and he has already taken up his new duties and the effects of his work may be seen in the new Granby line that has just been announced. Although director of sales, Mr. Howard is often at the factory of the company at Newport News, Va., seeing to it that the factory keeps up with the demands he creates. The sales organization of the company is now being formed and Mr. Howard is giving much of his personal attention to the appointment of high-class distributing representatives throughout the entire country.

The picture of Mr. Howard does not appear herewith. When asked for his photograph by a representative of The World, Mr. Howard told of his one and only experience in a similar matter. Some years ago in Chicago the same request was made of Mr. Howard and he obligingly went to a local photographer. The picture was good, but the photographer carelessly lost the plates and since then Mr. Howard's faith in mankind in general and photographers in particular has been somewhat lessened and no further pictures have been available.

VICTOR DEALER IN OLDTOWN, ME.

Chas. J. Newman, manager of The Victrola Shop, Oldtown, Me., has recently been appointed a Victor representative for the city of Oldtown and surrounding territory. He is opening an extensive music store in the Victrola Building and will handle the Victor products exclusively. In addition to carrying a full line of musical merchandise he will also maintain music studios for teachers and students—in fact, his establishment will be a musical center.

A VICTIM OF HOTEL FIRE

PORTLAND, ORE., September 3.—John Jenny, in charge of the phonograph repair department of the Wiley B. Allen Co., this city, was caught in the fire which gutted the Elton Court Hotel here this week, and was so badly burned that he died from the effects the next day. His two brothers escaped from the blaze with slight injury.

Not One of the First Thousand Was Returned!

When, After Years of Experiments, the

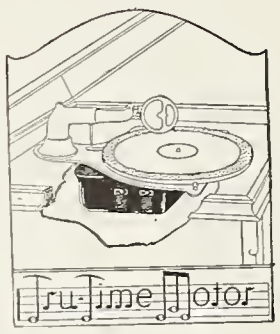
Tru-Time Motor was pronounced perfect. One of the "Big Four" phonograph companies purchased one thousand of them for use in the higher priced models.

Not One of the First Thousand Has Been Returned, and, now this same company has placed a second order for TEN THOUSAND additional.

This means but one thing—the problem of electric phonograph control at last has been solved by the

Tru-Time Motor

Reg. U. S. Pat. Off.



A Few Tru-Time Points

Reasonable in price.
Now in production.
Never needs oiling.
Never changes speed.
Free repairs during the life of the machine.
Free replacement of worn parts.
Silent and invisible.

Our Guarantee

To maintain constant turntable speed at any voltage from 40 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—PUT IT IN WRITING.

This is a strong statement made in a conservative way. It means that not a single motor has been returned to us, the phonograph manufacturer or the dealer for any cause. It means that THE TRU-TIME MOTOR has given absolute satisfaction.

The Tru-Time Motor is to the Phonograph what the Conductor is to the Opera

EFFICIENCY ELECTRIC CORPORATION

124 White Street, New York **Factory: Lowell, Mass.**

Manufacturers, Write for Complete Description

EFFICIENCY ELECTRIC

GLEANINGS from the WORLD of MUSIC

Men Who Make Popular Songs

No. 16—George Gershwin

Among the composers who have contributed numbers of merit to present Broadway musical successes is George Gershwin, who has prominent numbers in both George White's "Scandals

George Gershwin

of 1920" and "The Sweetheart Shop." Last season George Gershwin came into the limelight with the song "Swanee," which was sung in several productions and in addition was popular with a large number of vaudeville singers. As a fox-trot, too, its success was not small and at this late date it is still a work that finds favor with the orchestras.

In "The Scandals of 1920" he is responsible for the "Scandal Walk" and "Idle Dreams," and in "The Sweetheart Shop" he has contributed the popular song "Waiting for the Sun to Come Out." This latter number is considered one of the leading songs of the show.

George Gershwin is an accomplished pianist and has done some excellent work for one of the leading player roll companies. His popular rolls, particularly of the dance variety, have won him a permanent position in player roll recording circles.

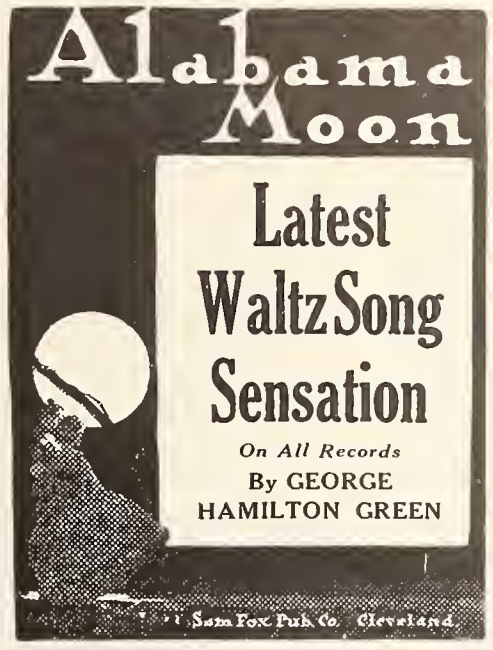
MUSIC PROSPECTS FOR FALL

Publishers Making Preparations for a Most Active Season—Novelty Numbers Score

During the past two months, owing to the distinct slump in the sales of sheet music, the music publishers withheld their new issues awaiting the Fall season. The latter weeks in August showed such increased activity in sales, however, that the publishers, almost without exception, have grown very optimistic regarding the coming months. The Fall advertising appropriations of the leading publishing houses are larger than those of any previous season and most of the houses have already inaugurated their Fall advertising campaigns.

Particular attention has been given of late to novelty numbers and these, despite conditions of the past few months, have shown activity. The list of Fall releases shows a tendency on the part of the publishers to concentrate their efforts on numbers of the ballad type, and no small part of the Fall appropriations will be spent on numbers of that variety. The usual quota of fox-trots, however, is still being turned out and from all indications there is to be no dearth of that sort of composition.

One of the things that have added to the optimism of the publishers has been the increased interest in American popular works in European centers. The demand there has shown a constant increase and the American publishers are at the present time receiving very



therefore American popular composers are better rewarded than the popular composers of France.

"For a period of over a year tourists, publishers and others have all reported that American music, particularly jazz, was very popular in England. This has often been impressed upon American song writers and publishers by the influx of representatives of the leading English music publishing houses arriving in this country for the purpose of acquiring copyrights for their country."

All of which goes to show that in a period of a little over two years American popular music has acquired world-wide recognition.

NELL BRINKLEY FEATURES SONG

Popular Illustrator Bases Evening Journal Drawing on New Feist Song Number

The new Feist song success, "Just Like the Rose," which has been experiencing great popularity throughout the country, was made the subject of one of Nell Brinkley's typical girlie sketches in a recent issue of the New York Evening Journal. In the story accompanying the sketch were reproduced the words of the chorus.

Waltz Lullaby Success! On All Records and Rolls
PICKANINNY BLUES
Chicago McKINLEY MUSIC CO. New York

The Quartette MESSINESE makes its first four Italian Records on

This organization is considered the finest Instrumental Quartette ever recorded.

Real Folk Dances, in perfect dance time.

If you have Italian trade don't fail to stock these records.

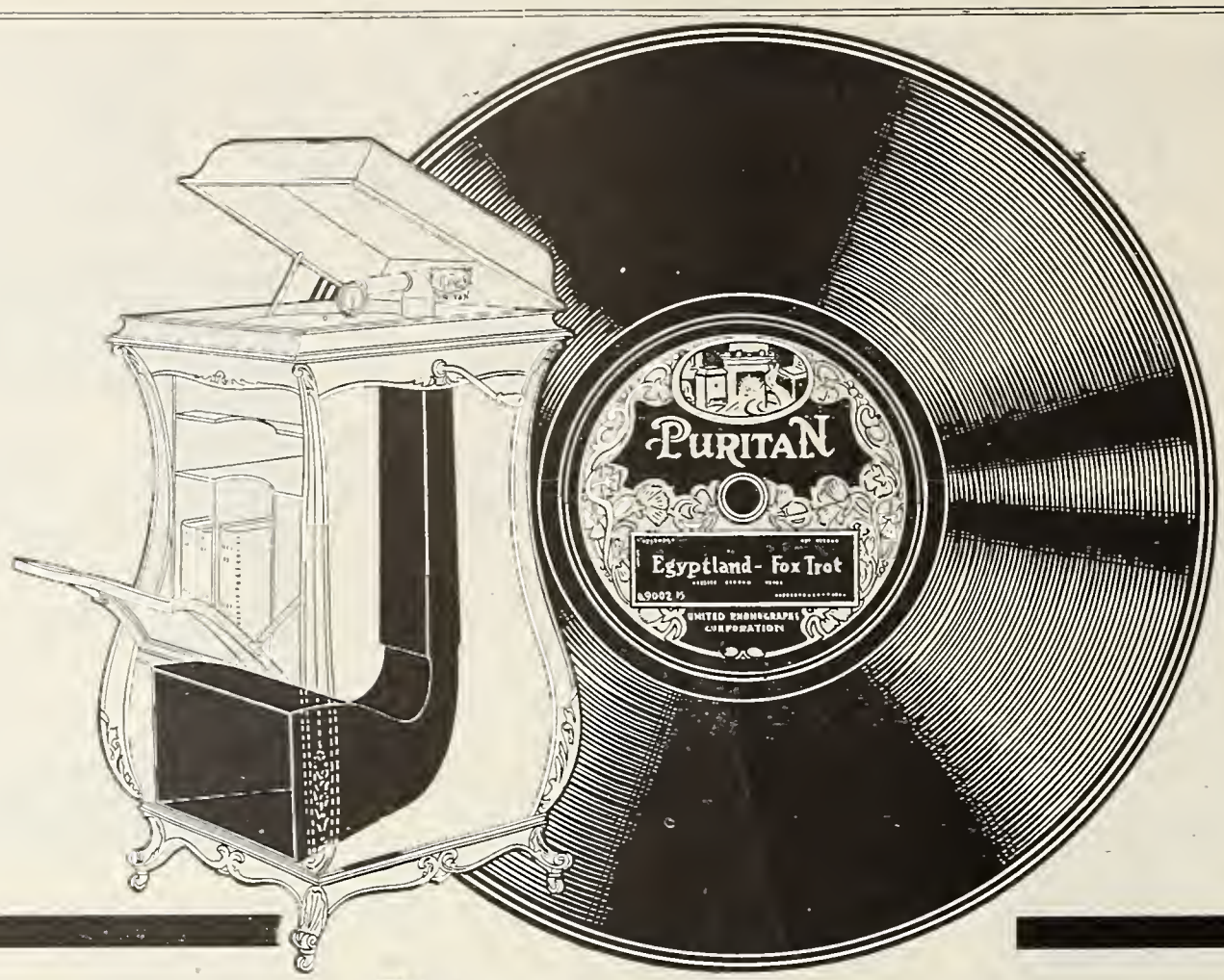
Big SALES will follow.

OKeh

10-inch . $1.00

9001	Voci D'Angeli . VALZER	*Quartetto Messinese*
	Tra Veglia E Sonna MAZURKA	*Quartetto Messinese*
9002	Di Stella in Stella MAZURKA	*Quartetto Messinese*
	La Bella Nicosia QUADRIGLIA	*Quartetto Messinese*
9003	Allegri! Allegri! POLKA	*Quartetto Messinese*
	Pioggio di Fiori MAZURKA	*Quartetto Messinese*
9004	Sei Bella . . . POLKA	*Quartetto Messinese*
	Lotta D'Amore . VALZER	*Quartetto Messinese*

Phone Barclay 2493 ZIEGLER, BAKER & JOHNSON, Inc. Service In or Out of Town
100 Chambers Street, New York City



The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

HELPING FREIGHT SITUATION

Railroad Committee of U. S. Chamber of Commerce Advises Shippers How They May Aid in Expediting Movement of Freight

Washington, D. C., September 8.—An urgent appeal to manufacturers and business men of the country to join in making better use of existing railroad equipment as a means of providing an immediate improved transportation service was made in an open letter to industrial and commercial organizations to-day by the Railroad Committee of the Chamber of Commerce of the United States.

The National Chamber's Committee points out that the equivalent of more than half a million cars can be added to the supply by closer cooperation on the part of all interests concerned with transportation.

"You, as shippers and receivers of freight, can take a very important part in this movement. You can add 535,000 freight cars to the available car supply by loading your cars more heavily and loading and unloading them promptly. If the railroads were obliged to buy 535,000 new cars at the present price of about $3,000 per car, it would cost them $1,605,000,000 and would cost the public at least 6 per cent of that amount in the form of increased freight rates.

"The average freight car spends its time as follows: 37 per cent of the time in the hands of the shipper or the receiver; 43 per cent moving from the point of loading or unloading to the terminal where it is put into a train or onto a transfer track; 11 per cent in a train moving from one terminal to another; and 9 per cent laid up for repairs. You, as shippers and receivers of freight, can effect a substantial reduction in the 37 per cent; and the railroads can effect an equally substantial reduction in the 43 per cent.

"You can load and unload your cars promptly if you will. As a rule the railroads allow you 48 hours free time to load your cars and 48 hours to unload them before making any charge for demurrage. If you will use only one-half of this time, thus releasing your cars in one day instead of two, and in addition will order according to your loading capacity, restrict your car order to to-day's program, avoid the duplication of car orders, and avoid the use of cars for storage purposes, you should be able to reduce the time that the average freight car spends in your hands from 37 per cent to 22 per cent of its total time, and thus add 360,000 cars to the available car supply.

"The average freight car makes 20 round trips each year. By reducing the time needed for each trip 15 per cent, you will enable the car to make 23 round trips each year. This is equivalent to adding 15 per cent of 2,400,000, or 360,000 cars to the available car supply."

H. D. GEISSLER VISITS CHICAGO

Chicago, Ill., September 8.—H. D. Geissler, president of the Chicago and New York Talking Machine Companies, was a visitor to Chicago during the week of August 22 to 28 to attend a directors' meeting here. B. B. Webster, credit manager for the Chicago Talking Machine Co., is at present on his vacation in northern Michigan by automobile. H. H. Michael, representative of the Chicago Talking Machine Co., is spending his vacation at Atlantic City, and in a visit to the Victor Talking Machine Co.'s plant at Camden, N. J. V. K. Tremblett, representative of the Chicago Talking Machine Co. in Illinois and Wisconsin, is vacationing in Des Moines, Ia.

SELF-ANALYSIS NECESSARY

What so many people complain of as bad luck is merely the result of carelessness, mismanagement and often incompetence.

Safety first is more than philanthropy. It has now become a fundamental factor in the economics of business.

AMBITION AS A BUSINESS ASSET

Furnishes Driving Power to Enable Young Man to Overcome Obstacles in Business Path

Ambition is the young man's greatest business asset. What is ambition? It's that within him which makes him accomplish things. It makes him alert, active, ever striving for high and higher things, striving and striving to be a bigger and a better man.

We wonder if young men, looking up to successful business men, realize what has made them successful—that back of it all—all their hard work, their struggle to grow is just one mighty force pushing them on to inevitable success—that force is ambition.

Ambition is not, "I think I can," "I'll try," "I'm afraid the job is too big for me." It's "I can," "I will," "I'll tackle any job, for I know that I can do it." No job is too big for an ambitious man.

A loaded dray went down the street the other day pulled by a little horse half the size of his load. But, pull well? I should say that little horse just could, and he dug into the ground for all he was worth and the wagon load just had to move.

It's too bad more men are not like the little horse—he seemed too little for his load, but he wasn't. He had what so many men lack—the "dig-in" idea. It's a good idea, too, and it's bred of ambition—get the ambition and you'll get the "dig-in" idea. Ambition will put you where you want to go. Get ambition.

NEW YORK OFFICES FOR VICTOR CO.

Twenty-second Floor of National Association Building on Forty-third Street Leased

The Victor Talking Machine Co. will open new offices in New York in the National Association Building, 25 West Forty-third street, according to an announcement recently made. The entire twenty-second floor of the building has been leased and alterations will be begun at once and when completed offices will be opened.

The Player-Tone
IT'S SIMPLY GREAT

Model 311
Height 46"
Width 21"
Depth 23½"

Profits!

The Player-Tone proposition is one of the greatest opportunities that any dealer ever faced.

Here is a super-phonograph that is the most wonderful value before the American public.

Considering its superb cabinet work, finish, motor, tone arm and appearance, as well as design, its low price will be a revelation to you.

It is an instrument you will be proud to show and—

"When Sold, They Stay Sold!"

6 models in all finishes to select from. Write or wire today for our booklet proposition and open territory.

Player-Tone Talking Machine Co.
Executive Offices:
967 Liberty Avenue
Pittsburgh Penna.

An Announcement

Concerning the Stephenson Tone Arm and Sound Box and the larger motor.

THE kindly reception given the Stephenson Precision-Made Motor and the good will that it has earned for this organization places upon the manufacturers of it the responsibility to keep always this faith with the industry.

And it is with an appreciation of this responsibility that the Stephenson organization today announces another Precision-Made product, the Stephenson Tone Arm and Sound Box. It is offered to the industry with a guarantee that it infringes no patents . . . . for long since have manufacturers proceeded on the assumption that what was general practice in the trade was an open art. It would, indeed, be against Stephenson policy to infringe the least upon the rights of others regardless of whether their attitude be one of passiveness or aggression in defending their rights . . . . . the Stephenson Precision-Made Tone Arm and Sound Box infringes no patents and is so guaranteed.

Coincident with the Tone Arm and Sound Box, Stephenson, Inc., announces a larger motor, which is offered to those who wish a motor that will give a maximum of running time with one winding. This larger motor follows the same construction as the smaller. It has the solid frame casting, the interchangeable spring drums, the tapered bearing turntable shaft, the triple tread worm—all the splendid mechanical features that have made possible the success of the smaller motor.

Temporary bulletins will be mailed to those who are interested.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

MUSIC AT MINNESOTA STATE FAIR

Wholesalers and Retailers Make Some Elaborate Displays of Talking Machines and Records—Demonstrations Win Attention

MINNEAPOLIS, MINN., September 8.—Music was featured and emphasized as never before at the Sixty-first Annual Fair of the Minnesota State Agricultural Society, September 4-11. Melodies and harmonies were heard in every corner of the vast space devoted to the greatest annual fair in the world and it pervaded the night as well as the day.

Because of lack of what is deemed a proper setting for their goods the music merchants of Minneapolis and St. Paul long have ignored the big show, but there were four high grade exhibits that rather made up in quality what may have been lacking in quantity.

W. J. Dyer & Bro., with two large booths, featured the well-known Victrolas and the Duo-Art piano, demonstrated by the cleverest people of the local sales staff and attracting good attention. The musical possibilities of the Duo-Art won unbounded admiration.

Laurence H. Lucker and the Minnesota Phonograph Co. exploited the Edison Phonographs. Colcnel Lowy was in charge of the exhibit. Some fine specimens in Chippendale, William and Mary and Jacobean period designs were shown as well as beautiful specimens in hand-carved cabinets.

Then there was the extensive display by G. Sommers & Co., showing the Pathé line of instruments. The new Actuelles attracted general admiration by their novel appearance.

But the big noise in the music line was supplied by a score of bands and orchestras. Among those contributing to the general gaiety in this line were the following: Minnesota State band, First Minnesota Infantry band, Sweet's Hussar band, Chicago; Eveleth Municipal band, Fairmont City band, Marshall Municipal band, Madison City band, Minnesota State orchestra, Mrs. Lindquist's orchestra, Longfellow orchestra, Chalmers' orchestra and Saxophone Sextet, Morgan Post G. A. R. drum corps and the Apollo quartet.

LITIGATION ON STOP DEVICE

CHICAGO, ILL., September 9.—The Repeater-Stop Co. recently sued the Rudolph Wurlitzer Co. for patent infringement in marketing the Repeatograph, an automatic repeating and stopping device for talking machines. The Repeatograph Co. announces that the Rudolph Wurlitzer Co., after looking into the patents involved, has decided to continue marketing the Repeatograph.

The Repeatograph Co. also reports that it has entered suit against the Repeater-Stop Co. in the United States District Court, alleging infringements of patents. The controversy between the two companies has been of long standing, both sides having their supporters in the trade.

SIZING IT UP

What's the matter with America these days?

Too many diamonds, not enough alarm clocks.

Too many silk shirts, not enough blue flannel ones.

Too many pointed shoes and not enough square-toed ones.

Too many serge suits and not enough overalls.

Too much decollette and not enough kitchen aprons.

Too many consumers and not enough producers.

Too much envy of the results of hard work and too little desire to emulate it.

Too many desiring short cuts to wealth and too few willing to pay the price.

—Roy K. Moulton.

The Van Vleet Mansfield Drug Co., Memphis, Tenn., is now a Playerphone distributor.

TAKES ON BRUNSWICK LINE

The Jacobs Music & Machine Co. of Cartersville, Ga., has recently completed negotiations with the Brunswick-Balke-Collender Co. to handle its products in Cartersville. Realizing the splendid merchandising features of the Brunswick products, the Jacobs brothers are looking forward to an increased business and are planning on installing several additional booths in anticipation of the increased volume.

KURMAN OPENS NEW YORK OFFICE

N. A. Kurman, one of the recognized tonal experts of the industry, has opened headquarters at 145 Lafayette street, New York, and according to his present plans, will co-operate with talking machine manufacturers in the coordination of tone arm and sound box equipment. Mr. Kurman has studied the subject of tone for many years, and has rendered invaluable assistance to manufacturers in the production of tone arms and sound boxes that would produce the most desirable tonal effects.

GOOD WILL IS A VALUABLE ASSET

National Association of Credit Men Points Out Value of This Business Factor

The most valuable of your intangible assets is good will. You cannot put your finger on it, but it is there and plays a prominent part on the profit side of your ledgers. Good will can only be obtained, whether as buyer or seller, by a carefully built-up reputation for fair dealing.

To cancel orders arbitrarily or to return goods without cause—simply because by so doing one can escape an unforeseen loss—is to endanger one's reputation for fair dealing with the consequent loss of good will. And good will lost is difficult to regain.

If you desire to cancel an order or to return merchandise, let it be brought about by negotiation—Remember that the other man has rights and losses to consider. Permanent good will is worth more than immediate dollars. This is good advice for any talking machine dealer to follow.

A Few of the Current Titles

ALL BIG SELLERS

"The Love Nest" (from the Musical Comedy "Mary"). Intro. "Mary." Music by Hirsch (Medley Fox-trot). Waldorf Astoria Dance Orchestra

"Korinthia" (One-step). Music by J. C. Knight. Waldorf Astoria Dance Orchestra

"Hold Me" (Fox-trot). Music by Hickman and Black. Waldorf Astoria Dance Orchestra

"A Young Man's Fancy" (Music Box Number from "What's in a Name"). Music by Ager (Fox-trot). George Green's Novelty Orchestra

"I'd Love to Fall Asleep and Wake Up in My Mammy's Arms." Music by Fred E. Ahlert (Tenor Solo with orch.).....Charles Hart

"Down the Trail to Home, Sweet Home." Music by E. R. Ball (Tenor and Baritone Duet with orch. accomp.).....Charles Hart and Elliott Shaw

"I Cannot Sleep Without Dreaming of You" (From "The Girl in the Spotlight"). Music by Victor Herbert (Soprano Solo with orch.).....Gladys Rice

"Chile Bean" (Eenie-Meenie-Minie-Mo). Music by Albert Von Tilzer (Tenor Solo with orch.) Fred Whitehouse

Write for Dealers' Terms and Prices. Immediate Deliveries

Lyraphone Co. of America

117 Mechanic Street Newark, N. J.

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD - - - LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - - - LONDON, E. C., ENGLAND

CABLE ADDRESS REG'D "FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE BARING 535

ANY { Size / Quantity / Quality } SERVICE AND SATISFACTION { Quotation / Delivery / Product } RIGHT

Phonographically Speaking They Talk For Themselves

IMICO MICA DIAPHRAGMS

WE WILL BE MOST HAPPY TO HAVE ONE OF OUR REPRESENTATIVES, WHO ARE ALL PRACTICAL REPRODUCTION EXPERTS, CALL ON YOU WHEN NEXT IN YOUR CITY TO DISCUSS YOUR SOUND BOX PROBLEMS WITH YOU, UPON RECEIPT OF YOUR REQUEST SO TO DO. WE ARE "MORE THAN MERELY SELLERS."

IMICO MICA PRODUCTS

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA., U.S.A.

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

REPRESENTATIVE MONTREAL, CANADA.

WALTER S. GRAY, SAN FRANCISCO, CAL.

REPRESENTATIVE CHICAGO, ILLINOIS.

EXECUTIVE DEPT., 1228 FILBERT ST., PHILADELPHIA, PA.

OUR VERY ADEQUATE AND EXTENSIVE MINING AND MANUFACTURING FACILITIES ARE EQUALLY AT YOUR DISPOSAL. KINDLY FAVOR US WITH THE OPPORTUNITY TO FURTHER ILLUSTRATE THE NECESSARY SUPERIORITY OF IMICO PRODUCTS AND QUOTATIONS, WHICH HAS MADE IT POSSIBLE TO SUPPLY IMICO PRODUCTS TO PRACTICALLY ALL OF THE LARGER TALKING MACHINE AND ELECTRICAL MANUFACTURERS. REMEMBER THE "RUSH"—BE PREPARED THIS TIME. RITE—RITE NOW AND ELIMINATE YOUR DIAPHRAGM DIFFICULTIES. JAMES A. CRABTREE, PRESIDENT OF OUR COMPANY, WILL SHORTLY RETURN FROM EUROPE WITH A WEALTH OF INFORMATION CONCERNING THE TALKING MACHINE INDUSTRY ABROAD, WHICH INFORMATION WE SHALL BE PLEASED TO PLACE AT THE DISPOSAL OF THE INDUSTRY, HERE.

"IMICO" and "SERVICE" are SYNONYMOUS

POSSIBILITIES OF THE MUSIC ROLL

Increasing Number of Talking Machine Wholesalers and Dealers Giving Attention to the Handling of High-Class Music Rolls

A recent development of interest and importance in the talking machine field is the attention that is being given by both retailers and wholesalers to the handling of music rolls in a systematic way. At the solicitation of the music roll men some few dealers, when records were scarce, installed limited stocks of rolls, to add somewhat to their income and keep the sales force busy. It was found by these dealers that music rolls fit in well with records, and, while not competing in any sense, offered selling arguments that were quite familiar to record salesmen.

The result has been that an increasing number of dealers has gone into the handling of music rolls on a permanent basis, carrying substantial stocks of the latest rolls and turning one or more of their sound-proof booths over to the roll department for demonstration work. In some cases special liberal space has been assigned to the roll department in its own section of the store.

From the wholesaler's viewpoint the handling of rolls offers a substantial medium for increasing income. The wholesale salesman has found it possible to increase his commission by carrying rolls in addition to his machine, record and accessory lines, and for the roll manufacturer there is offered through that medium a field of distribution that has already been cultivated.

As a result of natural training the talking machine man is well equipped to handle rolls profitably and intelligently. There have been piano dealers who neglected their roll department because they pretended to see little or no opportunity in profiting on sales that average $1 or less per item. The talking machine man, on the other hand, has learned from experience that the constant and frequent turnover of record stock is what represents big business volume and profits and that a great number of sales at $1 or less each day is more to be desired than a several-hundred-dollar sale once a week or so. With this experience back of him, the talking machine dealer is not prejudiced by the small amount involved in the individual sale, but figures on the basis of sales quantity.

Since the first of the year a score or more prominent talking machine distributing houses have taken up the wholesaling of well-known and well-advertised lines of music rolls, and have been pushing those lines with profit both to themselves and to their dealers.

A surprising number of people own player-pianos as well as talking machines and dealers have found that many of these people when they come into the store to buy records present real opportunities for the sale of one or several music rolls, with practically no extra selling expense. These people are particularly impressed with the service that the talking machine dealer, through special training, is able to give them.

This new development in the field is worth watching, for while not detracting in any sense from the volume of talking machine and record trade; it offers an additional avenue for activity that is not being overlooked.

LUCKY 13 CO. BUYS FOUR BUILDINGS

Corner Property at Nineteenth Street and Avenue A Will Be Occupied About October 1

The Lucky 13 Phonograph Co. recently closed negotiations for the four buildings fronting 310-312-314 Avenue A and 503 East Nineteenth street, New York City. It is a corner property and the structures are now being remodeled in preparation for the occupancy by the executive offices and warerooms of the company, which expects to enter the premises on or about October 1.

David B. Bartelstone, head of the Lucky 13 Phonograph Co., in speaking of the acquisition of the above property, said that his company has been in need of larger quarters for some time. The property in question was selected from many available structures because of its accessible location. There is a car line past the door, two elevated lines are nearby and the Twenty-third street crosstown car is adjacent. The company, for a number of years, occupied quarters at 46 East Twelfth street.

The first meeting of the creditors of Charles H. Elting & Co., who was adjudicated a bankrupt on August 2, will be held in Chicago on September 20, at which time claims will be presented and considered by Referee in Bankruptcy Wean.

Mr. Dealer are you selling the Record Flasher? It is very much in demand and invariably sold when properly presented to your customers.

The Record Flasher is easily attached to any phonograph; it gives an abundance of illumination, it makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed.

Beautifully finished in Nickel and Gold.
Packed (12) to a unit package may be assorted.

RETAIL PRICES { Nickel finish without battery - $2.25 / Gold " " " - $3.00 / Batteries each - - - - - - $ .75

Regular Trade Discounts to Dealers.
When writing always mention your distributor.

Manufactured by
STANDARD ACCESSORY CORPORATION
355-357 East Water St. - - - - - - - - Milwaukee Wis., U. S. A.

FOR SALE BY ALL LEADING DISTRIBUTORS

CHARMEL TRADING CO., Exporters, 1170 Broadway, New York
I. W. BECKER, Southern Representative, Winecoff Hotel, Atlanta

A

RECORD FLASHER
REG·U·S·PAT·OFF·

SHOULD BE ON EVERY TALKING MACHINE

IT'S NECESSARY—VERY NECESSARY

For Talking Machine Dealers

Domes of Silence

Nationally Advertised

TALKING MACHINE CABINETS equipped with Domes are better and more satisfying to the eye because the cabinet sets close to the floor. These efficient slides, simple in construction, made of case hardened steel, save cabinet legs from strain, save rugs, save floors, and permit any cabinet to be moved with ease.

HENRY W. PEABODY & CO.

Domes of Silence Division

17 STATE STREET NEW YORK

Specify Domes of Silence in Your Talking Machine Orders

ILLINOIS DEALERS VISIT VICTOR PLANT IN CAMDEN

Twenty-five Victor Retailers From Central Illinois, Under the Auspices of the Putnam-Page Co., Peoria, Visit the Plant of the Victor Co.—Entertained With Motor Rides and Banquet

PHILADELPHIA, PA., September 8.—By special car a body of Illinois dealers, in company with the representatives of the Putnam-Page Co., left this city tonight to return to their homes after a two-day stay in Philadelphia, during which time the Victor plant was visited.

These dealers left Peoria, Ill., in a special car on Sunday, September 5, in company with F. H. Putnam, P. A. Ware and A. E. Severe, of the Putnam-Page Co., Victor wholesalers located in Peoria, Ill. While on the train they enjoyed a buffet luncheon as the guests of the Putnam-Page Co. On Labor Day evening the dealers were again the guests of the Putnam-Page Co. to a shore dinner served in the private dining-room of Boothby's restaurant in Philadelphia, famous for its exceptionally pleasing cuisine. A delightful surprise to the dealers was the presence of three of the Victor staff, namely, E. J. Dingley, assistant sales manager; W. G. Garland, assistant manager traveling department; and H. E. Greene, advertising department.

Edward Lyman Bill, of The Talking Machine World, and other representatives of the trade press were also present and spoke informally after dinner. Mr. Bill spoke on the great service which the dealers were rendering in placing talking machines in the homes of the American families, in that it educated the people to high class music, and to musical appreciation of all sorts.

On Tuesday the body of dealers became the guests of the Victor Talking Machine Co. In the morning an inspection trip was made through the factory, during which time the dealers became acquainted with the methods of manufacture used in producing Victrolas and Victor records. By the time the trip was finished the noon-day whistle had blown, and the boys "knocked off" and went to the Victor Club for luncheon.

In the afternoon the Victor Co. gave the dealers an extended trip by motor through the environs of Camden and Philadelphia. They then returned to the Hotel Bellevue-Stratford, their headquarters. In the evening they were tendered an enjoyable banquet by the Victor Co. in the North Garden of the Bellevue-Stratford. After the dinner the dealers were escorted to a nearby theatre where "Mary," a new and pleasing comedy, is appearing. This most entertaining performance concluded the "Victor day."

As this visit of dealers in a body to the Victor plant is the first of its kind certainly both the dealers and the Putnam-Page Co. deserve credit for conceiving this novel yet extremely practical and beneficial affair.

Those who attended were C. N. Lenhart, Mattoon, Ill.; F. M. Leslie, Urbana, Ill.; G. E. Lester, Hoopeston, Ill.; Harry A. Duncan, Keokuk, Ia.; O. D. Ehrlicher, Pekin, Ill.; E. E. Hanger, Lincoln, Ill.; J. E. King, Virginia, Ill.; A. R. Meyer, Havana, Ill.; T. J. Griggs, Kewanee, Ill.; F. H. Putnam, Peoria, Ill.; P. A. Ware, Peoria, Ill.; George Cheatle, Springfield, Ill.; A. H. Bergner, Peoria, Ill.; Lyle Straight, Bloomington, Ill.; W. E. Rouch, Decatur, Ill.; E. T. Froyd, Paxton, Ill.; Franklin Meyer, Carlinville, Ill.; T. J. O'Conner, Pontiac, Ill.; P. H. Von Qualen, Dwight, Ill.; Edward O'Conner, Pontiac, Ill.; R. N. Smith, Carthage, Ill.; P. F. Cutner, Lincoln, Ill.; A. E. Severe, Peoria, for conceiving this novel yet extremely practical and beneficial affair.

"HOUCK'S VICTROLA PEP" APPEARS

An Interesting and Helpful House Organ Issued by the O. K. Houck Piano Co. for Benefit of Its Victrola Sales Staff

The second issue of "Houck's Victrola Pep" appeared on August 1, the first having appeared in May. This volume is in truth just what the name implies, a book full of peppy, punchy and potent articles full of great value for the branch managers and salesmen of the O. K. Houck institution. These articles are written by different members of the staff. J. F. Houck, president of the O. K. Houck Co.; U. S. Christian, vice-president and treasurer; L. U. Pitts, sales manager of the wholesale department, and W. T. Sutherland, of the Memphis house, are among the contributors to this new volume.

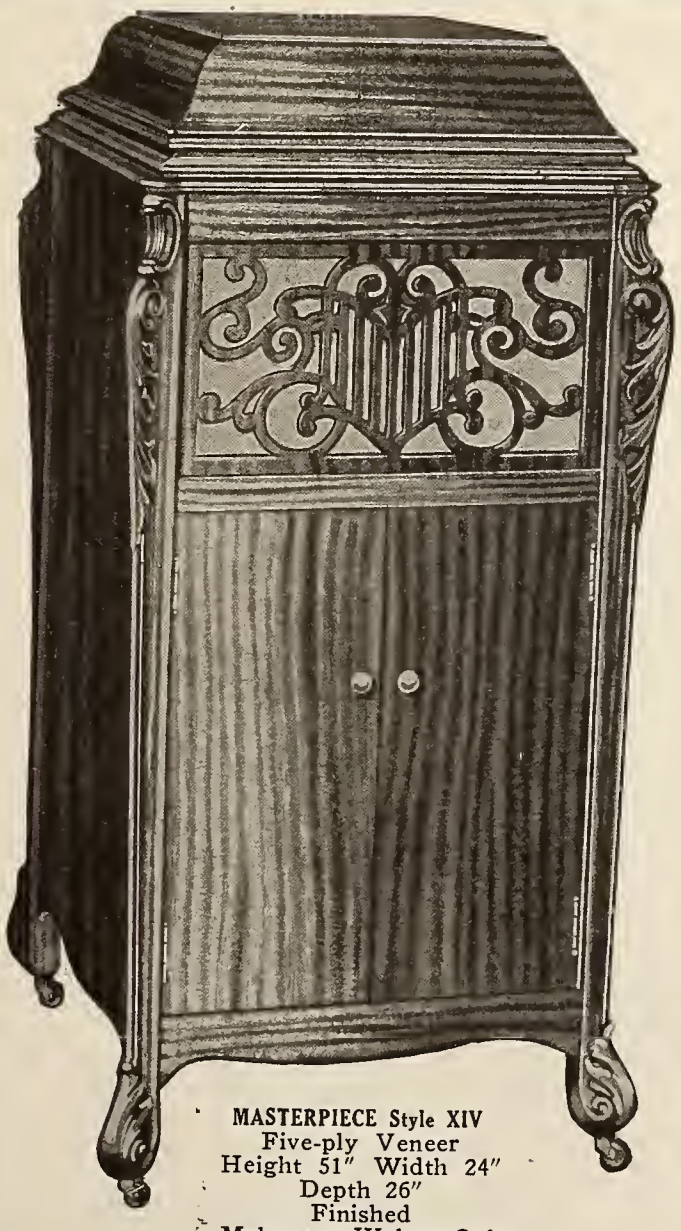
Anyone within the organization who believes that he or she has something of profitable value for the other members of the O. K. Houck institution is invited to contribute to this publication.

The articles do not deal alone with the mere merchandising of the talking machine, but also dwell on the real fundamental qualities which build successful business. "Enthusiasm," "Courtesy," and "Team Work" are the titles of articles which appear in this publication.

Anyone who is acquainted with the O. K. Houck institution, which has its main store in Memphis, with branches in Nashville and Little Rock, can appreciate that this book only typifies the splendid ideals by which the company is guided. It might be recalled at this point that the honest, straightforward policies upon which the success of the O. K. Houck Co. have been built where those instituted and pushed to the utmost by the late O. K. Houck.

WHEN ACCIDENTS HAPPEN

No dealer can be sure of selling products that are absolutely infallible. Once in a while there is bound to be something which will cause the customer to complain—and justly. If the dealer is a wise dealer he will see that when this happens he will at once make good the defect, both for his own sake and the sake of his customer.



MASTERPIECE Style XIV
Five-ply Veneer
Height 51" Width 24"
Depth 26"
Finished
Mahogany, Walnut, Oak

All That Its Name Implies

Every MASTERPIECE Phonograph is the Acme of Cabinet Craftsmanship and Mechanical Perfection

The MASTERPIECE attracts quality trade and builds a solid foundation of satisfaction by its high-grade cabinet construction, its wonderful tone qualities, and its powerful and noiseless running Roemer Red Seal Guaranteed Motor.

The Cabinet is the first impression your customer receives and is the outward indication of inherent quality. The lines of the MASTERPIECE are neither severe nor unduly ornate, but embody a happy medium of graceful and appealing shape proven to be most popular with the buying public.

Construction is of five-ply veneer of the highest quality, beautifully finished with four coats of varnish and hand-rubbed to a piano finish.

The high standard of construction and finish in MASTERPIECE cabinets is maintained by exacting inspections. A prominent buyer recently said: "There is one thing I like about your cabinets; they are absolutely uniform in finish."

Some territory is still open for live dealers. Write today for descriptive literature and dealers' discounts. The MASTERPIECE agency is an exceptional opportunity for increasing your trade and profits.

The Masterpiece Phonograph Co.

2318-20 Western Avenue :: CHICAGO, ILLINOIS

REGINA Phonograph

"The Regina will play any record better than you have ever heard it played before"

The Regina phonograph is a quality product with exclusive patented sales features, manufactured by a company which for over a quarter of a century has produced musical instruments of the highest standard.

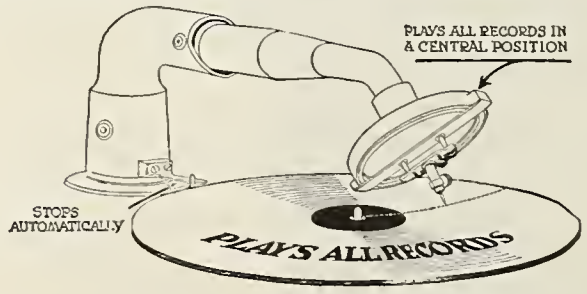
Our trade arrangement, in addition to extremely liberal profits, territory arrangements, includes dealer helps in the form of original advertising material.

A dealer becoming a Regina agent is making a permanent connection with an organization equipped to serve him with a complete line of eight models—prompt deliveries—distinctive features—and a phonograph that will play any record better than he has ever heard it played before. It will pay you to investigate this product and our dealer arrangement.

TO RESPONSIBLE DEALERS
We will ship a sample machine on 10 days' trial for demonstration and approval. Freight charges to be paid by consignee.

Eight Models—***$40.00*** to ***$375.00***

Perfect Tone Expression



The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is Nature's Tone in phonographs. The central position of the reproducer prevents wear and friction on all records. Plays all disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record and reducing surface noises.

THE REGINA CO., 47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Two Months' Trip Abroad—Closed Important Deals to Be Announced Shortly

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by Mrs. Heineman, arrived in New York on Thursday on the "Auguste Victoria," after spending several months abroad. While in Europe Mr. Heineman visited the leading trade centers of England and France, and managed to utilize three or four days of his entire trip as a vacation period.

Mr. Heineman returned in the best of health and spirits, and intimated that important announcements relative to business transactions consummated abroad will be ready for publication within a week or two. He states that the general business outlook in Europe is very satisfactory, and he was glad to find reports on his desk which reflected a steadily increasing wave of optimism and confidence in the talking machine field in this country.

CARUSO TO APPEAR IN OMAHA

Noted Victor Artist to Be Featured Under Auspices of Mickel Bros. Co.

Hugo G. Heyn, of Mickel Bros. Co., Omaha, Neb., announces that arrangements have been completed whereby Enrico Caruso, the great American tenor, will appear in Omaha on October 12. This will probably be the largest musical event ever staged in that part of the country, and as the Caruso concerts are very limited in number, Omaha is to be congratulated on securing one of them.

The Omaha auditorium has been secured for the occasion, this being the largest concert hall available. In spite of its capacity of five thousand, it is expected that the house will be sold out long previous to the event itself. In order to give Victor patrons and music lovers the first opportunity to secure choice seats, arrangements have been made to make the week of September 13 to 18, "Caruso Concert Subscription Week."

During this time all the Victor dealers of the Omaha region will combine to offer their patrons the advance sale on the choicest seats in the house.

In spite of the concert being a long way hence, many orders for reservations have already been received.

COLLVER CONSTANTLY ON THE JOB

Burton Collver, of the Cheney Talking Machine Co., Inc., New York, N. Y., has been continuously on the job all Summer, too busy to take a vacation, excepting on Saturdays and Sundays, which days he spends on his fine estate at Mountain Lakes, N. J., located in the Kittatinny Range, on a 1,000-foot elevation. Mr. Collver believes it a waste of time to go to the Adirondacks when the same picturesque advantages are available thirty miles from Manhattan.

Business at the local Cheney office, 1107 Broadway, is very satisfactory and orders for immediate deliveries are constantly on the increase from all sections of the East. A great many new accounts have been opened and several additions made to the Eastern sales force.

Professor Forest Cheney spent a portion of July and August in New York and Charles S. McCoy, president, and C. E. Swanson, general manager, from the Chicago headquarters, were recent visitors to the New York office.

These gentlemen were in a highly optimistic mood regarding Fall trade prospects.

SOME TIMELY REFLECTIONS

It has been said that the men who make mistakes lead the world and the men who never make mistakes never make anything. The perfect people work for those who make mistakes —and profit by them.

FILE PETITION IN BANKRUPTCY

Creditors of World Phonograph Co., Chicago, Take Action Against Company

CHICAGO, ILL., September 9.—A petition in bankruptcy against the World Phonograph Co. was filed on September 7 in the U. S. District Court here by John B. Graham, Paul Henyon and A. R. Surpless, all of Chicago. A motion for the appointment of a receiver was continued until September 13. The claim against the company totals $3,100 on an unpaid insurance policy, a promissory note by G. Baackes and a note on demand.

TO APPOINT JOBBERS AND DEALERS

Product of American Home Recorder, Inc., Meets With Good Reception in Trade Circles

The American Home Recorder, Inc., whose executive offices are at 49 West Forty-fifth street, New York, and who recently announced to the trade a home recorder adaptable to all makes of talking machines, now states that the favorable reception which the device has met in the trade has been far beyond its most optimistic expectations. The firm is now appointing exclusive jobbers in centrally located territories and it is also the intention to appoint, through its jobbers, exclusive dealers.

CROSLEY CO. IN NEW PLANT

CINCINNATI, O., September 7.—The Crosley Phonograph Co., of this city, is now established in its new and large plant where it has ample facilities to handle the requirements of its dealers. The company has just announced that it is producing three new models retailing at $125, $90 and $45. With the addition of these three models, the Crosley line will be complete. The company's original model retailing at $75 will be retained in the line, as it has met with a popular reception everywhere.

MEL-O-DEE

THE WORLD'S FINEST MUSIC ROLL

PRODUCES MUSICAL EFFECTS POSSIBLE WITH NO OTHER ROLL

MELODEE Music Rolls

ARE OUT FIRST WITH THE HITS

WE CAN GIVE IMMEDIATE SERVICE

STONE PIANO COMPANY
WHOLESALE DEPARTMENT
826-828 NICOLLET AVENUE MINNEAPOLIS, MINN.

Send for new complete catalogue containing 3000 numbers

NORTHWESTERN VOCALION DEALERS HOLD CONVENTION

First Gathering of Vocalion Retailers in That Section Under Auspices of Stone Piano Co. Proves an Unqualified Success—A Program of Much Practical Value and Interest

MINNEAPOLIS, MINN., September 11.—Over one-hundred dealers handling the Vocalion in this section of the Northwest attended their first big convention held in this city on Thursday and Friday of this week under the auspices of the Stone Piano Co., Vocalion distributors, and with the co-operation of the Aeolian Co. The convention sessions were held in the commodious auditorium in the Stone Piano Co.'s building at Nicollet and Ninth street, which proved ideal for the purpose. The social headquarters of the convention were at the Curtis Hotel.

The entire program was carefully prepared and most interesting, and offered to the visiting dealers information that should prove of great value to them in conducting future campaigns for the exploitation of Vocalion phonographs and records. Particular interest was displayed in the demonstrations of the Phonodeik, an apparatus for photographing sound, for which Prof. Miller, of the Case School of Applied Sciences, Cleveland, O., is mainly responsible. The demonstration of the Phonodeik was in charge of T. P. Ratcliff, of the Vocalion Laboratories in New York.

Special interest was centered in the Phonodeik demonstration, owing to the fact that the apparatus has been and is being put to practical use for the purpose of testing and maintaining the tone quality of Vocalion records. It is the belief of the Vocalion officials that no matter how well trained the human ear may be in the judging of musical sound it cannot be depended upon to give an absolutely accurate test of record quality. The adoption of the Phonodeik for the testing of Vocalion records, therefore, does away with the human equation in a large measure, and makes the judging of Vocalion record quality a matter of scientific accuracy.

The convention was opened with an address of welcome by C. R. Stone, of the Stone Piano Co., who told of the purpose of the convention, outlined the program briefly, had something to say in reference to general conditions and expressed his regret that owing to unforeseen circumstances W. H. Alfring, manager of the wholesale department of the Aeolian Co., New York, was unable to be present as planned, though there were several Aeolian Co. representatives from New York in attendance.

During the course of the meeting W. H. Bowen, of Grand Rapids, Mich., delivered an interesting and practical talk on "Cabinet Design and Construction"; T. W. Hindley, manager of the Vocalion department of Mandel Bros., Chicago, offered an inspiring retail sales talk and Graduola demonstration; F. L. Gunyo, of the New England Furniture Co., Minneapolis, talked on "Study Your Customer's Taste in Music, and Know Your Record Stock"; George H. (Jack) Bliss, general manager of the Melodee Music Co., New York, gave a really snappy talk on "Melodee Music Rolls and Merchandising"; T. P. Ratcliff, of New York, following his demonstration of the Phonodeik, gave a descriptive talk on "The Vocalion Record From Recording to the Dealer," which was in the nature of a record analysis, and H. G. Stoehr, of Boston, Mass., delivered an address on "Motor and Mechanical Features."

Following the various set addresses the dealers indulged in lengthy discussions of the various features brought to their attention, which proved of practical value in bringing forth a consensus of opinion on matters of interest.

Throughout the convention there was plenty of music, mostly of the popular order, and the luncheon held each day at the Curtis Hotel quickly developed into a pleasing social affair. The convention ended with an informal banquet at Curtis Court on Friday evening, at which W. L. Harris was the principal speaker and several of the out-of-town visitors had something to say. The entertainment was provided by a group of cabaret artists.

The success of this first convention of Northwestern dealers proved so satisfying that it is likely that other get-together parties for business purposes will be arranged for at regular intervals.

COL. BINGHAM AIDS RESEARCH WORK

Col. W. V. Bingham, director of the division of applied psychology at the Carnegie Institute of Technology of Pittsburgh, was a visitor at the Edison Laboratories this week. Col. Bingham is assisting the Edison Laboratories in determining the effect that phonographic music has in promoting the efficiency of workers in factories and offices and its capacity to bring about desired mental states. He expressed great satisfaction with the results so far attained and feels confident that continued research will bring to light a number of additional and thoroughly practicable discoveries.

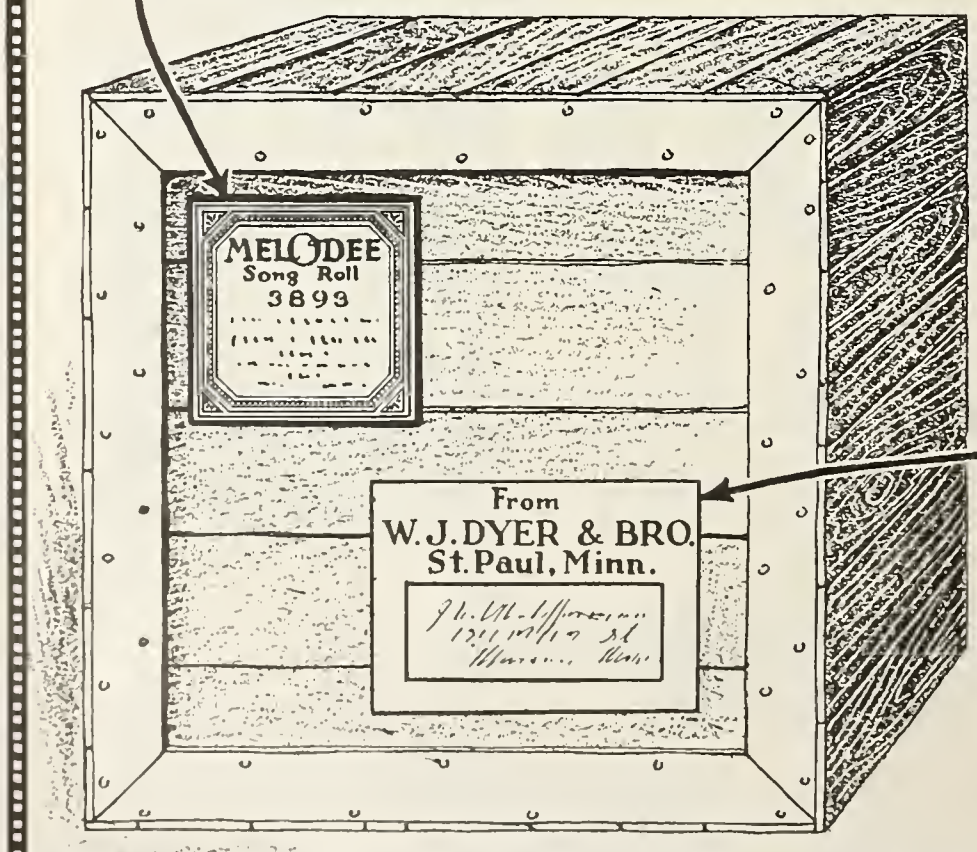
POLITENESS A BUSINESS ASSET

Politeness is a very necessary attribute that eliminates even the semblance of friction with your customer. Punctuality in keeping engagements and accuracy in making statements are twin brothers to politeness.

Be as polite at a turn-down as you are thankful at a write-up. Be firm in your own opinions, diplomatic in your expression of them, but duly considerate of the ideas of others.

Your Player Roll Shipments Should Carry These TWO Labels

1 **INDICATES** that the box contains Music Rolls that do justice to fine player-pianos—music rolls produced under a superior system of recording and that represent a new standard of excellence.



MELODEE Music Rolls

2 **INSURES** that the package contains just what you ordered from the Northwest's largest Music Jobbers—logically located to serve Minnesota, Iowa, North and South Dakota, Wisconsin, Montana and all Western Music Dealers. It means prompt, accurate service—lower freight cost and business-like treatment.

W. J. DYER & BRO.

Jobbers of Victrolas and other Musical Merchandise

SAINT PAUL, MINNESOTA

THE Mandel PHONOGRAPH
MANDEL MFG. CO. CHICAGO, ILL.
TRADE MARK REG.

Put Your Efforts Behind this Line

Merit always wins. Merit alone has given the MANDEL line a dominating place in the phonograph field.

The MANDEL Phonograph is not made just to sell. It is built to satisfy the ultimate owner—built to perform efficiently, and to give the pleasure and satisfaction that the owner has a right to expect.

The MANDEL Phonograph is not merely assembled. Each component part is made in the MANDEL factory for the MANDEL Phonograph. Each operation is supervised by an expert in his line. And the result is a phonograph that embodies the best principles known in modern talking machine construction.

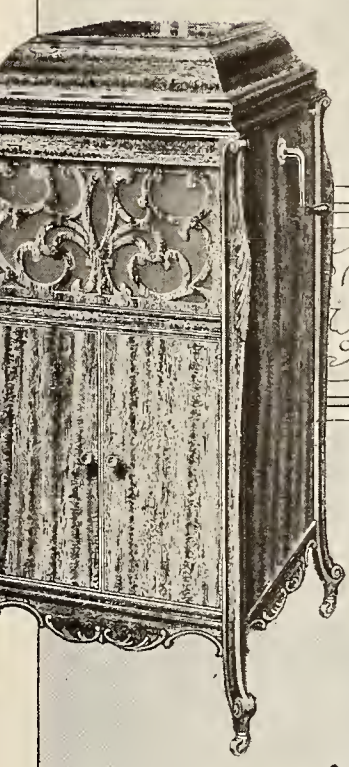
Dealers and Jobbers who are seeking larger fields will find it to their interest to investigate the MANDEL Line of high grade instruments.

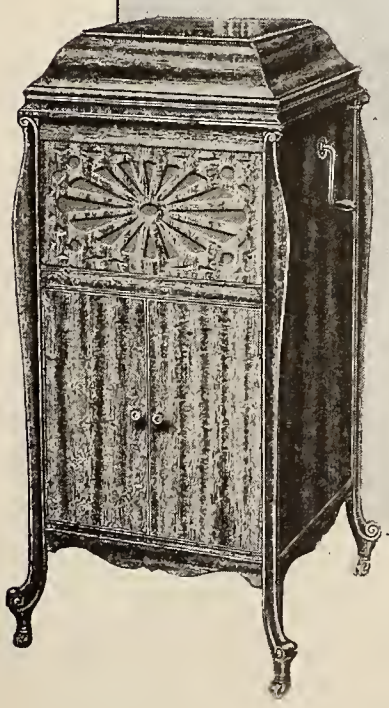
Put your efforts behind this line. It will earn big money for you because it will earn the good will of your customers.

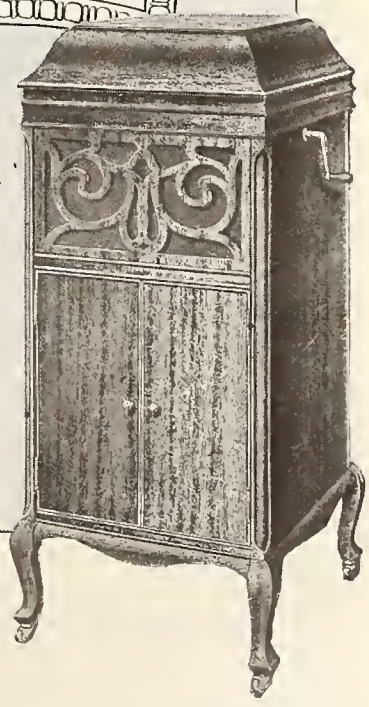
Write to-day!

Mandel Manufacturing Company

501-511 South Laflin Street **Chicago, Ill.**







Why the Talking Machine Dealer Should Keep in Touch With His Banker

Being Timely Suggestions by Editors of The World

During the last ninety days there has been considerable reduction in banking credits in certain lines of business. So far this movement has not affected the talking machine industry to any appreciable extent. The answer is not hard to find.

When the war ended banks were most free in their loans to concerns handling such materials as sugar, silks, furs, the prices of which were rapidly rising, because any capital loaned on inventory of this sort was a very safe banking investment. When prices began to break in commodities of this kind, as the market declined, it was only natural the banks should regard advancing money on inventories of this class of stock as a rather risky business. They are for the most part the class whose banking credit has been curtailed during the last ninety days, and will be curtailed to an even greater extent from now until the end of the year.

The bankers are waiting for normal price levels in these lines of business.

The talking machine industry presents an entirely different aspect. The prices now current for talking machines, records and accessories have not advanced to anything like the extent prices have advanced in every other line. Advertised retail prices, and the practice of standardized prices, which have been an outstanding feature of the talking machine industry for years, have proved a powerful factor in making advances on commodities in this industry of a very nominal sort. No one expects prices of any commodity to drop down as far as during pre-war days for many years to come, and the prices now existing upon commodities in the talking machine industry represent a very stable post-war level. There is no inflation in this field as can be readily demonstrated to any banker.

The second point which makes the talking machine dealer particularly well placed with respect to his bank lies in the fact that the prices of the commodities he sells are standardized. To the keen thinking banker this means much, because with manufacturers, wholesalers and dealers (acting collectively) bringing every possible influence to bear to maintain the standard price principle which the public has long since learned to associate with the talking machine products, a stability of retail prices is assured which hardly any other industry in the country can equal.

The history of the talking machine industry and the merchandising methods it has pursued for the past two decades is the surest kind of guarantee that the inventory of a retail talking machine dealer and his prospects for future business constitute the very finest collateral for bank loans.

A recent survey of credit conditions in the retail end of the industry conducted by The Talking Machine World, and supplemented by reports received from many of the largest manufacturers, shows that there is not a single section of the country where talking machine dealers have been discriminated against in the matter of banking credits, even though the Federal Reserve Board has issued statements that banking credits would be very hard to get in certain sections.

Without exception where credits have been cut down or refused, the answer lies in either (1) the moral integrity of the individual dealer and his individual business practice; or (2) the individual practice of a particular bank. (Certain banks of late have been buying commercial paper in the large cities in preference to loaning to local business men; certain banks have decided to limit their loans to certain definite classes of investment, and as the latitude is wide in this respect it is perfectly natural in some cases retail merchants might not be in the chosen class. This does not in itself have a direct significance on account of the fact that instances of this kind are very rare and are spotted throughout the country.)

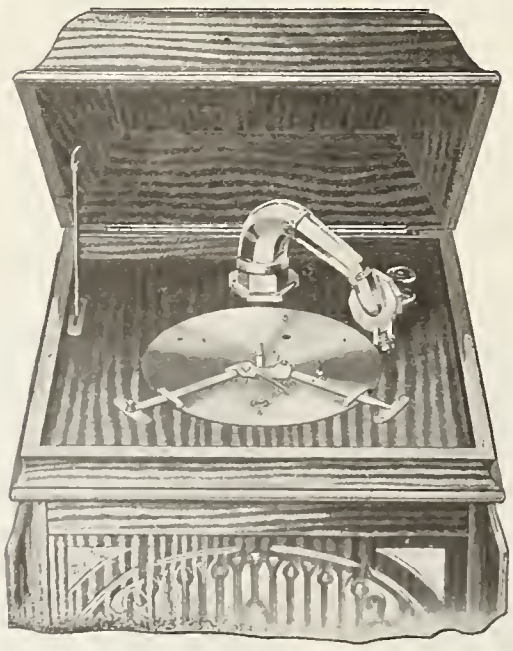
It is highly advisable for every retail merchant in the talking machine industry to keep in close touch with his banker. It is impossible to tell when you may want this help to help you finance expansion or improvement of one kind or another. Take your banker into your confidence, and let him know how you are conducting your business and advise him from time to time what your plans are regarding the future. Seek his friendly advice, even when you don't need money, because all of this contact will contribute to getting the proper kind of help whenever you do need it.

There is nothing about the retail talking machine business that does not invite the closest scrutiny from bankers. The next time you see your banker, it will be a good plan to take up with him the various points made in this article. Make it clear that the talking machine business, particularly as regards price, is exceptionally stable. Call his attention to the fact that it is not a seasonable business; that it is not an amusement business; that millions of dollars have been spent in national and local publicity

EASIEST AND QUICKEST TO INSTALL!

ONE OF THE

ROEMER RED SEAL MOTOR

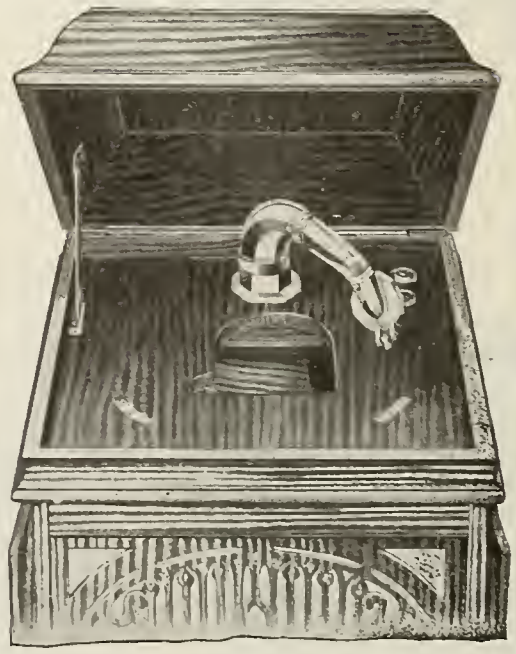


Ten Big Points of Superiority

Illustrations show how easily the ROEMER is installed. A hole is cut to fit and motor is placed therein, being held by nickeled steel plate, which is fastened to wood motor board by three screws. Not necessary to remove motor to oil; oil holes in plate permit oiling all bearings. No tubes to get clogged.

Only FIVE MINUTES to install! That's one of the ROEMER'S big points of superiority that saves you money and speeds up production.

The steel motor plate has so simplified installation that it is only necessary to drop the motor in hole cut to fit, insert handle through escutcheon hole and screw in three wood screws. That is all. No fitting of motor to wood motor board, screwing on of brackets or other time-consuming operations. YOU SAVE AT THE VERY LEAST THIRTY CENTS INSTALLATION COST ON EACH MOTOR.



The ROEMER has many other improvements and advantages that every user of phonograph motors should know about. Those are explained fully in our folder "Ten Big Points of ROEMER Superiority."

Write for it today.

ROEMER MFG. COMPANY

2318-20 SO. WESTERN AVENUE CHICAGO, ILLINOIS

The ROEMER is the most silent, durable and powerful motor on the market. We will gladly prove this to any manufacturer by sending a sample for inspection.

to educate the public to standard values in the talking machine field; that whereas price slicing has at times been rampant among many other lines of business, including food and clothing, price slashing has never once been rampant in the talking machine business.

Take any issue of this publication and show him that the demand for talking machines has at all times exceeded the available supply. Make him try to prove to you that any other retail industry has anything like the number of factors in its favor, in so far as deserving banking credit is concerned—he can't do it. There are many other points which no doubt suggest themselves, but if The Talking Machine World can be of additional assistance in any way, we stand ready to help you place the proper facts before your bankers.

It is true some members of the talking machine industry are not extensively rated by commercial agencies and banking institutions. Offhand this might seem a reflection, but on investigation it proves to be one of the strongest arguments in favor of why the talking machine business is worthy of receiving bank loans. This class of rating is most easily obtainable in those businesses which are in need of bank credits. The talking machine business, on the other hand, has never needed to borrow much, and in all probability never will. The manufacturers, wholesalers and dealers in this industry, considered individually, buy from a very limited number of sources, and all in all have had but little reason for wanting or needing commercial ratings, such as are often sought after in certain other lines of business.

RECORD ARTISTS TO START TOUR

Plan to Give Nearly a Score of Concerts in Middle West States

The Eight Famous Victor Artists—Henry Burr, Billy Murray, Albert Campbell, John Meyers, Frank Croxton, Monroe Silver and Fred Van Eps—will commence their tour by a concert on the evening of September 27 in South Bend, Ind., according to a statement issued by P. W. Simon, manager of the entertainment. Mr. Simon stated that, due to the urgent demand for the appearance of the artists, both he and L. C. Mountcastle, his assistant, have had to use the utmost care in planning the tour in order to visit as many cities as possible where the concert has been requested.

So far the itinerary laid out is as follows: September 27, South Bend, Ind.; September 28, Michigan City, Ind.; September 29, Rockford, Ill.; September 30, Milwaukee, Wis.; October 1, Joliet, Ill.; October 2, Peoria, Ill.; October 4, Galesburg, Ill.; October 5, Burlington, Ia.; October 6, Springfield, Ill.; October 7, Decatur, Ill.; October 8, Urbana, Ill.; October 9, St. Louis, Mo.; October 10, Indianapolis, Ind.; October 11, Richmond, Ind.; October 12, Dayton, Ohio; October 13, Columbus, Ohio.

A WALL-KANE DISTRIBUTOR

Inadvertently the name of Butler Bros. was omitted from the list of the Chicago distributors of Wall-Kane needles in this issue. Butler Bros. have distributed this needle for many years with signal success. In fact, they have built up a very large business with this specialty.

USE OF AIR BRUSH WITH SHELLAC

Before using the air brush for shellac and substitute shellac it is well to consider whether or not this practice for these particular materials results in real economy.

One gallon of shellac when brushed is equal to ten gallons of shellac when sprayed. One gallon of substitute shellac when brushed is equal to five gallons when sprayed.

This loss is due to the highly volatile solvent. The difference is not so great in the case of varnish owing to the denser and heavier vehicles used.—Finishing Facts.

MUSIC FOR EVERYBODY

Operaphone

OCTOBER, 1920

POPULAR VOCAL

21181 $1.00 — Down the Trail to Home Sweet Home (Ball). Tenor, Orch accomp....Sam Ash
Sweet Little Mary Ann (Kilgour-Howard-King). Tenor and Baritone Duet, Orch. accomp....Henry Burr-John Meyer

21182 $1.00 — Don't Take Away Those Blues (McKiernan-Spencer). Baritone, Orch. accomp....Ernest Hare
Stop, Look, Listen to the Music of the Band (Brown-Von Tilzer). Comedians, Orch. accomp....Collins-Harlan

21183 $1.00 — You're the Only Girl That Made Me Cry (Fisher). Tenor and Baritone Duet, Orch. accomp....Charles Hart-Elliott Shaw
My Dixie Rosary (Tracey-Goodwin-Hanley). Orch. accomp....Sterling Trio

21184 85c — Mammy's Good-Night Lullaby (Jerome-Von Tilzer). Tenor and Baritone Duet, Orch. accomp....Lewis James-Elliott Shaw
At the Choc'late Bon Bon Ball (Pease-Nelson-Edelheit). Tenor, Accordion accomp....Billy Jones

DANCE

31159 $1.00 — I Love the Land of Old Black Joe (Grant-Donaldson). One-step, Stellar Novelty Band
Romance (David)—Waltz....Dperaphone Dance Orchestra

31160 85c — Grieving For You (Gibson-Gold-Ribaud)—Fox-trot...Al Hofman's Dance Orch.
My Little Bimbo on the Bamboo Isle (Intro.: "I Love the Land of Old Black Joe") (Donaldson)—Medley Dne-step....Grant Novelty Orchestra

31161 $1.00 — Blacksmith Rag (Rednip)—Fox-trot....Alabama Jazz Band
Some Pretty Day (Intro.: "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms") (Ahlert)—Medley Fox-trot....Operaphone Dance Orchestra

31162 $1.00 — Will You Remember (Ambrose-Hewitt)—Fox-trot..Sam Rosner's Dance Orchestra
In Old Manila (Earl)—Fox-trot....Regal Dance Orchestra

SACRED

71109 $1.00 — The Palms (Elson-Faure). Baritone, Organ accomp....John Adams
Nearer, My God, to Thee (Adams-Carey). Baritone, Organ accomp., Victor Churchill

INSTRUMENTAL

51139 $1.00 — The Flower of Italy (Stefano). Concert Waltz, Accordion Duet..Delenti Bros.
Irish Reels Medley. Irish Bagpipe, Piano accomp....

51140 $1.00 — March of the Nova Scotia Highlanders—March....Dperaphone Band
The Rainbow March (Maurice)—March....Operaphone Band

STANDARD VOCAL

41113 $1.00 — The Arrow and the Song (Longfellow-Pinsuti). Contralto, Orch. accomp., Maude Gordon
I'll Sing Thee Songs of Araby (Wills-Clay). Baritone, Orch. accomp., George Craig

RECORDS

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Operaphone Records Play on All Talking Machines Without Attachments

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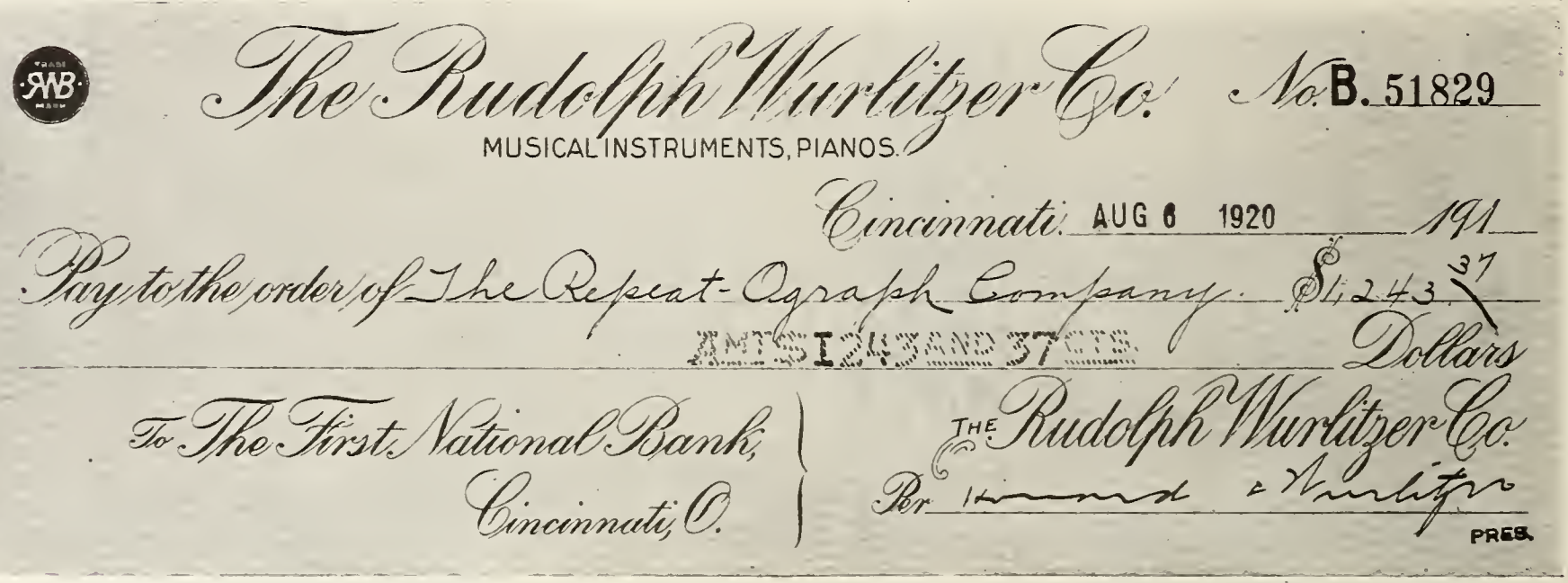
OPERAPHONE CO., Inc., Long Island City, N. Y.

Notice to Victor Dealers!

A Statement of Facts Pertaining to the Repeatograph and Infringing Devices

Because of the unusual success of the Repeatograph there has been offered to the trade a device similar in *appearance* and *name* which we maintain is an *infringement* and *imitation* of the original Repeatograph. And as unfair and unbusinesslike tactics have been resorted to in an effort to discredit the Repeatograph, we have entered suit in the U. S. District Court of Illinois against all *principals* that we can locate. We have not, however, resorted to any action against dealers and jobbers but have taken action against the *manufacturers* only at their places of business.

The Repeatograph is the *original* and *only* practical repeating device and is amply *protected* by *letters patent*.


The Rudolph Wurlitzer Co.
MUSICAL INSTRUMENTS, PIANOS.

No. B. 51829

Cincinnati, AUG 6 1920 191

Pay to the order of The Repeat-Ograph Company $1243.37

ONE THOUSAND TWO HUNDRED FORTY-THREE AND 37 CTS. Dollars

To The First National Bank, Cincinnati, O.

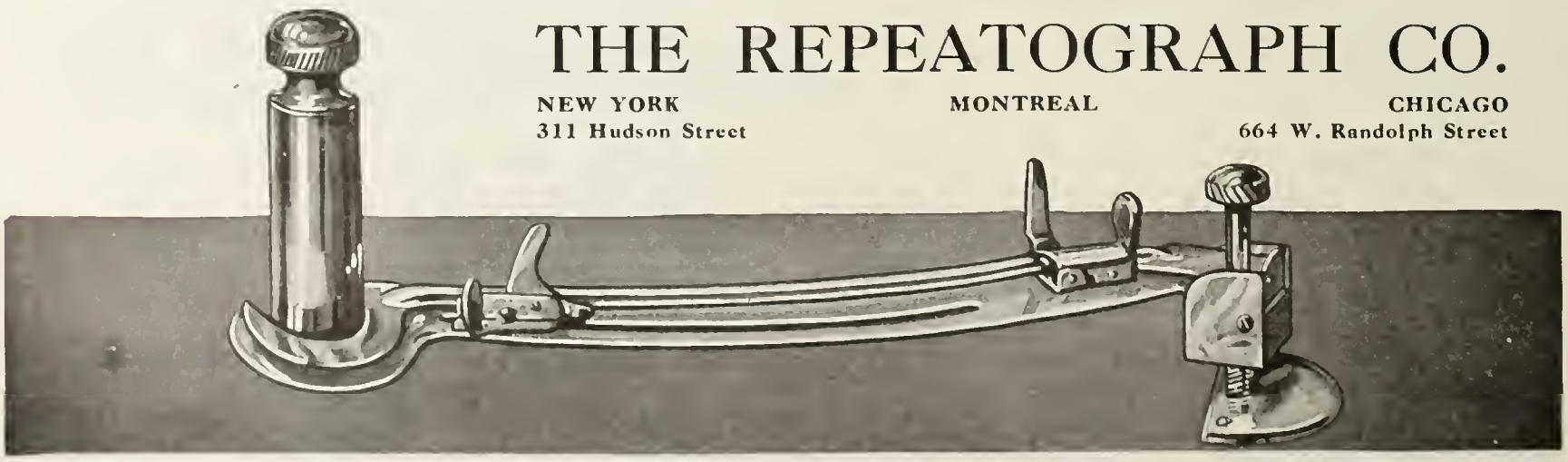
THE Rudolph Wurlitzer Co.

Per [signature] PRES.

The Rudolph Wurlitzer Co. of Cleveland, a client of the Repeatograph Co., having been served with notice of suit by a competing manufacturer, after conferring with eminent counsel agree with us that the Repeatograph is a properly *protected invention* and have paid us for the Repeatographs delivered, as shown by the check illustrated herewith. And in addition, the Wurlitzer Co. have placed a large repeat order.

Remember the Repeatograph is the original repeating device and as we offer the *fullest protection* to purchasers, we ask the support of all dealers and jobbers who believe in fair play

Orders can now be filled promptly from stock. Send for prices and discounts.



THE REPEATOGRAPH CO.

NEW YORK 311 Hudson Street

MONTREAL

CHICAGO 664 W. Randolph Street

BABE RUTH A PATHE STAR

Will Record Exclusively for Pathé Co. Some Interesting Talks—Move of Interest to Trade

The important announcement has emanated from the headquarters of the Pathé Frères Phonograph Co. in Brooklyn that the great Babe Ruth is now an exclusive Pathé star. This great hero of the diamond always draws record-breaking crowds whenever he plays and the Pathé Co. believe that his record will have the same pulling effect for the Pathé dealer. Babe Ruth will tell in this record his thrilling and exciting story, which will be available on both the Pathé Sapphire record and the Actuelle needle cut record. It is planned to give an autographed photograph of Babe Ruth with

The Famous Babe Ruth

every record. The fact that his talk will be reproduced on both Pathé and Actuelle records means that his message will be available to owners of every kind of a phonograph that can play. Interesting display and advertising matter is being prepared and the announcement to the general public of this important news is being made through a full-page advertisement in the columns of the Saturday Evening Post and stereotypes will be furnished to the dealer for newspaper follow ups.

The telegraphic code word for this Babe Ruth Actuelle record is particularly fitting, Swatter, while that for the Pathé record is Rettaws, or Swatter backwards.

The acquisition of the exclusive recording of Babe Ruth on Pathé and Actuelle records is an additional tribute to the enterprise of the recording department of the Pathé Frères Phonograph Co.

20TH CENTURY ADVERTISING

Some enthusiastic reader of music advertisements has discovered that the A. B. Clinton Co., of New Haven, Conn., has a way of its own when advertising records, and uses the following form: "Come Where My Love Lies Dreaming With Male Chorus—$1.25."

Is your product on a par with the best?

Are you blindly tinkering, wasting time and money, hoping for a lucky accident?

Do you want volume, tone and quality?

Let me show you how to get them. I know how.

N. A. KURMAN, Consulting Engineer

145 LAFAYETTE STREET NEW YORK CITY

BALTIMORE PREPARES FOR THE FALL AND WINTER TRADE

Dealers Optimistic and Planning for a Live Business Campaign—Interesting Gathering of Columbia Dealers—Victor Dealers Arrange for Victrola Week—What Leading Dealers Report

Baltimore, Md., September 9.—General trade conditions in the talking machine field here show satisfactory results to dealers and jobbers alike. With the former there is need for stock with some of the lines, particularly the Victor, while the Columbia dealers in the territory are beginning to get in stock in preparation for the coming Fall and Winter business.

Dealers here are optimistic to the final degree. All believe that there is going to be real business during the coming months and the only thing that will prevent trading will be failure to have goods to supply the customers.

A summary of conditions in the buying market from the dealers' standpoint shows a good and fertile field for business. Rural communities, despite the spasmodic effort of some dealers, have only been scratched, so to speak. In various parts of the territory new efforts are being made to get business from these sections. Reports from the farm territory show that the farmers are prosperous and this has been a good season. Dealers hold that this will mean real business and some of the distributors and jobbers are instilling life into their rural territories with the hope that business will result.

Many individual dealers are planning sales campaigns just as soon as goods in hand will warrant campaigns, while the Victor talking machine dealers' advertising campaign continues running in the newspapers.

Columbia dealers recently met at the Southern Hotel and listened to a very instructive talk on the use of the stereopticon window display, by William F. Schwartz, former service manager of the Baltimore branch and now in charge of the Washington territory. A number of dealers gave orders for the small stereoptieon. An interesting discussion of the "Sell by Truck" campaign was given by Daniel Desfoldes, manager of the Grafonola Shop, Norfolk, Va., and Emmitt Thompson, Warsaw, Va. The men gave details of how the work had been carried forward and the big sales that resulted from the plan. H. Allen Dalley, of Van Veen & Co., Inc., delivered a talk on the value of a well-equipped store. He drew an impressive word picture of how the customer is affected by the interior arrangement of a store.

H. A. Hering, who proved to be a very successful city salesman for the Columbia Co. in Baltimore, has been rewarded by being appointed branch manager of the New Haven Columbia headquarters. He is the second man attached to the local headquarters to be graduated, for A. B. Creel, the New Orleans manager for the Columbia Co., was formerly attached to the local sales staff.

A special meeting of the Victor talking machine dealers was held last week and plans were talked over for Victrola week. The date is still held off, pending the arrival of sufficient goods to conduct a big selling campaign. The entertainment committee was instructed to arrange for a monster meeting at the Emerson Hotel for Wednesday, September 15, at which Thomas J. Lyons, promoting manager of the Baltimore Sun, will be the principal speaker. There will be an entertainment, which will be followed by a dance. Besides the proprietors and managers, it is the aim of the committee to have as many of the salesforce of the various firms as possible present. The committee was also instructed to arrange for a Victor public concert.

Lloyd Reynolds, sales manager for the Clarke Musical Sales Co., Emerson distributors, reports good business all along the line and many applications from firms to handle the full line. Mr. Reynolds says the demand for the Emerson is exceeding expectations and that the machines have taken a firm grip on all dealers who have heard them.

Elmer J. Walz, sales manager for Cohen & Hughes, Victor distributors, says that business is moving along well and that there is a continued greater demand than there is supply. He, like the other Victor jobbers, is hoping for increased shipments of both machines and records for this territory.

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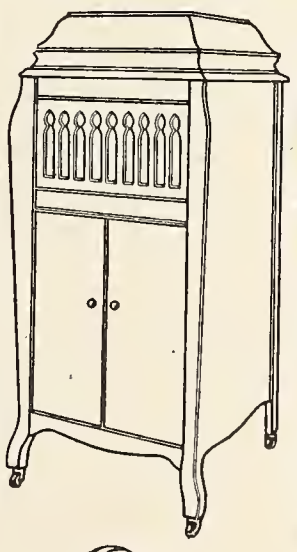

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FULL LINE OF MOTORS, TONE ARMS, HARDWARE AND ACCESSORIES IN STOCK

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

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CONCERT

Ten Inch Lateral Cut Disc

CONCERT record is quality.

Employing the most up-to-date and latest scientific methods of manufacture, CONCERT records represent an accomplishment as perfect as human efforts can possibly make it.

CONCERT records will bring right into your own home the living voices of the best known vocal artists, the life-like reproduction of all the music performed by the most famous instrumental soloists of the most eminent bands and orchestras, and by all those who daily delight the most critical audiences on Broadway.

The latest musical hits will be records on CONCERT records as soon as they are hits.

We are ready to forward to you a number of sample records which you may pick out of the first catalogue opposite. You will find the best known artists amongst those singing or performing for the CONCERT records, such as Henry Burr, Billy Murray, Grace Kerns, etc. We recommend as a convincing test, that you compare any CONCERT record sung by any of these artists with any other standard record of theirs. You will be the judge.

Advance List of October Concert Records

POPULAR SONG HITS

1062A **Down the Trail to Home, Sweet Home.** Music by E. R. Ball. Tenor and Baritone Duet, with Orch.
Charles Hart and Elliot Shaw

1062B **Mammy's Good Night Lullaby.** Music by Harry Von Tilzer. Vocal Trio, with Orch.
Crescent Trio

1063A **The Moon Shines on the Moonshine.** Music by Herbert Hood Bowers. Baritone Solo, with Orch.
Ernest Hare

1063B **I'd Love to Fall Asleep and Wake Up in My Mammy's Arms.** Music by Fred. E. Ahlert. Tenor Solo, with Orch. Accomp.
Charles Hart

1064A **Chile Bean (Eenie-Meenie-Minie-Mo).** Music by A. Von Tilzer. Tenor Solo, with Orch.
Fred Whitehouse

1064B **I Cannot Sleep Without Dreaming of You.** From the "Girl in the Spotlight." Music by Victor Herbert.
Gladys Rice

DANCE RECORDS

1058A **The Love Nest** (From the Musical Comedy "Mary") (Intro. Mary). Music by Hirsh. Medley Fox-trot.
CONCERT Dance Orch.

1058B **The Love Boat**—Waltz. Music by Victor Herbert. (From "Ziegfeld's Follies 1920.")
Rudy Wiedoeft's Palace Trio

1059A **Korinthia**—One-step. Music by J. C. Knight.
CONCERT Dance Orch.

1059B **Hold Me**—Fox-trot. Music by Hickman and Black.
CONCERT Dance Orch.

1060A **That Naughty Waltz.** Music by Sol P. Levy.
CONCERT Dance Orch.

1060B **Irene**—Medley Fox-trot. (From the Musical Comedy "Irene"). Music by Tierney.
Rudy Wiedoeft's Palace Trio

1061A **A Young Man's Fancy**—Fox-trot. Music by Agar.
Geo. Green's Novelty Orch.

1061B **Kismet**—Oriental Fox-trot. Music by Herschel and Henlere.
Geo. Green's Novelty Orch.

STANDARD SONGS

1066A **Philomel** (From the Musical Comedy "Mousieur Beaucaire"). Soprano Solo, with Orch. Accomp.
Inez Barbour

1066B **Sing Me Love's Lullaby.** Tenor Solo, with Orch. Accomp.
James Price

GRAND OPERA SELECTIONS

1067A **Caro Nome (Dearest Name)** (From "Rigoletto" Act I) (In Italian). Soprano Solo, with Orch.
Regina Vicarino

1067B **La Donna e Mobile (Woman Is Fickle)** (From "Rigoletto" Act II).
Theodore Kittay

1068A **Charmant Oiseau** (Bird Song from "Pearls of Brazil") (In French). Soprano, with Orch. Accomp. and Flute Obbligato.
Regina Vicarino

1068B **M'Appari (Like a Dream)** (From "Martha" Act IV). Tenor Solo, with Orch. Accomp.
Theodore Kittay

STANDARD INSTRUMENTAL

1056A **Serenade.** Schubert. Cornet Solo
1056B **O Sole Mio.** Di Capua. Cornet Solo

1069A **Nocturne in E Flat.** Violin Solo, Piano Accomp. by Maurice C. Rumsey.
Vera Barstow

1069B **Berceuse** (From Jocelyn) Goddard. Violin Solo, with Piano Accomp. by Maurice C. Rumsey.
Vera Barstow

Jobbing Terr

If Your Jobber Does Not Already Car

CONCERT RECORD MFG. CO.,

RECORDS

Records—Retail Price $1.00

FIRST CATALOGUE

LATEST HITS—NEWEST RECORDINGS
POPULAR SONG HITS

1026 **Hiawatha's Melody of Love**
Duet, sung by Hart & Shaw, Orch. Accomp.
Who'll Take the Place of Mary
Tenor Solo, sung by Chas. Hart, Orch. Accomp.

1034 **Daddy, You've Been a Mother to Me**
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
Profiteering Blues
Tenor Solo, sung by Billy Murray, Orch. Ac.

1051 **Oh! By Jingo!**
Tenor Solo, sung by Billy Murray, Orch. Ac.
Marion
Sung by Crescent Trio, Orch. Accomp.

DANCE RECORDS

1050 **La Veeda**—Fox-trot
H. Raderman's Jazz Orch.
Bo La Bo—Fox-trot
J. Samuel's Dance Orch.

1052 **Whose Baby Are You?**—One-step
B. Murray's Melody Men
I Like to Do It—Fox-trot
B. Murray's Melody Men

VOCAL
Popular Song Hits

1019 **Oh! What a Pal Was Mary**
Henry Burr, Tenor solo, with Orch. Accomp.
My Isle of Golden Dreams
Sterling Trio, Orch. Accomp.

1020 **I Love You Just the Same, Sweet Adeline**
Peerless Quartet, Orch. Accomp.
When I'm Gone You'll Soon Forget Me
Peerless Quartet, Orch. Accomp.

1021 **Rose of Romany**
Duet, sung by Henry Burr and John Meyers, Orch. Accomp.
Was There Ever a Pal Like You
Tenor Solo, sung by Henry Burr, Orch. Accomp.

1022 **My Sugar Coated Chocolate Boy**
Duet, sung by Campbell & Burr, Orch. Accomp.
Not in a Thousand Years
Tenor Solo, sung by Henry Burr, Orch. Accomp.

1013 **Listen to the Mocking Bird**—Whistling Solo with Orch. Sybil Sanderson Fagan
The Little Whistler—Whistling Solo with Orch. Sybil Sanderson Fagan

1014 **Saxophobia**—A Saxophone Riot
Rudy Wiedoeft
Dorothea—Bell Solo
George Green

HAWAIIAN RECORDS

1016 **Sweet Hawaiian Moonlight**
Harry J. Clark's Royal Waikiki Orch.
Alaha Oe
Harry J. Clark's Royal Waikiki Orch.

1017 **Hawaiian Smiles**
Harry J. Clark's Royal Waikiki Orch.
Hilo March
Harry J. Clark's Royal Waikiki Orch.

1018 **Kilima Waltz**
Harry J. Clark's Royal Waikiki Orch.
Wialana Waltz
Harry J. Clark's Royal Waikiki Orch.

STANDARD INSTRUMENTAL RECORDS

1049 **Intermezzo**—Cavalleria Rusticana
Violin Solo—Vera Barstow, Piano Accomp.
Garden Scene—Faust
Violin Solo—Vera Barstow, Piano Accomp.

1053 **Souvenir**—Violin Solo
Vera Barstow, Piano Accomp.
Chanson Indoue—Violin Solo
Vera Barstow, Piano Accomp.

1054 **The Old Refrain**—Violin Solo
Vera Barstow, Piano Accomp.
Sweet Genevieve
The Concert Trio (Piano, Violin, 'Cello)

1055 **Minuet** (Beethoven)—Violin Solo
Vera Barstow, Piano Accomp.
When You and I Were Young
The Concert Trio (Piano, Violin, 'Cello)

STANDARD SONGS

1043 **Good-Bye**
Ida Wells, Soprano, Orch. Accomp.
Home, Sweet Home
Grace Kerns, Soprano, Orch. Accomp.

1044 **The Sunshine of Your Smile**
John Hoose, Tenor, Orch. Accomp.
Where My Caravan Has Rested
John Hoose, Tenor, Orch. Accomp.

1047 **Whispering Hope**
Duet, sung by Grace Kerns and Nevada Vanderveer, Orch. Accomp.
Sing Me to Sleep
Ida Wells, Soprano, Orch. Accomp.

1048 **Macushla**
Judson House, Tenor, Orch. Accomp.
Dear Heart
James Miller, Tenor, Orch. Accomp.

INSTRUMENTAL
Dance Records

1001 **Cairo—One-step**
CONCERT Jazz Orch.
Caravan—Fox-trot
CONCERT Jazz Orch.

1002 **Buddha**—Fox-trot,
CONCERT Jazz Orch.
Dardanella—Fox-trot
Geo. Green's Novelty Orch.

1003 **Missouri Blues**—Fox-trot
CONCERT Novelty Five
St. Louis Blues—Fox-trot
The All Star Trio

1004 **Oh!**—Fox-trot
The All Star Trio
High Brown Baby's Ball—Medley Fox-trot
CONCERT Novelty Five

1005 **Bow Wow**—One-step
The All Star Trio
Vamp—Fox-trot
CONCERT Taberin Jazz Orch.

1006 **You'd Be Surprised**—Fox-trot
CONCERT Taberin Jazz Orch.
Beale Street Blues—Fox-trot
The All Star Trio

1007 **Blues My Naughty Sweetie Gives to Me**—Fox-trot CONCERT Taberin Jazz Orch.
Yellow Dog Blues—Fox-trot
CONCERT Taberin Jazz Orch.

1008 **All the Qnakers They're Shoulder Shakers**—Medley Fox-trot CONCERT Jazz Orch.
Dardanella—Fox-trot
Rudy Wiedoeft's Palace Trio

1015 **When My Baby Smiles on Me—Fox-trot**
Geo. Green's Novelty Orch.
Please (Intro. Patches)—Fox-trot
Rudy Wiedoeft's Palace Trio

1039 **Venetian Moon**—Fox-trot
CONCERT Dance Orch.
Left All Alone Again Blues—Fox-trot
CONCERT Dance Orch.

1040 **Swanee**—One-step
CONCERT Dance Orch.
Miami—Waltz
CONCERT Dance Orch.

BAND RECORDS

1009 **March El Captain**—Sousa
CONCERT Military Band
Semper Fidelis—March
CONCERT Military Band

1010 **Washington Post March**—Sousa
CONCERT Military Band
Stars and Stripes Forever—March
CONCERT Military Band

WHISTLING SOLOS AND INSTRUMENTAL NOVELTY RECORDS

1011 **Bird Voices**—Whistling Solo with Orch.
Sybil Sanderson Fagan
Valse Erica—Saxophone Solo
Rudy Wiedoeft

1012 **A Spring Morning**—Whistling Solo with Orch.
Sybil Sanderson Fagan
Dvorak's "Humoresque"—Xylophone Solo
George Green

1023 **Harvest Moon**
Sterling Trio, Orch. Accomp.
Bless My Swanee River Home
Peerless Quartet, Orch. Accomp.

1024 **Nesting Place of the Bluebird**
Sterling Trio, Orch. Accomp.
Pickaninny Blues
Crescent Trio, Orch. Accomp.

1025 **You're a Million Miles from Nowhere**
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
Lullaby Land
Duet, sung by Hart & Shaw, Orch. Accomp.

1027 **Bye-lo**
Sterling Trio, Orch. Accomp.
In Your Arms
Tenor Solo, sung by Sam Ash, Orch. Accomp.

1028 **Floating Down to Cotton Town**
The Shannon Four, Orch. Accomp.
Mandy
The Shannon Four, Orch. Accomp.

1029 **I'm Always Falling in Love With the Other Fellow's Girl**
Tenor Solo, sung by Sam Ash, Orch. Accomp.
I'm in Love With a Beautiful Baby
Duet, sung by Hall & Kaufman, Orch. Accomp.

1030 **Now I Know**
Tenor Solo, sung by Arthur Hall, Orch. Accomp.
Wonderful Pal
Duet, sung by Hall & Kaufman, Orch. Accomp.

1031 **I Left My Door Open**
Tenor Solo, sung by Jack Kaufman, Orch. Accomp.
My Gal
Tenor Solo, sung by A. Hall, Orch. Accomp.

1032 **You Didn't Want Me When You Had Me**
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
That Wonderful Kid From Madrid
Tenor Solo, sung by Billy Murray, Orch. Accomp.

1033 **Weeping Willow Lane**
Duet, sung by Hart & Shaw, Orch. Accomp.
I'll See You in C U B A
Tenor Solo, sung by Billy Murray, Orch. Accomp.

FAMOUS HUMOROUS MONOLOGUES

1035 **Cohen on His Honeymoon**
Monroe Silver
Cohen on Prohibition
Monroe Silver

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THE MUSIC TRADE REVIEW

373 FOURTH AVENUE NEW YORK

EDISON'S WORK DURING THE WAR

Noted Inventor Responsible for Submarine Detector and Other Valuable Devices

A bit of this history of the world war that is distinctly interesting at this late date has just been made public in the report of the activities of the Naval Consulting Board of the United States, of which Thomas A. Edison was president.

Although it was well known that the Naval Consulting Board had done much to aid in the successful prosecution of the war, much of its work was of necessity kept secret, but it now appears that Mr. Edison himself is credited with having contributed largely to the numerous achievements. When he was called for service on the Board he forsook his laboratories and spent most of his time in Washington or on deep-sea cruises for the purpose of study, at times maintaining his record of working twenty-four hours a day.

Foremost among the inventions attributed to Mr. Edison's genius was a listening device used on ships to warn them of approaching danger in the form of submarines. This contrivance was in the form of an outrigger suspended from the bowsprit of a vessel and containing an immense phonograph diaphragm which recorded the movements of other vessels as far as a mile away. Mr. Edison followed this invention with a device to permit of the quick turning of a vessel when the detector indicated the approach of a torpedo, and was also responsible for a new set of strategic harbor maps to enable vessels to traverse danger zones at night and thus minimize the submarine danger.

To the music trade it is most interesting that the principle upon which is based the phonograph was the same principle that made for the safety of American vessels during the war period.

THE CO-OPERATIVE AD CAMPAIGN

Both Music Dealers and Newspapers Show Unusual Interest in the Latest Series

Orders thus far received by the National Bureau for the Advancement of Music, of the Music Industries Chamber of Commerce, from the newspapers of the country for its fourth co-operative advertising campaign are more numerous than for any of the preceding campaigns at the same period of the selling drive.

The campaign, consisting of twelve advertisements in three sizes, five, six and seven columns wide, will be run weekly through October, November and December. As the time before the date for the publication of the first advertisement is short, music dealers who have not already done so should at once "get together" with the newspaper which is to run the campaign in their city. If none of their local newspapers has yet sent to the Bureau for the proofs the dealers should arrange with one of them to do so without delay, so they will be in a position to judge for themselves of the merits of the campaign.

Among the papers from whose advertising managers orders for the campaign were received this week were the Wilkes-Barre (Pa.) Record, the Wisconsin State Journal, Madison, and the Southwest American, Fort Smith, Ark.

OPENS STORE IN DALLAS

The Lester Gunst Co. has opened a retail talking machine business at 1018 Elm street, Dallas, Tex. The establishment is artistically fitted up.

Geo. G. Fowler, who established the Phono-Cycle & Supply Co., of Franklin, N. H., this Summer, has now taken on a full line of talking machines and Okeh records. He reports business excellent.

ENGLISH RENAISSANCE CABINET

Reproduction of Eighteenth Century Period Created by Sonora Phonograph Co.

The accompanying illustration will give some idea of the beauty of the Sonora English Renaissance cabinet which is one of the new period models introduced by the Sonora Phonograph Co. The cabinet of this phonograph is a handsome reproduction of the type of furniture used in England in the early eighteenth century. This instrument has won a large measure of admiration.

Renaissance Design Produced by the Sonora Phonograph Co.

Now Ready for Delivery

"Modern Piano Tuning and Allied Arts"

By William Braid White

Price $2.00

A Practical Volume for Practical Piano Men

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Mechanics of the Musical Scale
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Repair of Player Mechanism
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"Modern Piano Tuning and Allied Arts" is the latest addition to the famous series known throughout the music trade of this and other countries as "The Review's Technical Library." This new volume is practical to the last syllable; yet scientifically accurate in theory. It is a work which the beginner will understand; the master tuner will appreciate. It comprises the best, most accurate, simplest and most practical system of setting temperament. It is a literary work destined to take its place as a standard text book of its subject. Tuners, students and teachers of the art will find it positively indispensable. "Modern Piano Tuning and Allied Arts" includes 340 pages, is illustrated, has accurate diagrams with abundant notes and a copious index.

Any and every copy of MODERN PIANO TUNING is sent out on approval. If, for any reason, the recipient is displeased with the book, he may return it within ten days, and the purchase price will be refunded without question. Descriptive circular sent free on request to

EDWARD LYMAN BILL, Inc.

Publishers of
MUSIC TRADE REVIEW
TALKING MACHINE WORLD

373 Fourth Avenue, N. Y. City

RETAIL PRICES MAY BE ADVANCED

Wm. Maxwell Chats on Conditions in Record Production Field as Far as They Specifically Affect Edison Disc Re-creation

Rumor has been abroad to the effect that the retail price on Edison Re-creations is likely to be advanced in the near future.

When interviewed by The World, Wm. Maxwell, vice-president of Thos. A. Edison, Inc., said: "I have just returned to my office from a board meeting, where we spent several hours figuring and refiguring production costs on phonographs, records and Re-creations. As everyone knows, there have been price recessions in respect of a number of commodities during recent months, but the materials which we use, for the most part, have not decreased in price, and in some instances prices have gone up. This is particularly true of the disc Re-creation.

"The Re-creation is an article on which we cannot afford to spare expense. The materials used must be positively the best obtainable and infinite pains must be taken in each manufacturing process. We apparently are on a permanently higher level of manufacturing costs in the disc Re-creation manufacturing laboratories, but we feel that this higher cost is fully justified by the great improvement in the product and by the seeming certainty that, beginning with the November supplement and the November special, we shall be able to ship everything on schedule.

"However, it may be necessary to make a slight increase in the selling price of disc Re-creations. We had hoped to avoid this necessity and we have not yet fully decided the matter, but I can say that the evidence at hand leaves very little room to doubt that a slight advance in the selling price of Edison Re-creations will have to be made effective about the 15th of November. We are going to withhold final decision until October, and accordingly it may not be possible to give the trade very much notice.

"We are still hopeful of being able to avoid any advance in the price of Edison phonographs or Blue Amberol records."

NOW A PATHE DISTRIBUTOR

George Sieffert, who has been in the talking machine industry for many years, has been appointed a distributor of the products of the Pathé Frères Phonograph Co. of Brooklyn, N. Y. Mr. Sieffert will also continue to distribute the Modernola talking machine made by the Modernola Co. of Johnstown, Pa. Mr. Sieffert has leased warerooms at Twenty-first street and Sixth avenue, where he proposes to have a complete stock at all times.

DON'T FORGET CHEERFULNESS

Cheerfulness is a magic little ointment that never fails to cure the scars and bruises of life. And like all other worth while things a man isn't born with it but must work to obtain it.

Cheerfulness is the happy knack of being able to see a rose where most folks would see a cabbage. It is made up of equal parts of hard work, square dealing and a good digestion.

Cheerfulness is really a frame of mind that you or I or any man can develop if he'll only determine to develop it. There's no doubt that sometimes it's easier to sit back and growl than it is to grin and bear it, when things go wrong.

But if a man's a man he'll at least make an effort to smile his troubles down—and that's one kind of effort that generally meets with success.

There's a wealth of propaganda going the rounds to-day urging us to "Smile-Smile!"

This may seem a bit tiresome at first glance but the more you think about it the truer it becomes.

For, after all, trouble's a thing to grin at, not to lay down before—if you have the nerve to make up your mind to be cheerful about it.

FERRO TALKING MACHINE PRODUCTS

are built for the manufacturer and assembler who demand the BEST motors, tone arms, reproducers and automatic stops.

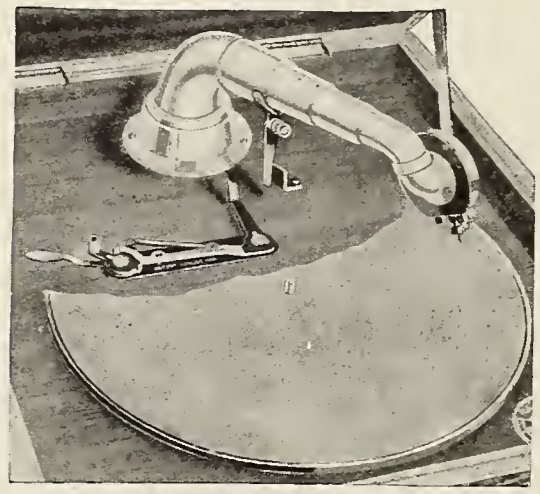
Eliminate mechanical troubles that result from the use of inferior equipments.

FERRO PRODUCTS will enhance the value of your talking machines.

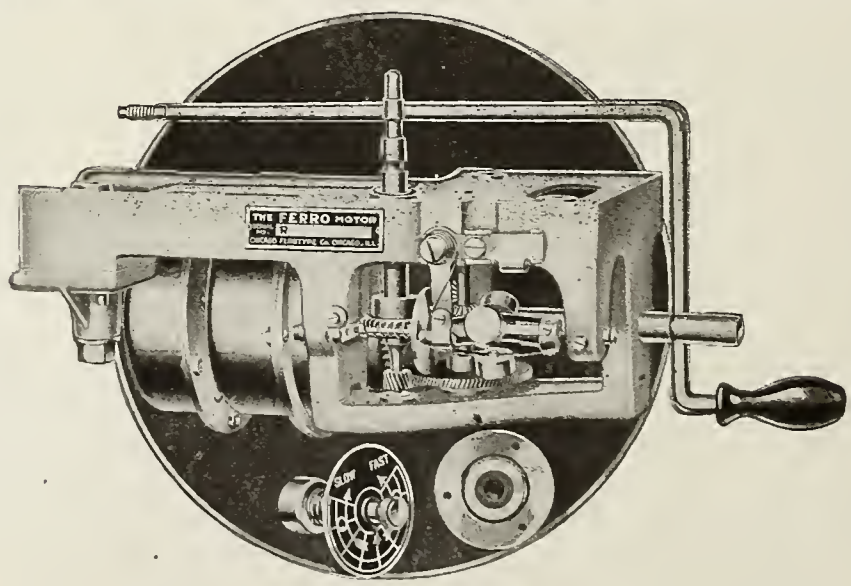
Phonographs equipped with FERRO PRODUCTS stay sold.

Now is the time to send for samples of the FERRO motor, tone arm, reproducer and automatic stop—the QUALITY products.

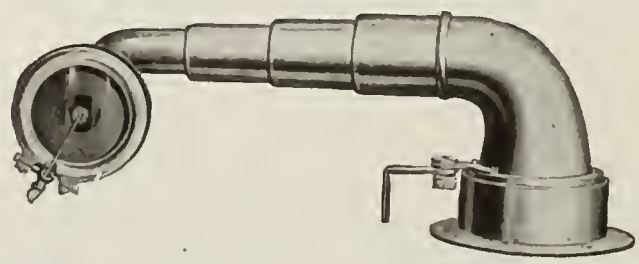
FERRO STOP 100% EFFICIENT



FERRO MOTOR - POWER - SILENCE - DURABILITY



FERRO TONE ARM and REPRODUCER TRUE-TO-LIFE



FERRO PHONOGRAPH PARTS CO. Formerly Chicago Ferrotype Co.

1455 W. CONGRESS STREET, CHICAGO, ILL.

BUBBLE BOOKS "that Sing"

Retail Price $1.50

HAVE you enough Bubble Books to supply the enormous demands the nation-wide advertising campaign planned for Bubble Books will create?

Right now Bubble Books *are the fastest selling merchandise for child amusement on the American market.* The demand actually is greater than the supply. At least three million Bubble Books will go into American homes between now and January 1st.

You should have your share of the profits to be made by distributing Bubble Books in the homes in your city.

When you sell one Bubble Book you start a customer who is a prospect for all of them. This means a unit sale to you of at least $12.00.

If you have not already done so place your order today for Bubble Books "that sing." Each Bubble Book is complete in itself, a story beautifully illustrated, verses, rhymes, and three real phonograph records come in each one.

Consolidated Talking Machine Company, Inc.

227-229 W. Washington Street Chicago, Illinois

Consolidated Talking Machine Co., Inc., Chicago, Ill.

WHOLESALE ORDER BLANK

Enter our Order and ship via (Freight) (Express) (Parcel Post):

.....Bubble Books (Less than a Gross) each..... $1.00

.....Bubble Books (One Gross or more) each, including one No. 1 Display Stand Free .95

.....Bubble Books (Five Gross or more) each, including one No. 2 Display Staud Free .92

Quantity as follows:

....No. 1—**The Bubble Book** (Tom, Tom, the Piper's Son, Jack and Jill, Mary and Her Little Lamb.)

....No. 2—**The Second Bubble Book** (Simple Simon, Little Bo-Peep, Old King Cole.)

....No. 3—**The Third Bubble Book** (Miss Jennia Jones, The Farmer in the Dell, Lazy Mary.)

....No. 4—**The Animal Bubble Book** (The Three Little Kittens, The Three Little Piggies, The Three Blind Mice.)

....No. 5—**The Pie-Party Bubble Book** (Little Jack Horner, The Queen of Hearts, Good King Arthur.)

....No. 6—**The Pet Bubble Book** (Little Pussy, Little Doggy, Cock-a-Doodle-Doo.)

....No. 7—**The Funny Froggy Bubble Book** (The Frog Who Would A-Wooing Go, The Frog and the Crow, The Carrion Crow.)

....No. 8—**The Happy-Go-Lucky Bubble Book** (The Milk Maid, The Ploughboy, The Jolly Miller.)

....No. 9—**The Merry Midgets Bubble Book** (Daddy Long-Legs and Floppy Fly, The Fly and the Bumble-Bee, The Spider and the Fly.)

Signed .....

Street and No.....

City .....State .....

Special Offer—30 Days Only

Bubble Book Display Stands

MERCHANDISE correctly and attractively displayed is two-thirds sold. To help you display your Bubble Books to the best advantage we are offering two specially designed display stands at *actual cost.*

Each stand is finished in black enamel and is equipped with a lithographed card. The larger one, in addition to most effectively displaying Bubble Books, holds a stock of 75 books and the small display stand holds 12 books. Place upon your counter either one of these stands and they are bound to make many sales. Send in your order today for the display stand you can use.

Bubble Book Display Stand No. 1. Complete for counter or wall display with attractive lithographed card at top—packed in corrugated paper case. **30-day Free Offer—with orders for one gross or more.**

Bubble Book Display Stand No. 2. This stand revolves and has a capacity of 75 Bubble Books, three books to a compartment, with lithographed card in frame at top—packed in special wooden case complete. **30-day free offer—with orders for five gross or more.**

We are continuing to maintain our policy of shipments within one month of date of order, and under stress can do even better.

Complete new Departments or additions can be easily furnished by us in time for the Fall Business.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY
INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

FELDER VISITS NEW YORK

Brings Favorable Reports of Conditions in South—Believes in Personal Appearance of Record Artists as Business Aid

Paul F. Felder, secretary and treasurer of Philip Werlein, Ltd., New Orleans, Victor jobbers, visited New York for a few days the early seemed comparatively stable.

In a conversation with The World, Mr. Felder expressed the opinion that business throughout the South in general was going to be exceptionally good during the Fall months. He based his belief on the fact that crops were unusually full in his vicinity, and that prices for these crops were at an unusually high figure and seemed comparatively staple.

An interesting viewpoint which Mr. Felder expressed was his enthusiasm in the value of Victor artists appearing in concert in order to produce greater sales. He quoted as an example the great stimulus which the Red Seal catalog got from the recent visit of the great Signor Caruso who appeared in concert in New Orleans.

THE "CONCERT" MAKES ITS DEBUT

September has marked the entrance of another new record in the talking machine field. The Concert Record Manufacturing Co. has issued from its executive offices at 145 West Forty-fifth street, New York City, its first catalog, which contains a wide selection of vocal, instrumental, standard and dance numbers. The new record is named the Concert and is a ten-inch lateral cut disc recorded on both sides. The advanced list for October contains a goodly selection of the latest popular hits in both song and dance records and a selection of grand opera numbers in addition to standard song and instrumental records. Many quality claims are made for the Concert record and much care has been exercised in the selection of the recording artists. It is planned to record the latest musical hits just as soon as they are "hits."

STAFFORD CABINETS

Attractively designed, are well made and finished, and produced by an organization of over thirty years' standing. We will be glad to tell you of our low prices either on the cabinet unequipped or the complete phonograph.

Write or call upon us for prices covering your needs this fall

E. H. STAFFORD MFG. CO.
218 SO. WABASH AVE. CHICAGO

INTERESTING THE PROSPECT

Series of Cards Issued by the Brunswick House Most Effective Along This Line

CHICAGO, ILL., September 10.—The advertising department of the Brunswick-Balke-Collender Co. has evolved an idea for arousing the interest of prospective customers by sending out a series of seven postcards, one after another, each with an illustration of a Brunswick model and bearing the following legends in the following order:

"Printers thought the typesetting machine was not practical—but the world moved on.

"The horse breeder said the automobile would never be in general use—but the world moved on.

"The wire manufacturer said 'wireless' was a dream—but the world moved on.

"Even congressmen said 'heavier-than-air' flying machines were impossible—but the world moved on.

"The last to be disturbed by the wheels of progress is the single record phonograph manufacturer, who says the playing of all records on one machine 'cannot be done'—but the world moves on.

"'Cannot be done' is now in the scrap heap, for—the world moves on.

"The Brunswick does it. It attracts the eye. It pleases the ear. It plays all records at their best—it is all phonographs in one."

QUALITIES THAT WIN

The wise salesman is the one who knows what not to say and when not to say it.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

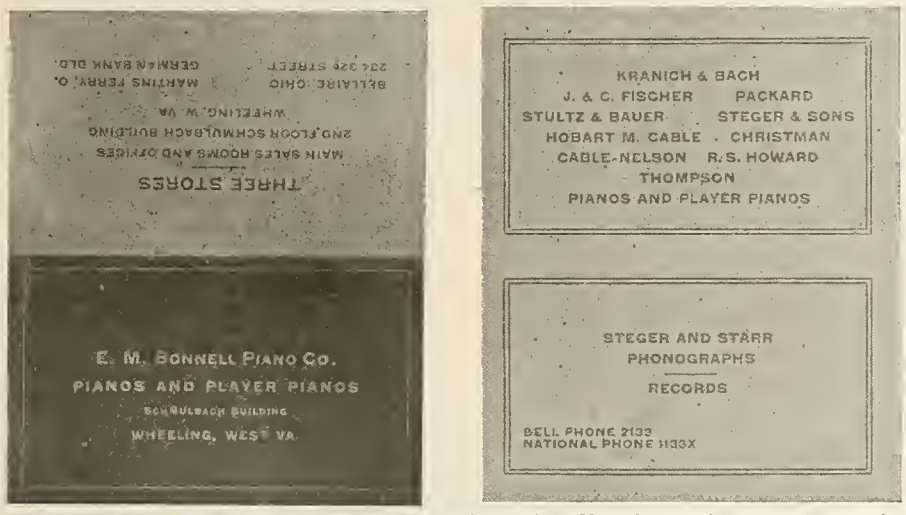
A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Business Cards That Get the Business

The thrifty maxim of the wary Dutch
Is to save all the money they can touch.

SO wrote our good friend Benjamin Franklin. But to save money you must first get money to save. And to get money you must invest it—wisely.

Money spent for good advertising is not spent. It is put out



The E. M. Bonnell Piano Co., of Wheeling, West Va., favors the two wing card. The original is printed on canary colored stock, with brown ink, the salesman's name being in black. The illustration shows the Bonnell card, unfolded.

at interest. And it pays more than savings banks—more than any stock in the Stock Exchange. But there are more ways of investing money wisely in advertising than are dreamed of in the routine thinker's philosophy. And one of these out-of-the-rut methods is to print advertising on your business cards.

No salesmen use cards more frequently than the men who sell musical instruments. A card gets closer attention than a circular or newspaper ad, first, because it is handed to the prospect personally by the salesman; second, because it bears information which the recipient wishes to learn.

Not a few talking machine and piano concerns are making clever use of the "advertising" style of business card, but many more who should are not. There are several varieties in circulation. Some are simply imprinted on the back, with an advertising message, or with a list of the instruments comprising the merchant's stock. Others have an extra fold, affording space for a more extensive sales talk. A step further still is taken by a few firms whose business cards have two folds, opening into a circular as large as a No. 6 envelope.

PIANOS
Everett, Sohmer, Hardman, Behning, Estey, Lauter, Poole, Shoninger, Janssen, Kingsbury, Winter, Harrington, Hensel, Milton, Rudolf, Schubert.

PLAYERPIANOS
Sohmer-Welte, Behning, Artapollo, Hardman, Estey, Carola, Lauter-Humana, Shoninger, Euphona, Wendland, Playotone, Milton, Wilfred.

"Victor Victrolas"

PROVIDENCE. PAWTUCKET WOONSOCKET.

Reverse side of the business card used by The Meiklejohn Co., of Providence, Pawtucket and Woonsocket, R. I.

When an opportunity to advertise, such as this, is offered, it is indeed a short-sighted man who will be stopped by the extra "expense" of a few dollars in the price of his cards. It is a far greater loss in money to miss the sales which these card advertisements create.

THE place to begin in building a successful store is inside the store. Instead of accepting the conditions, the store layout and the organization which you have become used to, stop and pick it to pieces in your mind as if you were an impartial judge, without prejudice. Be candid and frank with yourself. Ask yourself if your sales force is of the right type to make friends for your store. Is your store comfortable, well ventilated, light, pleasant to visit? Are your goods right? Do you keep as complete a stock as you should have to satisfy every legitimate demand? Is your correspondence of the type that builds up good will, or is it cold, impersonal and patronizing? Is it the policy of your store to treat every customer a little more than fairly, or do you exact a "full pound of flesh?" Is your store laid out from the standpoint of the customers' convenience? Are your goods attractively displayed and featured?

IF YOU HAVE THE MONEY—

THE BUYING POWER OF CASH IN THE PIANO BUSINESS WAS NEVER GREATER THAN AT PRESENT FOR YEARS WE HAVE SOLD A GREAT MANY PIANOS ON A CASH BASIS, AND WE KNOW THAT JUST NOW YOUR MONEY WILL BUY MORE PIANO AND PLAYER PIANO VALUE THAN EVER.

IF YOU EXPECT TO BUY THIS YEAR SAVE THIS CARD. WHEN READY TO BUY, SEE US.

E. G. BROWN,
723 BROADWAY.
PHONE 938. BAYONNE.

E. G. Brown, piano and Victor dealer of Bayonne, N. J., uses the back of his card to argue for cash business. Note that his name is repeated on the back, as well as the front of his card.

If these elements in your store are as they should be, then you are ready to advertise. You need have no fear that your advertising (if it is good) will not pay for itself and return you a great dividend in business. For every customer who is brought in by your advertising will come back a second time and perhaps bring a friend, or spread a favorable report by word of mouth. Then you are building on a granite foundation, which cannot be shaken.

WM. H. BRONSON

LANDAU'S MUSIC STORE
HAZELTON, PA

EVERY DAY YOU ARE WITHOUT A VICTROLA IS SO MUCH PLEASURE LOST

WE HAVE EVERY VICTROLA AND EVERY VICTOR RECORD ALWAYS IN STOCK

Landau's Music Store, of Hazleton, Pa., prefers the double-fold card. A linen bond stock is used, which folds easily. The card forces you to remember that Landau sells Victrolas. Dark blue ink is used. The front of the card bears the Victor trade mark, the salesman's name, and the name of the store. Open the first fold, and two Victor slogans greet your eyes. The second fold discloses a Victor circular, 4x7¼ inches in size, showing eight models, and bearing a sales argument for Landau's Music Store.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

SITUATION WANTED — Manager's or salesmanager's position. American 29 years. Thoroughly experienced in all leading makes of phonographs, highest sales record. At present employed as manager. Have some good ideas for sales promotion. Will consider only high-class offer. Highest references. "A. U. 30," care The Talking Machine World, 209 South State St., Chicago, Ill.

A FIRST-CLASS MAN, expert in motors, cabinet work, finishing and all kinds of repairings, wishes part time work with firms in New York and vicinity. Factory and store experience. Best references. Address "B. B. B.," care The Talking Machine World, 373 Fourth Ave., New York City.

WE WANT representatives who are salesmen in every State excepting those that are now covered by our competent men. What we have to offer is a quality line of talking machines which are extensively advertised and have many improvements over others and are successfully sold on their merits and guarantee. We want good men only and for such have an interesting proposition. State territory desired, experience, reference and if you can employ subsalesmen. All applications held strictly confidential. See our page ad in this issue. Address Excel Cabinet Co., 140 West 23rd St., New York City.

OPPORTUNITY FOR EXTRA COMMISSION. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced salesman for phonograph accessories. Must have good recommendation and a thorough knowledge of field. Man with personal contact with dealers preferable. "Box 847," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT wishes to get in with a reliable concern in the phonograph line. Have fifteen years' experience in this line, especially on motors. Can give best of references. "Box 846," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Energetic young man with business ability to work our phonograph business on a percentage basis. Three well known lines. Good county seat town of 6,000. Centrally located. Ford to responsible man. Address, giving age, experience, nationality and references. "Box 844," care The Talking Machine World, 373 Fourth Ave., New York City.

ACCESSORIES or machine salesman desires connection with manufacturer or jobber on talking machine goods of merit, none other considered; has established trade following in Ohio; thoroughly reliable; references; either salary or commission proposition considered. Write "Box 843," care The Talking Machine World, 373 Fourth Ave., New York City.

FACTORY SUPERINTENDENT familiar with all processes in the manufacture of disc records wanted. Good opportunity for experienced man. "Box 842," care The Talking Machine World, 373 Fourth Ave., New York City.

A DANDY SIDE LINE for talking machine salesmen. Entirely new. Popular price. Liberal commission. Vest pocket sample. Correspondence confidential. J. A. Coates & Sons, Ltd., 589 Main St., East Orange, N. J.

WANTED—Salesmen in every State, to handle one of the best phonograph accessories as a side line on a liberal commission basis. See our advertisement on page 143 of this issue. Address Alto Mfg. Co., 3801 Rokeby St., Chicago, Ill.

SALESMEN WANTED—To sell coin operated electric phonographs, for use in public places. Commission basis. Only part time required. Electric Phonograph Co., Kalamazoo, Mich.

SITUATION WANTED—As salesman and manager of phonograph store. My record as a phonograph salesman has been seldom equalled. Am holding a position of above nature, but possibilities for advancement are limited. My references will convince you that I am the man to manage your phonograph store and sell the most goods. Responsible firms only need reply. "Box 209," care The Talking Machine World, 373 Fourth Ave., New York City.

DO YOU NEED A THOROUGH PHONOGRAPH MAN? Does eleven years of selling and buying experience combined with executive and merchandising ability mean anything to your phonograph department? If it does, you can reach me at "Box 621," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSICAL DIRECTOR wanted by record manufacturer. Write fully, stating qualifications. "Box 841," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Well-experienced salesman to travel, representing an article in great demand and thoroughly established in the phonograph industry. Only high-class man need apply. Steady position. Good future. "Box 845," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED by manufacturer of high-grade phonographs. Wholesale. Good proposition. Live-wires write. The Olympic Co., Columbia Building, St. Louis, Mo.

REPAIRMAN on all makes of motors would like to hear from phonograph manufacturers and dealers who are looking for a repairman to keep their machines repaired in their New York and New Jersey trade. "Box 833," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good high-notcher talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

SALESMAN to cover the wholesale trade with a high-grade line of phonographs. Excellent opportunity. All communications will be treated confidentially. The Regina Co., 47 West 34th St., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

POSITION WANTED—Executive: Young woman (30) with a number of years' experience in the talking machine field as industrial engineer having successfully installed cost, office and production system in manufacturing concerns of national reputation, is open for a permanent position with a progressive manufacturing concern which will offer a future. Salary, $2,500. "Box 840," care of The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN of excellent ability, with best reference, wishes to connect with some phonograph concern. Now manager of music department, wishes place either manager or assistant. Address Manager, care of The Talking Machine World, 373 Fourth Ave., New York City.

Music Business For Sale

Will sell my established music store cheap to quick buyer, with or without stock. Have exclusive agency for Columbia Grafonolas and records and Gordon & Son pianos. This is a healthy growing business, located in a small Virginia town with 30,000 people to draw from and in a prosperous farming and fishing section, with little or no competition. This business netted over $6,000 above all expenses for the year ending August 1st, 1920. The town being located on one of the most beautiful rivers in the tidewater section of Virginia, with fish, oysters, crabs and all kind of water delicacies at your command, with living conditions very cheap, make this an ideal place to live. This business invites thorough investigation. Other business taking my attention reason for selling, but would consider a partner if you are a live wire and able financially to hold up your end. For particulars address "Box 851," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR RENT

One-story brick building. About 35,000 square feet completely equipped with wood working machinery and motors. Now in operation.

North Side Sash & Door Co.

111 S. Washtenaw Ave.

Chicago, Ill.

WILL BUY FOR CASH

Any make, any quantity, disc or Amberol records, or player rolls. Quote lowest prices. Standard Phonograph House, 1414 Franklin Ave., St. Louis, Mo.

NEEDLES, 45c per thousand.
Special offer on light—half—full—extra loud
BRILLIANTONE STEEL NEEDLES
in ten thousand lots—GET OUR quantity price.

KRASBERG MOTORS
Sample price—one of each size:
No. 2A—double, $8.65; No. 3 Double, $10.25;
No. 4 triple, $12.00.
In lots of 10 motors, each size:
No. 2A double, $7.65; No. 3 double, $9.25;
No. 4 triple, $11.00.
All shipments F. O. B., St. Louis. Terms net cash.
MURMANN PHONOGRAPH CO.
1318 Olive St. St. Louis, Mo.

WANTED

Victor and Columbia records. Job lots any quantity. *Spot cash* paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

STATE AGENCIES FOR REPEATERSTOP

A change in our sales policy makes available an opportunity for a live, financially responsible sales man or organization to procure exclusive state selling rights for the Repeaterstop. Thousands already sold all over the world. Inquiries are solicited only from well rated and reliable business men. Write at once.

THE REPEATERSTOP CO.
115 S. Dearborn St. Chicago, Ill.

FOR SALE

Recording and Shaving machines of latest design and equipment. Expert recording of lateral cut contracted for. "Box 849," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Atwood—Piano loader; never used; cost $65. Will trade for phonograph. J. F. Butler, Potsdam, N. Y.

RECORD DELIVERY ENVELOPES

10-in. only, $4.75 per 1000, net cash, F.O.B. Take advantage of these low prices and order your supply to-day. Samples mailed on request. Tower Talking Machine Shop, 1919 East Grand Ave., St. Louis, Mo.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

WANTED

Columbia and Victor records in all languages in large lots. Spot cash paid. Bank references. Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

FOR SALE

35,000 green turntable felts 12 in. diameter, 40,000 pieces ½-in. felt discs, 50,000 pieces ⅜-in. felt discs, 70,000 pieces felt pads for motor boards, 1,100 record albums 14-in. size. "Box 825," care The Talking Machine World, 373 Fourth Ave., New York City.

Will Buy and Sell for Cash

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers tell us what you have to sell or want to buy. Benjamin Weil Co., 20 South Second St., Philadelphia, Pa.

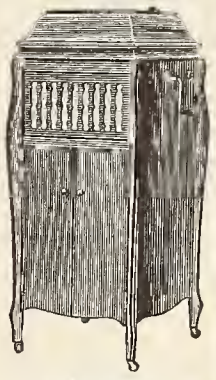
Phonograph Cabinets

Write for prices and specifications. You will find our designs very attractive and the cabinets well made and finished. Orders now being taken for fall shipment. Let us quote you on your requirements. E. H. Stafford Mfg. Co., Chicago, Ill.

CABINETS

At Prices That Are Right

STYLE 200
49x21x23



Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries. Send $42.50 for sample.

BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

CABINETS

Prices are right and deliveries will be prompt. We have a large stock for fall trade in mahogany, walnut and oak. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

An experienced talking machine salesman; with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

WANTED

Reliable dealer with store would like to get in touch with a manufacturer or jobber who will carry his own installment contract from the customer or his own machine until the cost of the machine is paid for, balance to go to the dealer or a concern that will buy installment contract at a discount. Address Box 852, care The Talking Machine World, 373 Fourth Ave., New York City.

Available Phonograph and Records Sales and Advertising Man

With record that will compare most favorably with the best in the country; broad experience both in field and inside promotion work, wishes to open negotiations for 1921 with large retailer, wholesaler or manufacturer requiring a high calibre man of exceptional ability and thorough experience in the above, and is willing to remunerate accordingly. Only standard, nationally known lines considered. "Box 850," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Beautiful $270 phonograph cabinets at $60. Extra loud tone arms at $3.50. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Address Mandel & Co., 88 Rivington St., New York City.

An Unusual Bargain

Columbia phonograph store for sale. Particulars on request. If you wish to sell or buy a phonograph store consult us. Address Mandel & Co., Business Brokers, 88 Rivington St., New York City.

WANTED

Victor and Columbia records for spot cash. Any quantity. Seminole Co., Westchester, N. Y.

WANTED

Phonograph salesman to cover Ohio, Indiana, and part of Pennsylvania. An A-1 proposition for a first-class, experienced phonograph salesman. Player Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

A BARGAIN

In large phonographs, 50 inches high, 20½ inches wide, 23 inches deep.

Golden Oak and Mahogany

Record compartment for 50 records, also shelf. Krasberg No. 3 Motor and Scotford tone arm in these machines.

Send only $75.00 for sample or send $10.00, balance C. O. D. We pay war tax. Immediate shipment. For reference see Dun's or Bradstreet's.

SPECIAL QUALITY PRICES.

JOS. BARNETT & CO.
Cedar Rapids, Iowa.

PHONOGRAPH CABINETS

46 in. high, 18½ in. wide, 20 in. deep. Mabogany and Oak. In 100 lots, $26.50. Sample cabinet, $30.00. Will equip cabinets if desired. Jos. Barnett & Co, Cedar Rapids, Iowa.

MAIL SERVICE TO AUSTRALIA BAD

Failure of Shipping Papers to Arrive With Goods Hampers Business — Commissioner Sheldon Hands Down Ruling on Subject

The infrequent and uncertain mail service between the United States and Australia, particularly as regards Pacific Coast ports, has been brought to the attention of the Merchants' Association of New York and this body in turn is making every effort to have the postal authorities look after the matter. Business houses have been seriously handicapped by the fact that there is often an interval of three weeks or a month between sailing of vessels carrying mail to Australia from Pacific ports. Consequently shipping papers fail to arrive with shipments of goods, causing considerable confusion and delay in delivery.

In view of the failure of shipping papers to reach Australia with goods shipped to that Commonwealth from the United States, the Hon. Mark Sheldon, Commissioner of Australia in New York City, has advised the Merchants' Association that the Department of Trade and Customs in Australia has intimated that no goods shall be delivered after January 1 until the documents have come to hand.

No exceptions will be made to this rule unless in unusual cases when an extra duty amounting to at least one-half the ordinary duty will be required pending the production of the documents.

A HOUSE DIVIDED AGAINST ITSELF

Harmony Within the Organization Necessary If Business Is to Succeed

The following incident illustrates the manner in which a salesman made good use of his eyes: He visited regularly a large wholesale house in Kentucky, and began to notice that shortly after the advent of a new partner, the relations between the principal members of the business family were less cordial, and gradually buyers of capacity and experience resigned and were succeeded by those less competent; that the stock gradually became inferior and less attractive while the general air of discord became more and more apparent. By discreet inquiry, he found that the local banks were beginning to frown. Acting on the principle that a house divided against itself cannot stand, all this was reported to his house, and when, a few months later, the jobbing house failed, the New York concern mentioned was not among the losers.

Presidential campaign records should have a big sale now if properly pushed.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Manufacturers and Jobbers Look for an Early Resumption of Trade—Conditions, However, Very Much Disturbed in Domain of Labor—Optimism Should Be Cultivated—Orders for Early Delivery Being Placed—Important Zonophone Announcement—Germans Trading on Reputation of "His Master's Voice" Products—Winner Record Popularity—Federation Activities—Next British Industries Fair at Shepherds Bush—Otto Heineman a Visitor—New Companies Registered—News of Month

London, England, September 1.—I write at a time when the whole trade is looking forward to an early resumption of such volume of trade as may reasonably be expected after an unusually prolonged period of business depression. It cannot be gainsaid that sales have been remarkably slack for the last three months. Following upon the prosperous war years, the present lean time is one to which traders have not found it easy to adapt themselves. But it is generally believed that business is bound to revive steadily after the August vacation period. Color is lent to this by the fact that August is a great holiday month, when the absence of important business men holds up definite action in every department of commerce. So, therefore, do we live in hopes that with the coming of September the gramophone season will open up in real earnest. Manufacturers and wholesalers are making plans accordingly, taking into consideration the production of new designs, catalogs, publicity campaigns and other methods of sales propulsion best calculated to secure the enthusiastic support of gramophone retailers.

I should not be reflecting conditions altogether impartially were I to overlook mention of the very strong feeling of uneasiness expressed in some quarters regarding the future. The continued state of unrest in Near Eastern countries, productive of war threats and labor manifestations of upheaval, does affect very seriously the stability of the business world. Continual strikes, incessant demands for more money, are considerations which raise the cost of living, tighten up the money market and cause restriction of commercial activity. There are good thinking men who view the outlook with anxiety and tell us that anything might happen.

In such circumstances what should be the attitude of gramophone men called upon to take important decisions affecting the development of their business? There are some who think it criminal to disregard the signs of the times, while others avow that, come weal or woe, commerce must float with the tide. Though, metaphorically speaking, the ship of commerce needs to be steered by strong hands and keen eyes, it is certainly good advice to keep the engines going. That motto about not going out to meet trouble half way should certainly be studied by those inclined to overcautiousness. Get the bright-outlook habit; it's wonderful how easily it smooths away difficulties!

A New Tango to Replace Jazz?

The type of music known as jazz has certainly enjoyed a wonderfully successful run in this country. Varieties of it have been impressed on records and thousands of discs sold to all classes of the great gramophone public. The demand for jazz records, period considered, is still good, and it is unlikely that sales will be very seriously restricted this season at any rate. Any falling off in the demand will possibly be ascribed to a new vogue in dance music. According to the president of the Imperial Society of Dance Teachers, "Jazz dancing to rowdy music is dead." It appears that a new tango (not the 1913-1914 one) is under introduction, and teachers from all parts of England, Europe and America have been practicing the new movements at a recent congress held in London. Next season's vogue, we are told, will be this reconstructed tango, the fox-trot, the one-step, L'Italienne, and the Spanish schottische. Record manufacturers are on the qui vive, and we may rely upon prompt issues the moment the new standard is definitely certain of general acceptance.

Jobbers Placing Orders for Early Delivery

The gramophone business is fundamentally dependent upon active retail interest, though from the manufacturing side is best reflected the real prospects of trade development. In these quarters I learn of evident good signs of an awakening volume of trade. So far, record manufacturers have not booked amazingly large orders, but inquiries and placement of tentative instructions for September and October deliveries of the popular musical numbers recorded are coming along satisfactorily from the wholesale houses.

New Home for British Industries Fair

It is announced that the Department of Overseas Trade has contracted to use the White City, Shepherds Bush, London, W., for next year's British Industries Fair. Computed the largest of its kind in the world, the fair will

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la Répnbliqus, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 106, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buinwayo; The Argus Co., Sallsbury.

EAST AFRICA: Bayley & Co., Lourenao Marques.

HOLLAND: American import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL WINNER GRAMOPHONE RECORDS
TRADE MARK
CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN
TEN INCH DOUBLE SIDED NEEDLE CUT
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH
Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

run from February 21 to March 4. This year similar fairs will simultaneously be held at Birmingham and Glasgow. London exhibits will include musical instruments, this section being planned on a much larger scale than at last fair, Crystal Palace.

Within a few hours of the signing of the contract an enterprising firm applied for space and got it. That enterprising firm happens to be a gramophone merchant.

Special accommodation is being arranged for the thousands of buyers expected from all parts of the world. British consuls everywhere are instructed to supply information about the fair to any inquirer. It is estimated that more than 10,000 representatives of American houses have visited the W. K. and completed contracts with British houses since the last fair held at the Crystal Palace.

German Infringement of "His Master's Voice"

The subjoined warning has been published by the Gramophone Co.: "We feel it our duty to warn the public that certain German manufacturers are making gramophones and records and affixing to them a trade-mark identical (save as to the word) with our famous trade-mark, 'His Master's Voice.' Visitors to Germany have purchased some of these machines and records, under the impression, we believe, that they were our manufacture, and have attempted to bring them into this country.

"Sound boxes bearing our well-known trade-mark 'Exhibitor' have also been made by German manufacturers, who have attempted to export them to this country.

"We desire to warn the public that gramophones, records and sound boxes entering Great Britain infringing our trade-marks have been, and are being, confiscated by the customs officials under section 16 of the Merchandise Marks Act of 1887.

"The public is strongly advised, therefore, to place its orders for 'His Master's Voice' products with our accredited dealers only."

In connection with the foregoing, the Gramophone Co., Ltd., has secured in two cases an injunction and published apology by dealers who had (perhaps unthinkingly) attempted to trade in sound boxes, as above described.

From what we have seen of some of these German importations, they are wretched copies of the exhibition box. We are surprised that any reputable dealer should want to sell them (they are not overcheap) even if they were not infringing a registered trade-mark.

FROM OUR LONDON HEADQUARTERS—(Continued from page 224)

An Important Zonophone Announcement

Accompanying the issue to dealers of the July-August list of records, the British Zonophone Co., Ltd., advises the trade as follows:

"For quite a long time it has been known to our factors and dealers that Zonophone records and machines are made in 'His Master's Voice' factories. It has not, however, been generally known to the public. It is now our intention to establish firmly this fact and to this end we are issuing a new label, which will incorporate the famous 'His Master's Voice' trade-mark. This label will be used for the first time on the records listed in the No. 5 (July-August) supplement."

The knowledge that Zonophone records are made by the "His Master's Voice," bearing the seal of their high standard of quality, is expected to cause a fillip in sales beyond the normal.

Supplemental thereto the company has issued some new advertising "cuts" for Zono dealers, and topical window bills printed in colors will all help to arouse an added enthusiasm among factors and dealers for new trade.

Increased Workmen's Compensation

The Governmental Committee appointed to consider whether the legal payments of workmen's compensation should not be revised, recommends considerable increases in the rate of benefits. It is also proposed to bring under the act new classes of workers, including brain workers not receiving more than £350 a year.

New Companies Registered

Ajello Gramophone Co., Ltd., manufacturers of gramophones; nominal capital, £5,000, in 5,000 ordinary shares of £1 each. Registered office, 104 Park street, Camden Town, N. W., London.

Melodia, Ltd., manufacturers of talking machines; nominal capital, £1,000 in 1,000 shares of £1 each. Registered office, 99 Highbury Quadrant, N., London.

Englaphone Co., Ltd., manufacturers of talking machines; nominal capital, £2,500, in 2,500 ordinary shares of £1 each.

Gramophone & Cycle Co., Ltd., manufacturers of gramophones; nominal capital, £15,000, in 7,500 preferred shares of £1 and 15,000 ordinary shares of 10/ each.

Big Sale Records on Winner List

By the increasing popularity of Winner records it is certain that a wise provision in the selection of titles represents but one attribute thereto. The most popular hit is no good on a record if it be indifferently recorded. There is also the standing of the artist to be considered. These three points—title, recording, artist—should be on an equality as regards standard. Winners are, in this sense, invariably a trinity of merit. They appeal to the man-in-the-street. That is the acid test—the backbone of big sales.

Of the latest theatrical successes, Winners carry selections from "Irene," by Royal Court Orchestra; "A Southern Maid," by Royal Court Orchestra; "Merrie England," by band of H. M. Scots Guards; "Whirligig," vocal items exclusively recorded for Winners by Billy Merson. The company has also issued some wonderful piano records by Miss Marie Novello, whose

(Continued on page 226)

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES SELL - - - and carry with them a reputation of sound business for the Agent. - - -

THE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,
Cable Address—Perowood, London. Immediate Shipments. LONDON, E. C., ENGLAND.
A. B. C. Codes.

FROM OUR LONDON HEADQUARTERS—(Continued from page 225)

skilful interpretation of "The Rustle of the Spring," and "Norwegian Bridal Procession" are fine examples of her technique. The Two Bobs contribute "Riley's Ideal Home" and "I Know Where the Flies Go" (from "Just Fancy"), both calculated to cause the most miserable person to laugh. There are other equally interesting records on what is a real Winner list.

Advertising by Means of the Shop Window

Window dressing is by no means a lost art, judging by the excellent displays recently made by London and provincial dealers. The occasion was a "Decca" competition promoted by Barnett Samuel & Sons, the manufacturers of the Decca portable gramophone. There were three chief money prizes, but so successful was the scheme that to no less than thirty-six other dealers, who were among a large number of competitors, consolation prizes were awarded for efforts which displayed great ingenuity and general merit. The Decca window dressing competition is becoming an annual affair, and the dealers like it.

"Painting" a Record

The "Voice" gives publication of a letter recently received by the Gramophone Co. from a native of Yorubaland, west coast of Africa. In part, the letter reads as follows: "With most honesty this my humble note. I beg if you could do this work for me, as I learn from one of my friends that you can easily paint a record which can speak vanicullar. . . . I hope you should be so kind enough to paint just what I want. Please if you would take this matter into good consideration. . . ." With this letter were a number of manuscripts.

Cheap Air Post to Paris

In addition to the ordinary foreign postage, the special fee charged on correspondence sent from the U. K. to Paris by air mail is now reduced from 2/ to 2 pence per ounce. The fee of 6 pence per packet will continue to be charged on correspondence intended for express delivery.

"His Master's Voice" Harpsichord Records

The scale of the modern pianoforte with all its volume and tone beauty is not to be allowed entirely to remove from memory the wonderful early model, known as the harpsichord, for which many of the world's master musicians wrote their works. For the first time, I believe, the harpsichord has been recorded for the "His Master's Voice" by Mrs. Gordon Woodhouse, who is described as the greatest authority and interpreter of this instrument. Appropriately enough, much of the time was devoted to recording the works of Bach, whose famous fugues are perhaps best heard on the harpsichord, the "piano" of his day. It is to be anticipated that these records will surely make a special appeal to music lovers.

Otto Heineman Visits London

At the time of mailing this report I learn from A. Balcombe, London director of the General Phonograph Corporation, that President Otto Heineman is expected to arrive in a day or so. Mr. Heineman has been on a visit to the Continent during the last few weeks and intends breaking his return journey at this city in order to study United Kingdom trade prospects on the spot. The "Motor of Quality" sales have been steadily progressive since inauguration of the company and the last six months' trade shows a substantial increase over even time last year.

A Comprehensive Columbia List

A feature of every Columbia list is that all classes are catered for, not only the highest class music by the master musicians for the artistically musical, but the song and dance successes of the day by the best performers are supplied in generous though distinctive measure. Something exceptional is looked for in each succeeding Columbia issue, and we certainly get it in the new supplement, No. 49. This list is confined practically to double-sided celebrity and Standard records, and no better selection could possibly have been made for their special selling qualities. In the twelve-inch light blue label double-sided series, No. L-1367 immediately catches the eye. On this record Sir Henry J. Wood and his orchestra give two inspiring performances. The pianoforte solos by the virtuoso Percy Grainger on L-1368 are very welcome, his playing of Liszt's Hungarian Fantasy is brilliant in the extreme. The London String Quartet and Alfred Hobday (second viola) continue the exquisite six-part Mozart Quintet on L-1363. Australia's greatest violinist, Miss Daisy Kennedy, with Hamilton Harty, provide delightful sonatas, including the third and final part of the Schumann Sonata. To complete this section that glorious tenor, Hubert Eisdell, sings two standard ballads on I,-1369. The dark blue label twelve-inch series offer six of the newest dance successes played in irreproachable manner by the London Dance Orchestra, under the direction of Corelli Windeatt, and the ubiquitous Original Dixieland Jazz Band.

A New Ingenious Portable Gramophone

In most portable machines the sound delivery chamber is restricted to fixed small dimensions. That is understandable in machines of this kind. Yes, but there is one different. It is a new introduction by the Lewer Manufacturing Co., this city. When closed, its over all measurements are 12x13x7 inches, but when open ready for playing the size of the sound chamber is actually twelve inches long by eight inches high! This is explained by the fact that upon raising the lid the whole body of the machine (containing motor, etc., all enclosed) automatically lifts up, so increasing the sound chamber to a size commensurate with that of an ordinary horn-

GRAMOPHONES

Complete—Fittings—Sundries—Repair Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
"Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

IMPORTANT We can give customers their own design Labels for LARGE Parcels.

REMEMBER You Can Have CLOSE QUOTATIONS
For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

POINTS
- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestrals
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

Address: SOUND RECORDING CO., Ltd.
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox" London
"QUOTATIONS CABLED FREE"

less model. The walls of the sound chamber are symmetrically shaped. The Lewer has compartments for ten twelve-inch records. Its weight is about fourteen pounds. A really ingenious instrument that will certainly catch on. Dealers are already placing large orders and a big trade is expected.

Harry Bryan a Benedict

Many leading lights of the trade rallied round Harry Bryan upon the occasion of his marriage to Miss A. F. Purdy. The happy ceremony was solemnized at St. Stephen's Church, Clapham. A brilliant reception was afterwards held at the residence of the bride's parents, Tudor Lodge, Clapham Park, where was to be seen a beautiful array of wedding gifts.

Harry Bryan, a popular member of the trade, is the third son of G. A. Bryan, the well-known gramophone factor of Southwark street, this city. Hearty congratulations to Mr. and Mrs. Harry Bryan!

The "Apex" Needle Agency Changes Hands

Formerly in the hands of the Johnson Talking Machine Co., this city, the agency for the well-known ten-record "Apex" needle has now been secured by another London house, Landau & Wigmore, of Harrow road. This firm has not been established over long, but it is to be noted that by enterprising and courteous methods of trading, Messrs. Landau & Wigmore are making rapid headway. They bring to bear new thoughts and ideas which tend to freshen up the gramophone trade, and as wholesalers of pretty well everything connected with talking machines, dealers accord them increasing support.

The Sterno Productions

Overseas gramophone traders, especially in the Colonies, are offered a special complete machine service this season by the Sterno Manufacturing Co., this city. In order to cope with a branch of its business which has shown considerable expansion the last few years, the

FROM OUR LONDON HEADQUARTERS—(Continued from page 226)

company has acquired additional factory and warehouse accommodations in the South Westire suburb, Battersea. New up-to-date machinery equipment provides for an enormous output of complete gramophones of all types. These range from the ordinary exterior-horn machine to the high-class cabinet type. Hornless, table grands, portable, and other models galore. In all, the company features a range of about a dozen different gramophones, varying as to class and design. Sufficient to appeal to all tastes and pockets. Values are good because of satisfactory workmanship, solid fitments, reliable mechanism, and withal competitive prices. The Sterno people are past masters in cabinet work. I am satisfied that price considered the Sterno machines represent as good if not better value than most. To all traders is available a very attractive folder catalog in which are described and illustrated the productions of the Sterno Manufacturing Co., 19 City Road, London, E. C.

"Popular" Records in Popular Demand

Big preparations are under way by the Sound Recording Co., London, for the handling of an extra large trade this season. As a result of a rearrangement and new equipment installation of presses, the factory is in a position to look after double the output of previous seasons.

The recording side is well up on impressments of London's latest music hits, and during this year alone I am told that the "Popular" repertoire has been increased by fully 150 titles covering the leading publishers' star successes. W. Chapman, the company's general manager, tells me that "the recording department will hold weekly sessions ready for the Autumn and Winter trade, which we anticipate will greatly exceed that of 1919." "Wholesale orders placed by factors for September delivery," continued Mr. Chapman, "are such as to denote that we have again to face night shifts at an early date, for which we are fully equipped." This makes good reading for oversea dealers, because the Sound Recording Co. specializes on export orders in bulk and if necessary is prepared to pair titles according to customers' requirements on sufficiently large orders. A really live British firm!

Announcement of Federation Activities

R. H. Tatton, organizing director of the Federation of British Music Industries, has just issued for publication a lengthy and interesting statement regarding that central trade organization, its aims and its objects. The statement sets forth the fact that 60 per cent of the total revenue of the financial year beginning September next will be devoted to propaganda work, the remaining 40 per cent to be allotted to administrative expenses and trade organization work. He declares that the financial support so far accorded the Federation has been very satisfactory.

"The slogan of the Trade Committee," says the report, "is 'One for All and All for One.'" Therein lies the dominant economic principle of commercialism of our time. Within that principle the possible activities of the Trade Committee are many. For immediate prosecution, three such are selected. First, the compilation and circulation of trade statistics. There is no manufacturer or trader but who finds such information necessary to his business. The collection, tabulation and digestion of that information makes serious inroads on his time and his money. Proportionately, the same amount of time and money is spent by each individual. That is waste. For the same expenditure that is incurred by each one, each for his own business, this can be done by one for all. The Federation undertakes to do that. Consequently,

(*Continued on page 228*)

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

Export Quotations for Quantities at Extraordinarily Low Prices.

LARGEST OUTPUT IN UNITED KINGDOM

Vernon Lockwood Manufacturing Co., Ltd.
76-78 CITY ROAD
LONDON, E. C. I.

HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F. (one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, $5 (DOLLARS)

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 229)

54051 Marechiare (Di Giacomo-Tosti) Neapolitan Song Tenor (in Italian) .....Tito Schipa 12

STANDARD SONGS—OLD AND NEW

27030 Voci di Primavera (Spring Voices) (Strauss) Soprano (in Italian) .....Helen Yorke 10
That Night (Penn-Vanderpool). Soprano, Helen Yorke 10

52050 Gypsy John (Melville-Clay). Baritone, Percy Hemus 12
The Garden of Sleep (Scott-de Lara). Baritone, Percy Hemus 12

22413 Ma Curly-Headed Babby (Clutsam). Contralto, Marion Evelyn Cox 10
The Arrow and the Song (Longfellow-Pinsuti). Contralto .....Marion Evelyn Cox 10

REAL OLD-TIME NEGRO SPIRITUALS

22400 Ezekiel Saw de Wheel. Unaccomp., Biddle University Quintet, Charlotte, N. C. 10
I've Got a Home in That Rock. Unaccomp., Biddle University Quintet, Charlotte, N. C. 10

NEW INSTRUMENTAL RECORDS

22402 The Herd Girl's Dream (Labitzky). Violin, Flute and Piano..... 10
Longo Trio (F. Longo-N. Laucella-S. Guidi) 10
Angel's Serenade (Braga). Violin, Flute and Piano,
Longo Trio (F. Longo-N. Laucella-S. Guidi) 10

25041 Die Meistersinger (Wagner-Wilhelm) ("Walther's Prize Song"). Cello Solo. Piano Accomp., Cornelius Van Vliet 10
Gavotte, No. 2 (Popper). Cello Solo. Piano Accomp. .....Cornelius Van Vleit 10

NEW BAND AND ORCHESTRA RECORDS

40204 Siamese Twins (Rousseau). Cornet Solo, With Garde Repuhlicaine Band of France 12
Le Chalet (Adam) ("Grand Air"). Baryton Solo, With Garde Repuhlicaine Band of France 12

40206 Prelude in C Sharp Minor (Rachmaninoff), Waldorf-Astoria Concert Orch. (Joseph Knecht, Cond.) 12
Hejre Kati (Huhay). Hungarian Airs, Waldorf-Astoria Concert Orch. (Joseph Knecht, Cond.) 12

GENNETT LATERAL RECORDS

9061 Hold Me (Hickman-Black) . Fox-trot, Cordes Orch.
Manyana (Fier). Fox-trot..Paradise Novelty Orch.

9062 Marion (You'll Soon Be Marryin' Me) (Ingham, McConnell, Krengle and Smith). Tenor-Contralto Duet. Orch. Accomp.....Ballard-Terell
Wond'ring (Lee David). Tenor Solo. Orch. Accomp. .....Harry Mann

9065 Chili Bean (Von Tilzer-Brown). Tenor Solo. Orch. Accomp. .....Billy Murray
The Argentines, the Portuguese and the Greeks (Morgan-Swanstrom). Baritone. Orch. Accomp. .....Arthur Collins

9066 Cohen Talks on Prohibition. Comic Monologue, Monroe Silver (Comedian)
Cohen Talks About the Ladies. Comic Monologue; Monroe Silver (Comedian)

9063 Tell Me, Little Gypsy (From Ziegfeld "Follies of 1920") (Irving Berlin). Baritone Solo. Orch Accomp. .....Elliott Shaw
You're the Only Girl That Made Me Cry (Fred Fisher). Vocal Trio. Orch. Accomp., Crescent Trio

9064 Hiawatha's Melody of Love (Meyer-Byran-Mellinger. Tenor-Bariton Duet. Orch. Accomp., Chas. Hart-Elliott Shaw
Apple Blossom Time (Von Tilzer-Fleeson). Tenor-Baritone Duet. Orch. Accomp., Chas. Hart-Elliott Shaw

9059 Anytime, Anyday, Anywhere Medley (Intro. Gra-Na-Da) (Kortlander-Weslyn). Medley Fox-trot .....Harry Raderman's Orch.
Kismet (Henlere). Fox-trot, Green Bros. Novelty Band

9060 Jean Medley (Intro. So Long, Oo Long) (Brooks). Fox-trot. Xylophone Duet Chorus, Green Bros. Novelty Band
Sahara Rose Medley (Intro. C-u-h-a) (Clarke-Donaldson). Fox-trot ....Paradise Novelty Orch.
(Hirsch-Harhach). Tenor-Contralto Duet. Orch. Accomp. .....Ballard-Terall

9057 The Love Nest (From Musical Comedy "Mary") (Hirsch-Harhach). Tenor - Contralto Duet. Orch Accomp. .....Ballard-Terall
Tired of Me (Donaldson and Clark). Tenor Solo. Orch. Accomp. .....Geo. Wilton Ballard

9058 The Love Nest (From Musical Comedy "Mary") (Hirsch). Fox-trot.....Harry Raderman's Orch.
In Sweet Septemher (James V. Monaco). Fox-trot .....Green Bros. Novelty Band

9067 How We Laugh. Laughing Song. Orch. Accomp. .....Charles Penrose, Laughing Comedian
The Cigar Girl. Laughing Song. Orch. Accomp., Charles Penrose, Laughing Comedian

9068 El Capitan March (Sousa), His Majesty's Scots Guards Band
Preciosa March (M. Devery), Gennett Military Band, Karl Freizicht Conducting

9071 La Paloma (Yradier)..Carlo's Mexican String Orch.
Hearts and Flowers (Tohani), Carlo's Mexican String Orch.

9069 Way Down Barcelona Way (Jentes-Fisher). Baritone-Tenor Duet. Orch. Accomp., Collins-Harlan
Tiddle Dee Winks (Handman & Kilgour). Contralto. Orch. Accomp. .....Flo Bert

9070 That Beautiful Land. Tenor. Violin obbligato hy Franz Gerkin. Piano by Hugo Manself, Harold Elliott
My Mother's Prayer. Tenor. Violin ohbligato hy Franz Gerkin. Piano hy Hugo Manself, Harold Elliott

9072 Down the Trail to Home, Sweet Home (Ernest R. Ball). Tenor-Baritone Duet. Orch. Accomp., Bell-Sharpe
When Honey Sings an Old-time Song (Carey). Tenor-Soprano Duet. Orch. Accomp., Ballard-Lennox

OKEH RECORDS

4133 American Legion March.....Conway's Band 10
Heads Up .....Conway's Band 10
4134 Boston Commandery March....Conway's Band 10
The Blue and Grey Patrol.....Conway's Band 10
4135 Auto Riders Frolic.....Conway's Band 10
Near Beer .....Conway's Band 10
4136 The Boy and the Birds (Characteristic), Conway's Band 10
Aubade Printaniere (Spring Morning Serenade), Conway's Band 10
4137 La Traviata (Part 1) (From Opera, "La Traviata") .....Conway's Band 10
La Traviata (Part 2) (From Opera, "La Traviata") .....Conway's Band 10
4138 Kailima Waltz. Hawaiian guitar duet, Ferera-Franchini 10
Hilo March. Hawaiian guitar duet, Ferera-Franchini 10
4139 The Gossip (Polka Intermezzo). Accordion duet, Perry-Peppino 10
Mazurka Zingano. Accordion solo.....Perry 10
4141 Kentucky Babe. Male quartet....Shannon Four 10
Can't Yo' Heah Me Callin' Caroline? Baritone with orch. .....Greek Evans 10
4142 Because. Tenor with orch....Harry McClaskey 10
Dear Heart. Tenor with orch..Carroll Shannon 10
4143 When I'm Gone You'll Soon Forget. Vocal with orch. .....Peerless Quartet 10
Golden Crown. Baritone with orch.Ernest Hare 10
4144 Nearer My God to Thee. Vocal quartet, Shannon Four 10
Softly and Tenderly. Tenor-Baritone duet with orch. .....Reed Miller-Royal Dadmun 10
4145 Cohen Talks About the Ladies. Descriptive monologue .....Monroe Silver 10
Cohen at the Movies. Descriptive monologue, Monroe Silver 10
4147 You and Your Smile (Make Life Worth While). Tenor with orch.....Harvey Hindermyer 10
Shadows of Love. Tenor with orch., Reed Miller 10
4148 I'm Waiting for Ships That Never Come In. Baritone with orch.....Elliott Shaw 10
I'm On My Way. Male quartet with orch., Shannon Four 10
4149 Brazilian Chimes. Male Trio with orch., Crescent Trio 10
Samoa. Tenor-Baritone duet with orch., Carroll Shannon-Joseph Phillips 10
4150 My Dixie Rosary. Male Trio with orch., Sterling Trio 10
Mammy's Good-Night Lullaby. Tenor-Baritone duet with orch.....Hart-Shaw 10
4151 Close to Your Heart (From Musical Play, "Honey Girl"). Contralto-Baritone duet with orch. .....Helen Clark-Joseph Phillips 10
Down the Trail to Home Sweet Home. Tenor with orch. .....Henry Burr 10
4152 I'll Be With You in Apple Blossom Time. Tenor-Soprano duet with orch...Hart-Nealson 10
Wishing Moon. Tenor-Baritone duet with orch., Carroll Shannon-Joseph Phillips 10
4153 Tia-Da-Tia-Da-Dee (That's the Melody). (From Musical Play, "Look Who's Here"). Contralto duet with orch.....McCarthy Sisters 10
You'll See the Day. (From the "Shubert Gaieties, 1919"). Contralto duet with orch., McCarthy Sisters 10
4162 The Rosary. Tenor with orch..William Rohyn 10
The Clang of the Forge. Baritone with orch., Greek Evans 10
4154 Left All Alone Again Blues. (From Musical Play "The Night Boat"). Fox-trot, Rega Dance Orchestra 10
Underneath the Palms. Fox-trot, Hotel Commodore Orchestra 10
4155 Anytime, Anyday, Anywhere. Fox-trot, Rega Dance Orchestra 10
Wigwam. Fox-trot, Green Brothers' Novelty Band 10
4156 So This Is Paris. One-step. Saxophone Sextet, Joe Thomas Sax-O-Tette 10
Ringtail Blues. Fox-trot. Saxophone Sextet, Joe Thomas Sax-O-Tette 10
4157 Ole South (A Plantation Patrol), Conway's Band 10
The Wedding of the Rose (Intermezzo), Conway's Band 10
4158 Serenade D'Amour.....Conway's Band 10
Serenade Hongroise (French style), Conway's Band 10
4159 Trumpeter's Carnival—March..Conway's Band 10
Windy Willie (Characteristic March), Conway's Band 10
4160 Honolulu Bay Waltz. Hawaiian guitar duet, Ferera-Franchini 10
Honolulu March. Hawaiian instrumental duet, Ferera-Franchini 10
4161 "Suite," a Day in a Florida Woodland (Part 1). Morning Scene. Whistling solo with orch., Sibyl Sanderson Fagan 10
"Suite," a Day in a Florida Woodland (Part 2). "At the Mill." Whistling solo with orch., Sihyl Sanderson Fagan 10

EMERSON PHONOGRAPH CO.

NEW SONG HITS

10223 Chili Bean, Eenie-Menie-Minie-Mo (Brown-Von Tilzer). Comedy Song, Orch. accomp., Irving Kaufman
In the Blue Grass State. (Dorothy Holmes) Baritone Solo, Orch. accomp.....Arthur Fields

10224 The Love Nest (From Musical Production, "Mary") (Harbach---Hirsch). Tenor Solo, Orch. accomp. .....Walter Scanlan

10225 When I Looked in Your Wonderful Eyes (Osborne-Dunkerley). Tenor Solo, Orch. accomp., Walter Scanlan
Down the Trail to Home Sweet Home (Ernest R. Ball). Tenor Solo, Orch. accomp., Walter Scanlan

10226 Sweetie o'Mine (Gillespie-Van Alstyne). Tenor and Baritone Duet, Orch. accomp., Irving and Jack Kaufman
Stop! Look! Listen! To the Music of the Band (Brown-Von Tilzer). Novelty Song, Orch. accomp. .....Bert Harvey

10234 My Little Bimbo Down on the Bamboo Isle (Clarke-Donaldson). Baritone Solo, Orch. accomp. .....Arthur Fields
Way Down Barcelona Way (Jentes-Fisher). Comedy Song, Orch. accomp....Fred Hillebrand

10233 After You Get What You Want You Don't Want It (Irving Berlin). Character Song, Orch. accomp. .....Eddie Nelson
What Cha Gonna Do When There Ain't No Jazz? (Leslie-Wendling). Jazz Character Song, Orch. accomp .....Eddie Nelson

10235 Sally Green. (Jerome-White). Character Song, Orch. accomp. .....Irving and Jack Kaufman
Down Around the River at the Dixie Jubilee. (Yellen-Morris). Character Song, Orch. Accomp. .....Elizaheth Murray

10236 Mammy's Goodnight Lullabye. (Von Tilzer-Jerome). Bass Solo, Orch. Accomp...Ernest Hare
Maybe. (Benny Davis). Baritone Solo, Orch. Accomp. .....Eddie Nelson

10237 See Old Man Moon Smile. (Al Bernard). Negro Dialect Duet, Orch. accomp., Ernest Hare-Al Bernard
You're My Gal. (Al Bernard). Negro Dialect Duet, Orch. accomp ....Ernest Hare-Al Bernard

LATEST DANCE HITS

10227 Lotus Flower (Gerald Arthur). Waltz, Sanford's Famous Dance Orch.
Kamel-Land. (Gold-Ribaud-Messinger). Fox-trot .....Green Brothers' Novelty Band
10228 The Moan. (James L. Shearer). Fox-trot, Green Brothers' Novelty Band
Daddy, You've Been a Mother to Me. (Fred Fisher). Waltz ...Sanford's Famous Dance Orch.
10229 Sunshine Girl. (Lada-Nunez-Cawley). Fox-trot, Louisiana Five
B-Hap-E. (Lada-Nunez-Burger). One-step, Louisiana Five
10238 Gra-Na-Da. (Norman Spencer). Fox-trot, Plantation Jazz Orch.
Just Like the House That Jack Built. Introducing "Cindy," from "Cinderella on Broadway" (Bert Grant). Fox-trot ..Merry Melody Men
10239 In Old Manila. (Mary Earl). Fox-trot, Plantation Jazz Orch.
Laughing Vamp. (Associated Music Writers of America). Fox-trot, with Laughing Chorus, Plantation Jazz Orch.
10240 Murder. (Byron Gay). One-step With Words, Plantation Jazz Orch.
I Love You Sunday. (Byrne-Straight). Fox-trot, Rudy Wiedoeft's Palace Trio
10241 Town Topic Rag. (Lada-Spencer). One-step, Louisiana Five
I'll Get Him Yet. (Lada-Williams). Fox-trot, Louisiana Five
10242 Whispering. (John Schonherger). Fox-trot, Van Eps Specialty Four (Van Eps-Banta-Green-Glantz)
Yo San. (Jean Hazard). One-step, Van Eps Specialty Four (Van Eps-Banta-Green-Glantz)

NOVELTY SELECTION

10232 Cohen on Prohibition. Monologue....Monroe Silver
Cohen Talks About the Ladies. Monologue, Monroe Silver

BRUNSWICK RECORDS

SIXTH RELEASE

CONCERT SONGS

10018 Your Eyes Have Told Me So (O'Hara). Tenor, with Orch. .....Mario Chamlee
35000 On the Road to Mandalay (Kipling-Speaks). Baritone, with Orch.....Richard Bonelli
Tim Rooney's at the Fightin' (Flynn). Baritone, with Orch.....Richard Bonelli
5020 Kiss Me Again (from "Mlle. Modiste") (Victor Herbert. Soprano, with Orch.....Irene Williams
Oh Promise Me (from "Rohin Hood") (Reginald de Koven). Contralto, with Orch. Elizaheth Lennox

POPULAR VOCAL

2044 The Love Nest (from Musical Comedy "Mary"). (Barhack-Hirsch). Soprano and Tenor, with Orch.....Irene Audrey-James Sheridan
The Love Boat (from "Ziegfeld Follies") (Gene Buck-Victor Herhert). Tenor, with Orch., James Sheridan
2045 My Little Bimho on Bamboo Isle (Clark-Donaldson). Baritone, with Orch.....Ernest Hare
Why Don't You Drive My Blues Away? (Davis-Papa). Tenor, with Orch.....Al Bernard

DANCE MUSIC

2043 Sweet Septemher (Monaco)—Fox-trot, Green Bros. Novelty Band
Ev'ryhody Calls Me Honey (Lyons-Straight-Wenrich)—One-step....Green Bros. Novelty Band
5021 Kismet (Herschel Henlere)—Fox-trot, Isham Jones Rainbo Orchestra
Happy (Hugo Frey)—One-step, Isham Jones Rainho Orchestra
2049 Whispering (Intro.: "Behind Your Silken Veil") (Schonherger) .....Vernon Trio
My Midnight Frolic Girl (Intro.: "Why Didn't You Leave Me Years Ago?") (from "Ziegfeld Follies of 1920") (Black-Gottler)..Vernon Trio

PARAMOUNT RECORDS

33065 Hilo March. Hawaiian Guitars....Ferera-Franchini
Honolulu Bay. Hawaiian Guitars..Ferera-Franchini
33066 Stradelli Overture. Accordion Solo.....Frasini
Light Cavalry Overture. Accordion Solo....Frasini
20019 Hold Me. Fox-trot .....Selvins Novelty Orch.
Cuban Moon. For Dancing ..Newport Society Orch.
20020 Love Nest. Fox-trot .....Newport Society Orch.
Let the Rest of the World Go By (Intro. "Who'll Take the Place of Mary?"). Waltz, Newport Society Orch.
20021 Manyana. Fox-trot .....All Star Trio
Somebody. One-step .....All Star Trio
20022 Sweetheart, Do You Remember? Vocal Solo, Billy Jones
Tell Me, Little Gypsy. Vocal Solo.....Billy Jones
20023 Don't Take Away Those Blues. Comedian, With Orch. .....Flo Bert
Whistle and I'll Come to Meet You. Comedian, With Orch. .....Flo Bert
50023 My Wild Irish Rose. Tenor Solo....Ernest Davis
Mother Machree. Tenor Solo .....Ernest Davis

JUST A REMINDER!

Members of the trade who have learned to roll out of their blankets in the morning in answer to a top sergeant's raucous shout will appreciate the following story of army life:

He was a very young officer, who looked as if he should still be wearing knee breeches.

One day, when his company was up for inspection at the training-camp, one of the men remarked in a tone of deep sarcasm, "And a little child shall lead them."

"The man who said that, step forward," was the immediate command. The entire company stepped out and repeated the quotation.

The lieutenant looked up and down the line. "Dismissed," he announced shortly.

The men thought they had gotten the better of him, but not for long, for that night at retreat when the orders for the following day were read, they heard: "There will be a twenty-five mile hike to-morrow with full equipment, and a little child shall lead them—on a damned good horse."

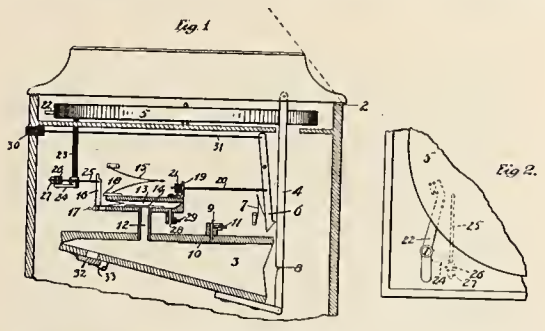
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 7.—**Phonograph Cabinet.** Frank C. White, Meriden, Conn. Patent No. 1,347,067.

This invention relates to improvements in cabinets for talking machines or phonographs and the object is to provide means for automatically closing the cabinet when, or just before, the machine begins to play. Heretofore, it has been necessary for the operator, after placing a new record on the turntable and starting the machine, to close down the cover by hand. Because this is a bothersome detail, it is often neglected. By this invention, this closing is automatically effected at the beginning of the playing of each record.

In the accompanying drawings:

Figure 1 conventionally shows the upper part of a talking machine cabinet, the same being shown partly in section and partly in elevation



and representing therein only such parts as are essential to a clear understanding of the invention. Fig. 2 is a plan view of a detail, namely the brake illustrating a small portion of the turntable and one corner of the cabinet.

Talking Machine Needle. Frank W. Williams, Chicago, Ill. Patent No. 1,344,839.

This invention relates to an improved form of a talking machine needle or stylus member formed to permit either end of the needle thereof to be used as the playing point by simply reversing the needle tubing through which the needle member longitudinally projects.

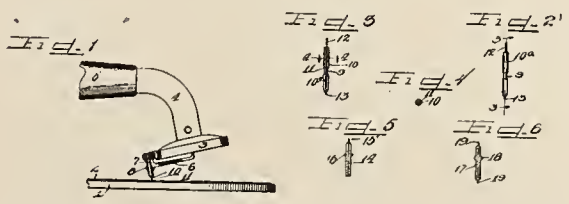
It is an object of this invention to construct a phonograph playing needle both ends of which are adapted to be used as playing points.

It is furthermore an object of this invention to provide a needle tubing through which projects a needle having one of its extending ends longer than the other and further adapted to utilize either projecting end as the playing point.

It is an important object of this invention to provide a talking machine needle member of simple construction wherein a grooved, longitudinally passaged supporting member has a needle projecting through said passage to permit either end of the needle to be used as the playing point.

Other and further important objects of this invention will be apparent from the disclosures in the drawings:

Figure 1 is a fragmentary side elevational view of the reproducing mechanisms of a phonograph the stylus bar of which supports a stylus or needle member embodying the principles of this

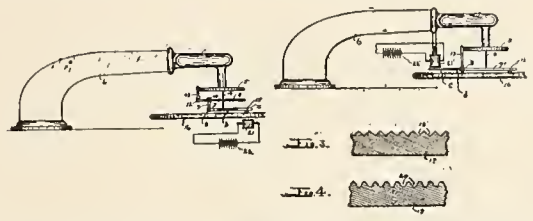


invention. Fig. 2 is a plan view of the phonograph needle member. Fig. 3 is a section taken on line 3—3 of Fig. 2, with the needle proper shown in elevation. Fig. 4 is a section taken on line 4—4 of Fig. 3. Fig. 5 is a section similar to that shown in Fig. 3, of a modified form of the device. Fig. 6 is a longitudinal section of another modified form of the needle member.

Phonograph Attachment. Ralph W. Morrison, Omaha, Neb., assignor to the Cathedral Phonograph Co., same place. Patent No. 1,344,186.

This invention relates to a phonograph attachment, and has for its object to provide means to normally maintain the stylus within the spiral groove of the disc during operation or rotation of the disc, this being of great utility in instances where the disc is disposed inclinedly.

Figure 1 is a view in side elevation of certain operating parts of a phonograph with the attachment applied. Fig. 2 is a view similar to



that shown in Fig. 1, being a modified form of the invention. Figs. 3 and 4 are broken away, sectional views on an enlarged scale illustrating forms in cross-section of spiral grooves of discs.

Talking Machine. Victor H. Emerson, New York, assignor to Emerson Phonograph Co., Inc. Patent No 1,345,756.

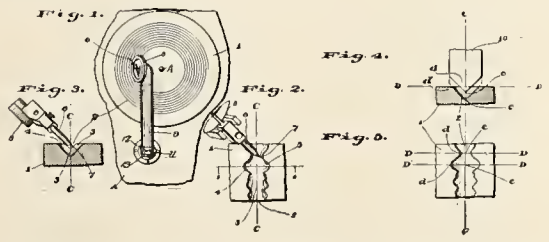
This invention relates to talking machines and has for an object to provide improved means for reproducing sounds from record grooves.

Another object of the invention is to provide means for supporting the reproducing needle of a sound box in such manner relative to a record groove that a side wall of the groove may be brought into play to vibrate the needle or other similarly acting point in reproducing sounds.

A further object of the invention is to provide means for so holding a needle in reproducing from sound record grooves that it may if desired be applied interchangeably to either wall of a record groove with which it operates, so as to prolong the period of usefulness of a record.

A further object of the invention is to provide a talking machine in which the reproducing point may be made to vibrate laterally in connection with sound records having the so-called vertically undulatory groove, the same as when employed with a laterally undulating groove.

Figure 1 is a partial plan of a talking machine showing a disc record and a sound box held in



position to operate therewith. Fig. 2 is an enlarged partial view of a record having a stylus point entering the groove thereof as shown in Fig. 1. Fig. 3 is a sectional view on line 3—3 of Fig. 2; and Figs. 4 and 5 are similar views of the record shown in Figs. 3 and 2, respectively, with explanatory lines, and with the reproducing needle replaced by a recording stylus in Fig. 4.

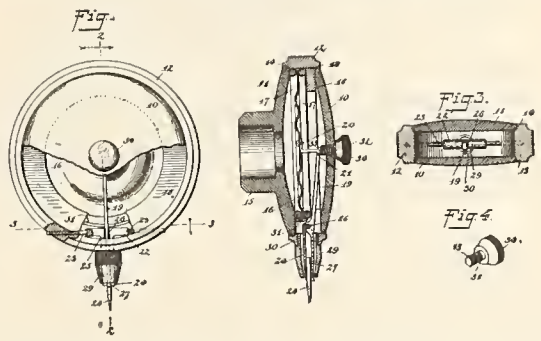
Sound-Box for Phonographs. Agostino Bogati and Louis Aronne, New York. Patent No. 1,346,685.

This invention relates to talking or sound reproducing machines and has particular reference to sound boxes therefor.

Among the objects of the invention is to improve the general construction of sound boxes with respect to the front and rear walls thereof, and the means for connecting the periphery of one wall to that of the other.

Another object of the invention is to provide an improved stylus bar with respect to the manner of supporting it in or upon the sound box, the means for securing a needle therein or thereto, and means co-operating with the stylus bar for varying the volume or timbre of the tone produced by the machine.

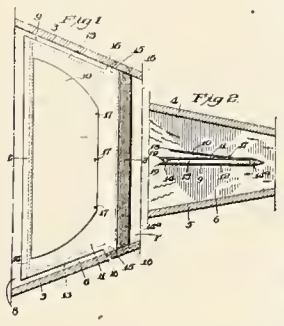
Figure 1 is a partial front elevation of an improved sound box, parts being broken away



to disclose details of construction. Fig. 2 is a vertical transverse section on the line 2—2 of Fig. 1. Fig. 3 is a horizontal section on the line 3—3 of Fig. 1; and Fig. 4 is a detail perspective view of the sound regulator.

Sound Amplifying Device. Thomas H. Grigg, Philadelphia, Pa. Patent No. 1,346,491.

This invention relates to improvements in sound amplifying devices and aims to provide a novel, simple and highly efficient device for amplifying sound waves and for enriching the tone thereof. The invention is particularly adapted for use in the sound passages leading from the reproducers of phonographs where it has a marked effect in amplifying and enriching the sound waves.



In the accompanying drawings illustrating this invention Figure 1 is a longitudinal section through a wall forming a sound passage showing a face view of a sound amplifying device embodying the invention associated therewith. Fig. 2 is a longitudinal section through the parts shown in Fig. 1, on line 2—2 thereof.

Turntable for Phonographs. Joseph G. Merriam, Meriden, Conn., assignor to J. G. Merriam Co., same place. Patent No. 1,347,113.

This invention is a turntable for phonographs and relates to improvements in such devices, with a view to overcoming defects well known to those skilled in the art.

With the foregoing considerations in mind, the object of the present invention is to provide a turntable embodying the usual cast plate with the circumferential flange, but having associated therewith an additional flange positioned interior of the circumferential flange, which additional flange is adapted to receive the blows transmitted during the peening operation, and provides a sufficient mass of metal to maintain the casting in the position into which it is forced during this operation. Said additional flange may also serve as a braking flange when employed with machines adapted to brake the turntable from the under side thereof.

A further object of the invention is to form the body of the turntable from a plurality of bands or ribs with intervening interstices, which bands or ribs are so placed that, when the turntable is cast from its center, the flow of molten metal to all parts of the mold may be speedily accomplished because of the particular placement of the ribs and their intersections whereby blow-holes or other defects in the casting will be obviated. In this manner, a very light,

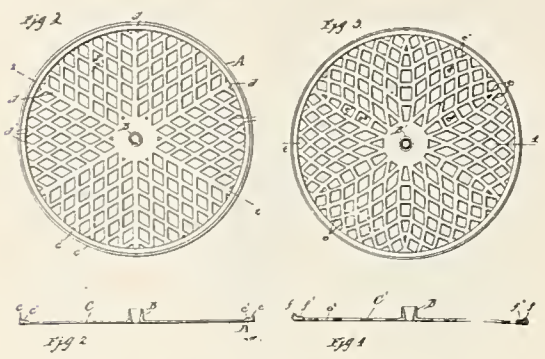
(Continued on page 232)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 231)

yet strong and rigid, turntable is produced, with a great saving of metal and the obviating of the necessity of using relatively high power motors for the operation of the phonograph with which the turntable is associated.

In the accompanying drawings are illustrated different practical embodiments of the invention, but the constructions therein shown are to be understood as illustrative only, and not as defining the limits of the invention.

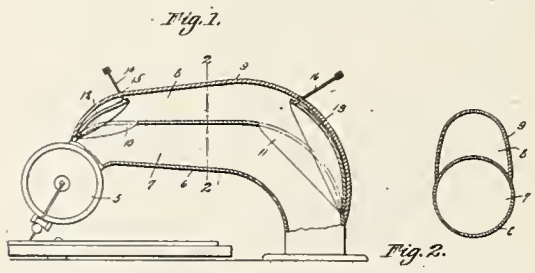
Figure 1 is an underneath plan of the preferred form of turntable constructed in accordance with the present invention. Fig. 2 is a



section on the line 2—2 thereof. Fig. 3 is a view similar to that of Fig. 1, but showing a slightly modified form of the invention, and Fig. 4 is a section on line 4—4 of Fig. 3.

Tone Arm for Talking Machines. Erle H. Hand, Baltimore, Md. Patent No. 1,345,487.

This invention relates to talking machine tone arms, and its object is to provide the same with an auxiliary sound passageway in communication with the main sound passageway, and a means for closing said auxiliary passageway to prevent the escape thereinto of the sound waves



passing through the main passageway, whereby it is made possible to vary the tones issuing from the machine.

In the drawing, Figure 1 is an elevation of the invention, partly in section, and Fig. 2 is a cross-section on the line 2—2 of Fig. 1.

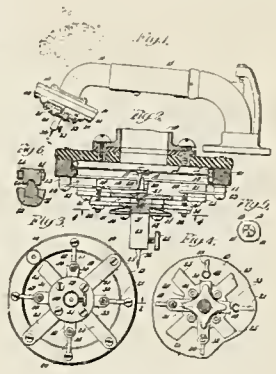
Phonograph Sound Box. Charles H. Shaw, Babylon, N. Y. Patent No. 1,347,059.

As is well known, phonographic records are of two general classes,—one known as "hill-and-dale," in which the undulations of the sound record are perpendicular to the surface, and the other known as "lateral cut," in which the undulations are parallel to the surface, or transverse to the groove. As a result, reproducers (or "sound boxes," as they are frequently called) designed for one type of record are not inherently adapted for use with the other type, and accordingly numerous attempts have been made to provide a sound box which by suitable adjustment can be used with both types. So far as is understood, the prior devices for the purpose have all involved shifting or turning the sound box itself, or shifting the needle to a different holder, or using a special type of needle. Such expedients are inconvenient, however, and in consequence none of them has come into very extensive use. Consequently, the object of the present invention is to provide a sound box or reproducer which will play either type of record without change or adjustment of any kind whatsoever.

In carrying out this invention in the preferred manner a diaphragm and diaphragm chamber have been provided as usual, and on the edge of the latter two spring sound arms are mounted, preferably at right angles to each other, extending into engagement with the diaphragm at the center of the latter, and diametrically opposite to these are provided two shorter spring arms which do not engage the diaphragm. Below these four arms is mounted on the chamber a rigid member or carrier, in which the needle-holder is spring-supported. The needle-holder is suitably connected to the four spring arms, so that it is supported partly by the latter and partly by the rigid carrier. In use the device is arranged with the diaphragm downward and slightly inclined, and with one sound arm radial to the disc-record or parallel to the axis of a cylindrical record. The other sound arm is therefore in a vertical plane which is practically tangent to the record groove. Then with a lateral record the first sound arm actuates the diaphragm, whereas with a hill-and-dale record the second or tangent arm actuates the diaphragm.

The embodiment above outlined is illustrated in the accompanying drawing, in which—

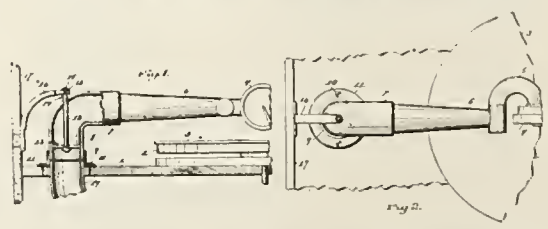
Figure 1 is a side view of the sound box, attached to the tone arm of a phonograph or talking machine, and arranged in position for playing. In dotted lines the sound box is shown turned up to a convenient position for changing the needle. Fig. 2 is a cross section of the sound box on a larger scale, taken on a plane indicated substantially by the line 2 of Fig. 3. Fig. 3 is a bottom plan view of the sound box. Fig. 4 is a fragmentary horizontal section on line 4—4 of Fig. 2. Fig. 5 is a fragmentary bottom plan view of the central portion of the diaphragm, illustrating the button with which the sound arms engage. Fig. 6 is a detail sectional view.



Tone Arm for Talking Machines. Thomas H. Reed, Newark, N. J. Patent No. 1,346,254.

This invention relates to tone arms for talking machines, and the object of this invention is to provide in a talking machine an improved support of mounting for a swinging sound-box or tone arm.

While the preferred form of the invention is illustrated in the accompanying drawings, yet



it is to be understood that minor changes may be made without departing from the scope thereof.

In the drawings:

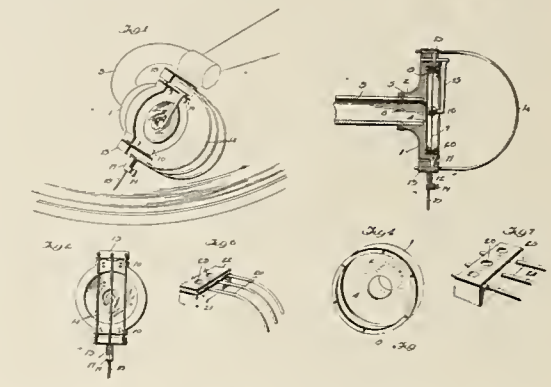
Figure 1 represents a fragmentary side elevation, partly in section, of a talking machine, constructed in accordance with the invention, and Fig. 2 represents a fragmentary plan view of the same.

Reproducer for Talking Machines. John W. Kaufmann, Baltimore, Md. Patent No. 1,347,813.

This invention is an improvement in reproducers for talking machines, and its object is to provide a new and improved connection between the needle and the diaphragm controlling lever, which will eliminate the usual rigidity between these parts, substituting a resilient connection.

In the drawings:

Figure 1 is a perspective view of the improved reproducer; Fig. 2 is a front view; Fig. 3 is a



vertical section; Fig. 4 is a perspective view of the reproducer case; Fig. 5 is a partial perspective view of a section of the inner gasket; Figs. 6 and 7 are perspective views showing modified methods of clamping the springs to the case of the talking machine.

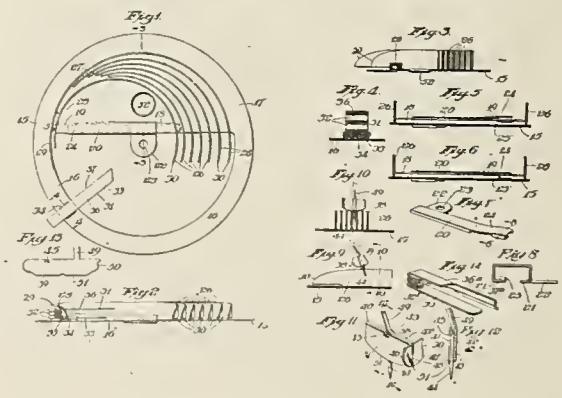
Repeating Device for Talking Machines. George F. Voith, Philadelphia, Pa. Patent No. 1,349,240.

This invention relates to repeating devices of the general type covered in United States Patent No. 1,248,041, dated November 27, 1917.

One object of the present invention is to provide an improved repeating device of the above type which can be quickly and cheaply manufactured and which will be of a simplified construction.

Another object is to so construct the present invention that reproducing needles of any of the well-known types can be used in connection therewith.

Figure 1 is a top plan view of a repeating device constructed in accordance with the invention. Fig. 2 is a front elevation of Fig. 1. Fig. 3 is a section taken on the line 3—3 of Fig. 1. Fig. 4 is a section taken on the line 4—4 of Fig. 1. Fig. 5 is a section taken on the line 5—5 of Fig. 1. Fig. 6 is a section of similar nature to that shown in Fig. 5 showing the coupling member having been moved into a position to permit adjustment of the device to suit records of various sizes. Fig. 7 is a perspective view



of the improved coupling member. Fig. 8 is an enlarged section through the coupling member and taken on the line 8—8 of Fig. 7. Fig. 9 is a fragmentary sectional elevation showing a portion of the invention. Fig. 10 is a transverse section taken on the line 10—10 of Fig. 9. Fig. 11 is a perspective view showing needle holding and guiding portions of the invention. Fig. 12 is a section taken on the line 12—12 of Fig. 11. Fig. 13 is a developed view of the needle holding and guiding means showing how the same is cut or stamped from a piece of sheet spring steel, and Fig. 14 is a perspective view showing a modified form of needle holding or checking means which forms a part of the invention.

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The latest important addition to the organization of the Melodee Music Co. is J. M. Wale, who has long been one of the popular members

J. M. Wale

of the music roll industry, particularly in the East, where he is known to the majority of the dealers as "Mace."

Mr. Wale for the past several years has traveled through New Jersey and Pennsylvania for the Q R S Co. and will continue to cover that territory for the Melodee Music Co. He possesses a wide knowledge of the problems connected with the retailing of music rolls, as well as the solution of those problems, and has the reputation of taking a greater interest in the dealer's roll department than does the average roll traveler. Mr. Wale makes a careful study of merchandising problems and of ways and means for helping dealers put and keep their roll departments on a paying basis.

NEW TELEPHONE RATES IN EFFECT

Schedule Filed With Public Service Commission Calls for Increase of 20 and 25 Per Cent

The new schedule of exchange rates filed by the New York Telephone Company with the Public Service Commission for the Second District on July 30 became effective September 1, and the exchange rates all over the State outside of New York City went up accordingly. This will mean an increase of between $3,500,000 and $4,000,000 annual revenue to the telephone company, and according to the Public Service Commission, an increase to out-of-the-city subscribers of between 20 and 25 per cent over the rates that maintained until September 1.

The new rates have already been protested by several up-State cities and the entire question will be investigated by the Commission.

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33066	Stradelle Overture. Accordion Solo	Frosini
	Light Cavalry Overture. Accordion Solo	Frosini
20019	Hold Me. Fox Trot	Selvin's Novelty Orchestra
	Cuban Moon. For Dancing	Newport Society Orchestra
20020	Love Nest. Fox Trot	Newport Society Orchestra
	Let the Rest of the World Go By. (Intro.: "Who'll Take the Place of Mary?") Waltz	Newport Society Orchestra
20021	Manyana. Fox Trot	All Star Trio
	Somebody. One Step	All Star Trio
20022	Sweetheart, Do You Remember? Vocal Solo	Billy Jones
	Tell Me, Little Gypsy. Vocal Solo	Billy Jones
20023	Don't Take Away Those Blues. Comedian with Orchestra	Flo Bert
	Whistle and I'll Come to Meet You. Comedian with Orchestra	Flo Bert
50023	My Wild Irish Rose. Tenor Solo	Ernest Davis
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We are absorbing the increases in order to stabilize the Edison phonograph business.

"Edison Stood and is Standing the Gaff"

THOMAS A. EDISON, Inc.

Orange, New Jersey

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven — Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co. James I. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co. Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurenee H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Belway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providenee—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XVI. NO. 10

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

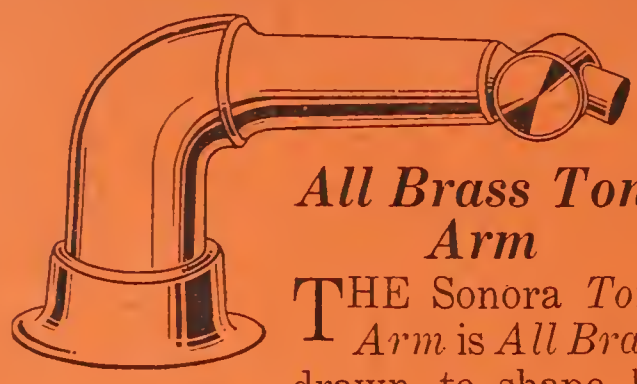
For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, October 15, 1920

The best-known trade-mark in the world

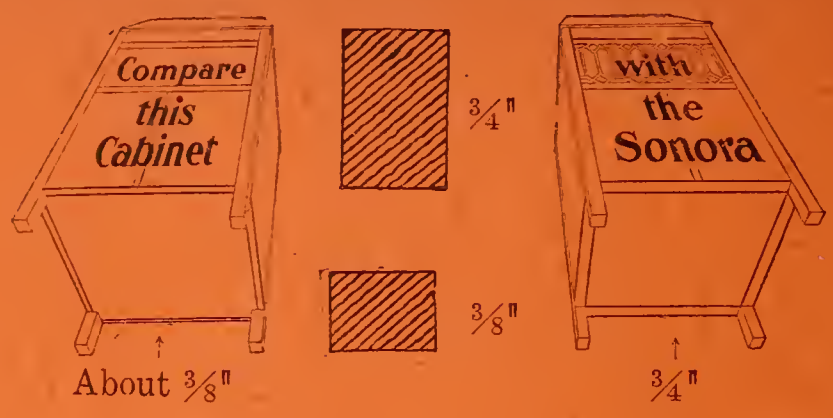
designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.



All Brass Tone Arm

THE Sonora *Tone Arm* is *All Brass* drawn to shape by hydraulic pressure. *All Brass* is costly but is used because it gives a superb unequalled tone. Most other makers use porous, brittle, inferior-toned, zinc-lead-tin castings for tone arms because they are cheap!



SONORA cabinets are solid and substantial, *made of wood ¾ inch thick, not ⅜ inch like most other makes.* Don't be deceived by pieces added to cabinet bottoms to hide flimsy construction.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Highest Class Talking Machine in the World

is matchless in tone, design, and important features of construction. *In the Sonora no expense is spared to secure the very finest quality.* Write to us today if you are interested in selling the famous Sonora.

Sonora is in wonderful demand, never advertises "easy payments" as a leading attraction, sells easily, makes substantial profits for the dealer and *builds a high-grade enduring business.*

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 16. No. 10 New York, October 15, 1920 Price Twenty-five Cents

TALKING MACHINE AS A BAROMETER

Poughkeepsie, for Instance, Has One to Every Five People, Averaging One to a Family—Barometer Can Be Read at Any Time and Will Show the Musical Tastes of the People

A recent estimate based upon a general canvass, says the Poughkeepsie Courier, reveals the fact that there are nearly five thousand Victrolas in the city of Poughkeepsie, N. Y., which precludes the question: What is the talking machine's place in music, its relation in the general scale of cause and effect?

It was thought by many in Poughkeepsie—as has been the case elsewhere—that the talking machine might supplant "viva voce" music, the original work of musicians, just as the idea was at one time prevalent that moving pictures would eclipse the glamour of the legitimate stage. But, in Poughkeepsie at least, neither condition has come to pass.

Strange though it may appear, the talking machine has become but the barometer of musical taste and appreciation. To hear a jazz piece played on a Victrola may inspire no mighty desire to see and hear the orchestra that made the record, but to listen, for instance, to the strains of Rachmaninoff's "Fifth Prelude" is but the whetting of a yearning to see and hear the composition played by its creator. Such are the reflections upon lovers of music in the abstract.

To one who studies music, who plays an instrument, the rendition of the same jazz melange by the talking machine may occasion no rending of heart strings—or violin strings—but to hear the classical composition played by a master plunges him into the desire to imitate, the while forcing upon him the realization of the hopelessness of duplication by a neophyte, at least in the case of Rachmaninoff.

Thus, considering that there is on the average at least one talking machine to every family in Poughkeepsie, it would be strange if the readings of the barometer did not vary.

The readings may be taken any evening by slowly strolling through any residential section of the city—provided the weather be clear, the walker's patience unlimited, his sense of humor impregnable and the Muse propitious! As to classification of readings, it might be better perhaps not to attempt it, considering the patience of Job, the omniscience of Haroun Al-Raschid and the philosophy of Socrates might be only small factors entering into the project of indexing all the melodies that might have descended from the time of Pan, from "Ragging the Scales" to "Peer Gynt" or "Cujus Animan!"

SLOGAN FOR TUNGS-TONE STYLUS

Abram Davega Suggests Slogan to Attract Attention to That Victor Product

Abram Davega, vice-president of the Knickerbocker Talking Machine Co., metropolitan Victor wholesalers who recently offered a number of constructive suggestions regarding the proper retailing of Victor Tungs-Tone stylus, has suggested a slogan which he hopes to make nationally popular throughout the Victor trade. The slogan is "For Perfect Sound Reproduction—Play Your Victor Records on the Victrola With a Victor Tungs-Tone Stylus." Mr. Davega is using this slogan at the bottom of his letterheads and is doing everything within his power to further the cause.

EDISON ARTISTS HOME FROM EUROPE

Anna Case, the prominent soprano, and Albert Spalding, noted violinist, both well known as Edison artists, returned to the United States from Europe late last month to prepare for concert and recital tours covering this country during the coming season.

A. H. LEVY NOW THE SALES MANAGER

Victor Traveler in the Southwest Assumes Important Position With Talking Machine Co. of Texas—His Wide and Varied Experience

HOUSTON, TEX., October 2.—A. H. Levy, who formerly traveled throughout the Southwest territory for the Victor Talking Machine Co., has become associated with the Talking Machine Co. of Texas, Victor wholesalers of this city, in the capacity of sales manager.

In addition to being thoroughly versed in the merchandising of Victor products, Mr. Levy has also had wide experience as a musician, having at one time been associated with Sousa's Band and for fifteen years being clarinet soloist with the Victor orchestra.

The Talking Machine Co. of Texas, of which T. E. Swann is president, is now located in its new building at the corner of Wood and Willow streets, where every facility exists for the handling of a large volume of talking machine business.

NEW QUARTERS FOR BRYANT

Well-known Music House Now Established at 861 Eighth Avenue—Formal Opening of Building on September 18 Largely Attended

Bryant's Music House, Inc., for the last four years established at 915-17 Eighth avenue, has leased the entire building at 861 Eighth avenue, between Fifty-first and Fifty-second streets, in order to provide for its rapidly increasing business. Joseph M. Bryant, president of the firm, is one of the city's enterprising business men and in the commodious new quarters this establishment will be in a better position than ever to handle its increasing patronage.

Bryant's music house, which specializes in Victor and Columbia machines, as well as records, pianos, music rolls, sheet music and small musical instruments, was formally opened to the public on the evening of September 18 with a gala concert by eminent artists from 4:30 to 10 p. m., at which refreshments were served.

Hangen's Music House, of Reading, Pa., has recently opened a talking machine department in which it is handling the Aeolian-Vocalion, as well as records made by the Aeolian Co. A very attractive department has been arranged which will interest visitors.

WHY GIVE THE MACHINES AWAY?

Offer of Western Music House to Send Out Expensive Victrolas on Time and Without a First Payment Sets a Very Poor Example for Rest of Talking Machine Trade of the Country

The fact that a music house is large and successful is generally accepted as an invitation that that particular house has adopted and followed methods of a high character—methods that tend to build up permanent trade and win and hold public confidence. The successful houses of the talking machine industry are held up as a guide to the smaller dealers who are advised to study the systems of the successful ones in order that they may in turn realize similar success.

In the face of all this there are concerns who evidently believe in methods that are sensational, and while creating trade for the moment are calculated to cause a reaction in the future—a reaction that will have its effect on all the trade in the locality. One of the largest music houses in the Middle West, for instance, has been advertising Victrolas to be sold on terms without any first payment. "No Money Down" is the slogan featured in the large advertisements, and that there may be no mistake about it there are illustrations showing one of the high-priced cabinet model Victrolas.

Certain it is that no surplus of Victrolas exists to warrant desperate efforts to bring about their sale. To send them out of the store, therefore, without any down payment not only gives the public a false idea of their value, but is calculated to lead to the belief that the market is flooded and that unusual methods must be resorted to to move stock. Under the circumstances, can the prospective talking machine buyer be blamed for holding off a while in anticipation of a drop in price?

For one of the leading houses of the trade to set an example of this sort is a matter of regret.

TO MAKE TALKING MACHINE PICTURES

The William H. Bristol Audio Picture Corp., of Waterbury, Conn., has filed an incorporation certificate in the office of the Secretary of State. It will manufacture sound records with moving pictures and musical instruments. The stock authorized is $1,500,000. William H. Bristol, Harns Whittemore and T. F. Carmody are the incorporators.

WHY DEALERS SHOULD CARRY A FULL STOCK THIS FALL

Systematic Effort Should Be Made to Supply All Demands of Customers in Both Machines and Records—"Want" Book in Every Department Would Be a Great Help for Checking Purposes

Does your store contain the records the people want—and do you have these called-for goods when the people want them? It's a mighty bad thing to let your stock of machines, records or supplies run out. It is your duty, if you intend to be a factor in the trade this Fall and Winter, to place your orders with manufacturers now—to keep your stock 100 per cent complete.

Sure as you're living, the very day you run out of some particular article—especially an everyday seller—someone calls at your store and asks for it. Haven't you often had it happen that way? If you haven't you're an exception to the rule. When a person makes up his mind that he's going to buy something he usually buys at that time. If he comes into your store, asks for some particular article and finds you are out of it he goes away disgusted, visits your competitor's store around the corner, finds the desired article, makes his purchase, and you are shy what otherwise would have been a satisfied customer. It pays and pays big to keep your stock all the time and have it on time to meet early demands. People soon learn to know the store that has the goods and that store is the one which they are going to patronize regularly.

Do you have a "Want" book in each department of your store? If you don't you will find one a mighty convenient aid to good stock keeping. Have this book hung up in a convenient place where all the salespeople can have ready access to it. Whenever the salespeople have call for any article that your stock does not contain, or when they find stock on anything running low, have it written in this book. Make it a point to inspect this book every day. Appearing on its pages will be found many articles that you do not handle, as well as those you are out of, but it will keep you well posted on the condition of your stock and the public's demand. The continued demand for some article thus recorded may be so frequent you may be induced to place it among your stock with good demand following its installation. Try this "Want" book scheme. You will find it a great aid and through its aid you will derive much real benefit. Keep in close touch with it. It insures your having the goods the people want and when they want them.

Prominent Dealer Tells How He Scored Success in the Talking Machine Business

I did not choose to open a talking machine store in the first place as I was studying for the law and in that profession saw my future. However, upon the death of my father, a prosperous distributor, the job was wished on me.

My struggles to learn the business, memorize the various record titles, get models and styles down pat would offer no particular aid to anyone as most dealers have gone through the same process of education, which consists of about 10 per cent brains and 90 per cent work. However, at the end of my first year I took a long breath and saw things in their true light, but it was one year gone and nothing tangible to show for my work, for I was just where I started, plus an added year's experience. I noted, however, if I was to show a profit something radical must be done.

In our city of 78,000 inhabitants were located about twelve other concerns selling machines and records with business divided about equally. I noticed that in my first year I had wasted a lot of good time trying to attract the so-called "best people," such as the music lover (so called), the opera-goer and others whom I thought by reason of their standing were logical customers.

In this connection I made the same error as the makers of early typewriters who dwelled upon the fact that the person who played a piano had an advantage when it came to operating a machine. In fact, early advertisements for typists specified "must be an expert pianist."

My error was thinking a person, to buy high-grade records, must be a "high brow" and the so-called common people wanted "rag time" and ballads. It did not take me long to find out that over 95 per cent of the population have musical inclinations and by catering to the masses instead of to the classes I made my first start.

Now I commenced to advertise. Not as I noted other dealers doing, but in a way which at the time I thought was a waste of time but later proved to be the real start of my success.

Here was my first ad:

HOW MANY TALKING MACHINES IN TOWN?

The person who can furnish me with the names and addresses of every talking machine owner in town will receive a new talking machine for his trouble. Call for particulars.

Soon as the advertisement appeared people called at my store and asked, "How do you go about finding out?" or, "Say, that's a big contract." Others wanted to know if they could canvass our homes, about 3,000 in number. With each one who called I spent time along the following lines: First I inquired if they really wanted to take upon themselves the task. Next, I inquired if they had machines, listing some as machine owners, the others, as prospects. As to the prize I simply gave it away at the expiration of two months to the person who sent me the most complete list and let it go at that.

[Editor's Note—This story is founded on truth. The man and the city must remain incog, hut perhaps both will be recognized by some of our readers familiar with the case.]

My next ad also "brought home the bacon," so to speak, and produced business. It ran as follows:

"THANK YOU"

Last year I served over 3000 Talking Machine Owners.
I had just 45 complaints.
Repairs to the machines I sold were only 56.
Just two customers quarreled with my policy.
I exchanged only two machines.
I sold Records to over 80 per cent of my callers.
Is this not a good record?
This year I want to serve 3000 more customers.
Won't YOU he one of them?

It seemed as if the balance of the population of my town was anxious to be my customers, for no sooner did this advertisement appear than people commenced to come and say, "Sure, I'll be a customer, might as well buy here as elsewhere."

I also made it a practice to have a system of inquiry cards asking people to write what records they desired that I did not have in stock. These I procured and wrote to the person who suggested. Then I placed a notice on my window reading, "Just in Stock—'William Tell,' Jim Jones' favorite record; come in and hear it." This flattered Jones and resulted in my selling quite a few records to friends of Jones.

I also took great pains to subscribe for and read from cover to cover every publication devoted to my calling. I too clipped every interesting item, advertisements and other data. These I pasted in a scrap book and used many times as inspirations.

Why go on? I did nothing no one else could not have done, also nothing which was patented, but I did have a working creed which I give below for the benefit of others in my line of business.

I spend every minute of my waking hours at my business.

I discount my bills and contract none I have not the money to meet.

I always treat the customer right even if it causes me a loss, as customers are too hard to secure to be easily quarreled with.

Make store cleanliness a religion.

Endeavor to keep store by the golden rule.

Read, study and try to learn every detail of my business.

WHERE ACTRESS LEARNED FRENCH

Florence Moore Gained Her Fine Pronunciation Through Medium of Talking Machine

People who have seen Florence Moore in her play, "Breakfast in Bed," have been surprised at the fluency of her French. They think she must have lived in France. As a matter of fact, she has been to Paris only once, and only for a week then, and at that time her knowledge of the language consisted in her ability to say "demi tasse." The fact is she learned what she knows of French through correspondence and a talking machine.

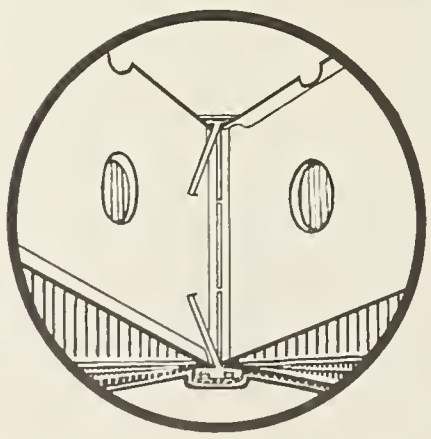
"And it was some talking machine," she says. "The man on the other end who gave me my lessons from a distance of several hundred miles must have been the original author of the French tongue. At first he fascinated me. I used to turn him on every morning while I was taking my bath, and he would talk away from the time I got into the tub until I got out. Then I would move him into my boudoir and permit him to rattle on while I had breakfast in bed. I never got tired hearing that man talk; in fact, I believe I fell in love with him. And here's a secret never before made public—perhaps these lessons had something to do with my ultimate marriage to a man of French descent. My husband's voice was so much like the one in the talking machine that I was lost the moment he spoke."

Everything worth while in this or any industry begins with a big idea.

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER IV



The FOURTH consideration IN THE MAKING OF THE NYACCO album shows the position where the pockets are already inserted into the back of album and the staples ready to be pressed into the solid wooden back through the two-in-one pocket by means of the pressure of thumb, giving the envelopes a stronger hold to the back of album.

Watch next issue for the fifth Chapter

NYACCO

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

New York Album & Card Co.

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

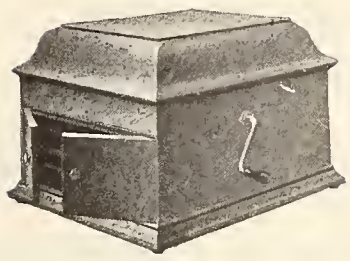
DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.
Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.
Cleveland, O.: Cleveland Talking Machine Co.
Milwaukee, Wis.: Yahr & Lange Drug Co.
New York, N. Y.: Plaza Music Co.
Philadelphia, Pa.: Penn Phonograph Co. Inc.
Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.
Spokane, Wash.: The Northwest Phonograph Jobbers, Inc.
Washington, D.C.: E. F. Droop & Sons Co.

Victor Supremacy

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

Victrola IV, $25
Oak



Victrola VIII, $50
Oak

Victrola X, $125
Mahogany, oak or walnut

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

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

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

Victor Talking Machine Co.

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps apace with the ever increasing demand for machines and records. and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proved themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back four-fold.

THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A profitable adjunct to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Album containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

WELCOME FOR CARUSO IN DALLAS

Dallas, Tex., October 7.—The local talking machine trade is keenly interested in the forthcoming visit of Enrico Caruso, the famous tenor, to this city on October 19. The concert, for which a splendid program has been prepared, will take place at the Coliseum, under the auspices of the Harmony Club. All the Victor dealers in this city and locality are planning to make very attractive window displays of the entire series of Caruso records during his visit in the city, and it is not at all unlikely that some very artistic windows will result.

RECORD ARTISTS ON LONG TOUR

Reed Miller, tenor, and Nevada Van der Veer, mezzo-soprano, both of whom have made a number of Vocalion records, have just announced an elaborate concert and recital tour for the new season. The tour opened on October 4, and forty-six engagements in cities in the South and Southwest have already been included in the itinerary.

The Boston Phonograph Corp. has been chartered under the laws of Delaware with capital stock of $1,250,000 to manufacture phonographs and records.

HENRY STADLMAIR, JR., MARRIED

Henry Stadlmair, Jr., of C. Bruno & Son, Inc., New York City, musical merchandise wholesalers and Victor distributors, and son of the president of that company, was married on Tuesday, September 14, to Miss Ottilie Ransweiler, of Brooklyn. Immediately after the ceremony the happy couple left with the congratulations and well wishes of their many friends for an extended honeymoon on the Pacific Coast, with a stop at Colorado Springs. It is expected that Mr. and Mrs. Stadlmair, Jr., will make their permanent home on the Pacific Coast where Mr. Stadlmair will represent the interests of C. Bruno & Son, Inc.

Three elements of PEERLESS success

PEERLESS
Metal Back Album

Does it stand the strain?
I'LL SAY IT DOES!

Factory capacity—Quality production—Sound policy

Phonograph manufacturers and dealers who depend on Peerless for their albums do so with the fullest conviction that they will:

1. Receive their albums when promised.
2. Get the best album at the price.
3. Be protected in their selling right.

They also know that the empty album is a constant invitation to the owner to fill it with records—that PEERLESS albums do sell records.

Our standard grade is the Lowest-Priced Quality Album on the Market. Write for description and prices.

PEERLESS ALBUM COMPANY

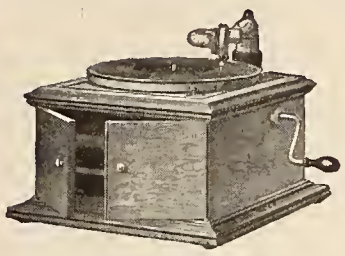
PHIL RAVIS, President

43-49 Bleecker Street NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street:
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray Co., 942 Market St

***Southern Representative:* I. W. BECKER & Co., Atlanta, Ga.**

From the above building 90% of the high class talking machine jobbers receive their supply of record albums.



Victrola IV, $25
Oak

Victrola VI, $35
Mahogany or oak

Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak

Victrola X, $125
Mahogany, oak or walnut

Victrola XI, $150
Mahogany, oak or walnut

Victor Supremacy is overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

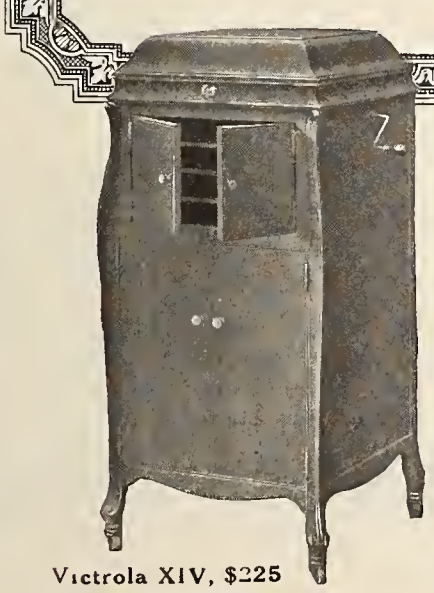
"**Victrola**" is the Registered Trade mark of the Victor Talking Machine Company designating the products of this Company only.

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

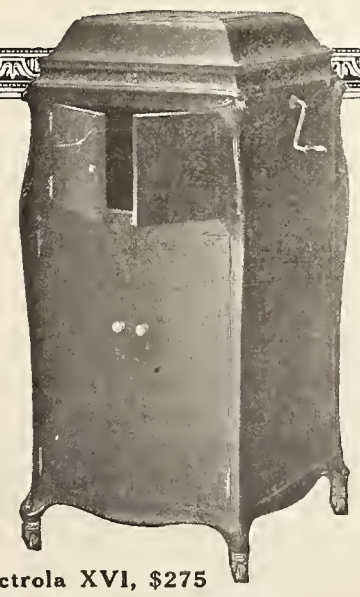
Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Talking Machine Co.

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



Victrola XIV, $225
Mahogany, oak or walnut



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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, OCTOBER 15, 1920

WHY BUSINESS MUST BE SOUGHT THIS FALL

THERE will be plenty of business this Fall and Winter for the talking machine dealer who has equipped himself to go after trade in an energetic way—for the man who has laid out a definite plan of campaign. We have no patience with the man who complacently rests on his oars and never works ahead—the man who is never anticipating or developing new prospects. This type of dealer never gets anywhere as far as meeting emergencies is concerned.

The business man who stands still is bound to go backward. This truism has a special application these days. There must be a constantly progressive advance in business to insure health, and this can only be secured by unflagging interest on the part of the executives as well as the entire force in the development of an enterprise. This means concentration—it means work—it means thought and action. Where this intensive policy is pursued results are as certain as that night follows day.

For the last couple of months there have been some "croakers" abroad who have been preaching the gospel of "gloom." They have been telling us that the talking machine business is slowing up—that it is time to draw in. Evidently a great many dealers have been absorbing this kind of talk as well as some other silly rumors, for we find quite a few dealers who are using this same kind of argument as an excuse for their inactivity. This condition of mind is quite apparent in the appearance of their stores, in the limited way they are ordering goods and in their lack of plans for the future.

Now this is not the time for pessimism; it is not the time to view the future through indigo-hued glasses. There is plenty of business to be had this Fall—perhaps a greater volume than ever in history, but selling conditions have changed, and it behooves the dealer and his selling force to indulge in real salesmanship—to go after trade and to capture it. To this end there are various essentials necessary, such as the handling of the proper kind of talking machines and records—store and window arrangements that will invite public approval and admiration—investment in local advertising—propaganda in the form of letters to customers, and, where possible, occasional concerts to bring the public to the store.

This month witnesses the return of millions of vacationists to their homes. Families have been reunited and are now settling down to the enjoyment of their abodes for Fall and Winter. It is a time when music plays a most beneficent and uplifting part in the enjoyment of life, and in this connection the talking machine dealer who believes in expanding business should get in touch with these millions of homes and interest them afresh in the wonderful possibilities that talking machines and records afford as a means of making the home a pleasanter place to spend the Winter evenings. It is not improbable that many of these people may not come to the talking machine stores this season. They must be sought in person or by invitation—they must be reached by the dealer who understands and has studied local trade and social conditions. He must not be content with the wonderful publicity work which is being done by the large talking machine companies; he must bring in some effective form. his own house, his own product, to the attention of his customers.

Hence it behooves the entire retail trade to devise the best ways and means of getting into the closest possible touch with the people of their community irrespective of present status or past affiliations. The desire to purchase must be cultivated and nurtured by wide-awake talking machine merchants as never before. How best it may be accomplished will be a test of their mental equipment and ingenuity.

ROOM FOR MORE GOOD TRADE ASSOCIATIONS

SOMEHOW or other, the talking machine dealers do not appear to run very strongly to associations, despite the fact that there are in existence several very excellent local bodies in which dealers in all makes of machines and records are eligible for membership. Merchants in other lines of trade manage to forget competition sufficiently long to gather together and discuss trade matters of direct interest to all concerned regardless of the particular make of the products handled. There are few lines of activity that offer stronger competition than that of selling pianos, and yet piano men through local associations manage to accomplish much for the benefit of the trade as a whole and for the individual dealer.

It is true that dealers in one or another make of machine get together occasionally under the auspices of certain wholesalers for the purpose of business discussions, but these meetings benefit only the retailers of certain lines and do not in any sense serve to bring about a better understanding between competitors. It often happens that a retailer will engage in practices that are harmful not only to himself but to all other dealers in his territory, and yet be innocent of any intention of wrongdoing. When he knows his competitors and they know him a little better it is not a hard matter to get together and discuss these harmful practices and bring about their elimination.

Just to bring retailers together to know their competitors, and to learn that the other fellow is not possessed of horns and a tail, even though he is selling a competing line of goods, makes an association worth while. It serves to promote better and cleaner business methods.

BREAKING EVEN ON THE INTEREST QUESTION

WITH a buyer's market making itself more or less apparent in the talking machine field, with retailers compelled to go out and actually sell against competition, there arises the question of terms as a matter to be considered with all seriousness. Retailers have been advised, time and time again, to insist upon short terms for their own protection, but in the heat of competition warnings are sometimes lost sight of and frequently there is an effort to close the sale on the basis of generous terms offered.

Where long terms are offered the retailer should see to it that he, at least, gets enough interest on the outstanding account to balance the amount he must pay to the bank, or some other agency, for credit accommodation. When banks loan money nowadays they demand high interest rates and get them. If the talking machine dealer is to carry several thousand dollars' worth of instalment accounts over a period of a couple of years at five or even six per cent interest, while he is paying seven per cent or more to the banker on money borrowed, he is proving a poor financier—he is working for the customer and the bank rather than for himself.

It might be well to consider the action of the piano merchants in an Ohio city recently when they agreed to charge seven per cent interest on instalment accounts to meet the increased interest rate asked by the local bank. The retailer is not expected to make a profit on the money he practically loans to his customers on instalment accounts—that is, beyond the profit justly due him for merchandising

the product—but he should at least get an even break in the matter of interest.

It is assumed, of course, that every retailer charges interest on instalment accounts. If he doesn't he is so far behind the times that any advice on financing is simply advice wasted.

NOT ALLOWING POLITICS TO HALT BUSINESS

ALTHOUGH there has been considerable said and written about the probable effect of the Presidential campaign on business during the Fall, these prophecies have not apparently served to disturb manufacturers or retailers to any perceptible degree. As a matter of fact, business men generally look upon the political situation as more or less of a side issue and are attending to their own affairs first and giving attention to politics next. There is, of course, interest shown in the possible results of the election. There are those who are strong for the continuance of the present administration, and there are others, apparently in the majority, who maintain that a change in administration and policy is necessary for the welfare of the country.

The average business man, however, realizes that regardless of what party is put into power this Fall the country will manage to go right along, maybe not so well under one administration as another, but well enough to keep business moving. There are many things that the average business man would like to see changed—the War Revenue Act, for instance—but he is not letting his business go by the board for three or four months to see what does happen in November. And the public likewise is not letting politics interfere with business.

PROSPECTS FOR SCIENTIFIC DEVELOPMENT

ONE member of the trade, who has seen the talking machine business develop and grow almost from the beginning, voices the opinion that the gradual switching from a seller's to a buyer's market, believed to be now in process of consummation, will result directly in new mechanical and scientific developments in the industry that will perhaps prove revolutionary. He bases his opinion on the fact that, with the demand far in excess of output, manufacturers have been too busy producing standard styles to bother with experiments, particularly those of a radical nature. With the question of developing sales again to the fore, however, there is a strong possibility that, with a view to overcoming competition, manufacturers will again give thought to the unusual, and endeavor to gain public patronage by offering something distinctly new in the matter of recording and reproducing apparatus.

Whatever the future may bring forth, it is certain that the inventors have been most active, as is evidenced by the Patent Office reports, and, although some of the inventors are without question classed as visionaries and far ahead of their time, there are certain of them who have unquestionably developed ideas of practical value that will find their way into talking machines before very long. When a product is considered absolutely perfect, and no attempt is made or inclination shown to improve it, then it can be looked upon as in a condition to backslide. Manufactured products, like humans, must either go forward or slide back. They can't stand still indefinitely and still prove successful.

THE IMPORTANCE OF KNOWING YOUR COSTS

THE necessity of having a proper appreciation and a thorough understanding of the actual cost of doing business is constantly being more strongly emphasized as market conditions shift and new situations develop. Despite all that has been said and written on the subject of cost accounting, there are still apparently many members of the trade, particularly retailers, who are content with general rather than specific figures.

More than one merchant who has considered himself an up-to-date business man has received the shock of his life when he has secured accurate information regarding what it has been costing him to carry on his business. Resting secure in the thought that his gross profit was of generous size, he has neglected to learn exactly just what part of that gross profit has gone back into the business each year under the guise of operating expenses. Moreover, he has been surprised to learn that certain departments fondly believed to be money makers were being conducted at a loss, and that a readjustment was necessary.

The time to learn about business costs is when business is good. When the figures show that readjustment is necessary, to cut down the overhead or to properly distribute the load, it is much easier to make the change while business is going along smoothly. When the reaction comes, if it does, there will be no time for such adjustments.

WORLD'S BUSINESS SURVEY PROVES RIGHT

THE WORLD has received many compliments anent the comprehensive survey of the business situation and business prospects presented in our last issue, particularly from those who have recently studied conditions in the various sections of the country and found that they have checked up most accurately with The World's reports. It is well enough to talk about conditions in the talking machine trade in this or that city, but the talking machine trade in a general sense is not a thing apart and the prosperity of our industry depends upon the prosperity of the country as a whole.

Interviews with retailers in many sections of the country indicate that the pessimist is a rare bird. The majority of the dealers are of the opinion that they will have to carry on real selling campaigns during the next few months to keep business up to last year's level, but they are firmly of the opinion that such campaigns, properly conducted, will bring results and that there is absolutely no cause for worry. As a matter of fact, the necessity for going out and selling goods is to be accepted as a good thing for the industry as a whole, for it means preparation to combat successfully any unfavorable business condition that may arise in the future.

JAZZ *ASHES TO ASHES*
DUST TO DUST
IF YOUR LINE ISN'T VICTOR
YOU DON'T INTEREST US.
PEARSALL BLUES.

OCTOBER is here—the end of the hot spell, the beginning of *the* Victrola season. Jazz her up Mr. Dealer. Don't be caught with a fork when it rains soup. Tune up now.

SILAS E. PEARSALL COMPANY
DISTRIBUTORS
WHOLESALE ONLY
Victrolas and Victor Records ***10 East 39th Street, New York***

The Importance and Value of "Suggestion" In Selling Talking Machines

:: By D. G. Baird

In probably no other line does suggestion play so important a part as in selling talking machines. This for several reasons. For one thing, almost every other dealer must sell his goods across the counter or show case in an open store where numbers of others are trading and where there is more or less noise of conversation and many other things to disturb the customer. The talking machine salesman, however, conducts his prospect into a comfortably furnished room or booth where there is nothing to distract attention, while the customer is put in a subjective state by the surroundings and the music of the instrument.

Again, almost every other dealer must sell his goods on construction and workmanship. The wise talking machine salesman no longer sells a machine of certain materials and workmanship; he sells tone—music—and reputation.

This fact has led many to believe that a knowledge of salesmanship is not a prerequisite to successful trade in the talking machine field, but the opposite is true.

Of all those who should have a thorough knowledge of practical psychology—especially the psychology of suggestion—the talking machine salesman stands in the greatest need. Success in this field depends almost wholly on suggestion from the first word in greeting a prospect till the latter signs on the dotted line.

The manufacturers realized this when they chose their advertising slogans. What is the significance of the Victor dog and the three words, "His Master's Voice," for instance? Or of Edison's, "The Phonograph With a Soul"? Or of Brunswick's "Your Next Phonograph Will Be a Brunswick"?

The power of suggestion, of course. The one who looks at the Victor trade-mark feels that the Victor must be a wonderfully accurate reproducer of tone. And what suggestions of beauty, harmony, angelic sweetness are offered in the phrase, "The Phonograph With a Soul"! Just a few words, but their selling power cannot be estimated.

In the same way, the retail salesman will do well to talk little, but make every word convey suggestion in every syllable. For example, one highly successful dealer proceeds along this line in making a demonstration:

"Suggestion" of Value to the Salesman From His Initial Greeting of the Prospect Until Contract is Signed

The prospect is greeted with a smile as he enters the shop. "You came in to hear the Blank," the salesman says confidently and enthusiastically. The customer probably nods assent or mumbles something and is led into one of the comfortable booths.

"What kind of talking machine are you using now?" the salesman asks. He knows very well that not one person in ten who come in to hear his particular machine already has one or another make, but this bit of suggestion is flattering and brings out the prospect's real position.

"Well—er—we haven't been using one since we've been here," he says, "but we were just looking around thinking of getting one." In case the prospect does happen to own an instrument already, he of course gives its name.

This preliminary bit of skirmishing gives the salesman his cue. The customer has not owned a talking machine at all or he has favored some other make.

If he has owned another machine, the salesman will usually select a record made by one of this company's stars and play it on the Blank and say: "That's fine! Here is a record made by Henry Lancaster whom you have so often heard on your own machine. Now I am going to play Lancaster's record on the Blank and I want you to just listen how it brings out the beauty of his voice. Listen to the volume this machine gives to his songs. You can hear every note as if he were standing right here before you. I think you will find this record more like Henry Lancaster than you ever heard before."

What happens? The prospect is all attention and he listens as he never listened before. He hears every word, every note. He doesn't stop to consider, of course, that he has never before listened so intently to a talking machine and his interest is aroused by the experience.

"Doesn't that record sound fine on the Blank?" the salesman suggests, and the prospect agrees that it does.

(Continued on page 11)

To the Retail Trade:

WE are making our first shipments of completed phonographs from our Brooklyn factories, numbers 2 and 3, and we take this method of acquaint ing the trade with our trade mark and type style of the name Remington both of which will appear upon all phonographs manufactured by us. We are extremely proud of the tonal quality and case design which we have achieved, and in order to thoroughly protect our dealers and ourselves as well as the public, we have adopted this trade mark and type style of the Remington which appear in this advertisement.

Remington
PHONOGRAPH CORPORATION

1662-64-66 Broadway, New York

PHILO E. REMINGTON, President
EVERETT H. HOLMES, Sales Manager
JAMES S. HOLMES, Vice-President

The salesman next selects an instrumental piece. "On this record we have Jimmy Jones playing the xylophone," he says. "Just listen now how distinctly this difficult music is reproduced on this machine. Note particularly such and such notes and see how free from the least metallic sound or harshness they are."

The record is played for a few moments, the prospect again listening intently for certain notes, then the salesman lifts the needle. He never plays a record all the way through. He wants to keep the prospect's interest keyed to the highest pitch and demonstrate a number of superior qualities of his machine before his interest lags.

He next selects a record that features the clarionet or saxophone, or perhaps he selects one of grand opera. The idea is to find out just what the prospect cares for in music. If he doesn't show interest in the classical music, a jazz record is put on and the salesman goes on:

"Here is one of the late song hits. Notice how clear every word is. With the Blank you can know all the late songs because you can readily learn the words just from hearing them played through a time or two. You know, of course, that it isn't every talking machine that brings out the words clearly enough to be readily memorized. On the Blank, though, you get every word just as clearly as the singer himself speaks them. Notice particularly the sound of the letter "s," which isn't reproduced at all on some machines. You wouldn't have any trouble in learning a song from this talking machine, would you?"

And the prospect listens intently, hears every word, even "the letter 's,' which isn't reproduced at all on some machines," and he thinks how nice it would be to know the words of all the late songs he hears at the show. He is impressed by the fine volume of the Blank. He believes that it would play better dance music in his home than another machine would.

The prospect, if he has shown an interest in the demonstration, has not done any of the talking. The salesman has done all that. He didn't want the other to talk. To do so would break the stream of attention. Neither has he been asked what records he would like to hear. The salesman knows what records he wants to hear and he proceeds to play them.

When the salesman sees that the demonstration has been carried about far enough, he casually inquires what kind of furniture the prospect has in his home. The latter's reply gives him the clue to the kind of cabinet to sell him and if he sees that the customer is in the right frame of mind he proceeds to fix up the contract.

On the other hand, if the prospect proves to be talkative and doesn't show a great deal of interest in the demonstration, the salesman turns the conversation to personal matters—the other's personal matters.

"What line of business are you in?" he will probably ask. Or, "Do you have children in your home?" Or some other stock question that is sure to start the other off onto his own affairs. Talk to a man about his business for a while and he will soon be in a mood to talk to you about your business. Again, many a proud father has been sold because the salesman, too, was a proud father.

A little flattery will usually go a long way toward thawing out a disinterested prospect. This, of course, must not be too open. "By the way, that's a beautiful piece of cloth in your suit," the salesman may remark. "Would you mind telling me where you bought that?" Or, "I admire your stickpin very much. Would you mind telling me where you bought it?"

Where there is a child, the salesman will always pay attention to it. This is as old as the race and the parents know it, but they like it.

Suggestion all the way through. The salesman suggests that his machine has a superior tone, that it brings out the high notes more clearly, that the prospect will hear certain things; and the prospect listens intently and is persuaded that the salesman is really very conservative in his claims for his machine. The salesman suggests that the prospect has superior taste. He knows he has and feels that the other is a sensible fellow.

With some exceptions it is very poor policy to talk construction to a prospect. What he wants is not a machine, but music. Where the prospect shows himself to be of a mechanical turn of mind, of course, the salesman will readily fall into line and demonstrate the superior mechanical features of his machine, but this will not happen often.

Where the prospect proves to be undecided or wants to talk it over with the other members of the family, suggestion is again utilized.

"Now, you and your wife both want a talking machine," the salesman will say, "and you are persuaded that the Blank is the machine for you. Why not send it up to the house and surprise the wife? In that way you will make her happy and at the same time save her going around to the different shops and listening to all the others, when you are sure she'll back up your judgment and select the Blank after all."

Suggestion, it might be said in conclusion, should always be positive. "You do, don't you?" is worth a dozen "You don't, do you?" One should never say "You don't hear any metallic sound, do you?" Say, rather, "Note the absence of any metallic sound whatever."

So in calling the attention of a prospect to any particular feature of the music or the machine itself the suggestions should always be made positive. The more positive the better. "You can readily distinguish such and such a note or tone" is correct; not "Don't you hear such and such a note or tone?"

In comparing instruments of different make, the superiority of one's own machine rather than the inferiority of the rival is emphasized. The other is good, no doubt, but every tone and gesture of the salesman indicates that his is so far superior to every other as to need little emphasis or demonstration.

Suggestion properly used throughout is the most powerful method of selling yet discovered, and the talking machine salesman has the greatest of all opportunities to use it.

Emerson Records at their best!

IF you want to hear Emerson Records played "right up to the handle," get the new Emerson Phonograph to play them for you.

On the Emerson Phonograph the human voice or your favorite instrument is reproduced with a naturalness, fidelity and volume little short of amazing. Annoying echoes, metallic sounds, muffled tones—all are eliminated.

The full, round music of the Emerson Phonograph is due to the full, round Emerson Music Master Horn, with which every Emerson Phonograph is equipped.

The various Emerson models are shown and described in a loose-leaf catalog, which may be had for the asking. In this catalog the scientific principle of the Emerson Music Master Horn is explained in some detail. Write for representation.

Emerson Record Sales Company, Inc.

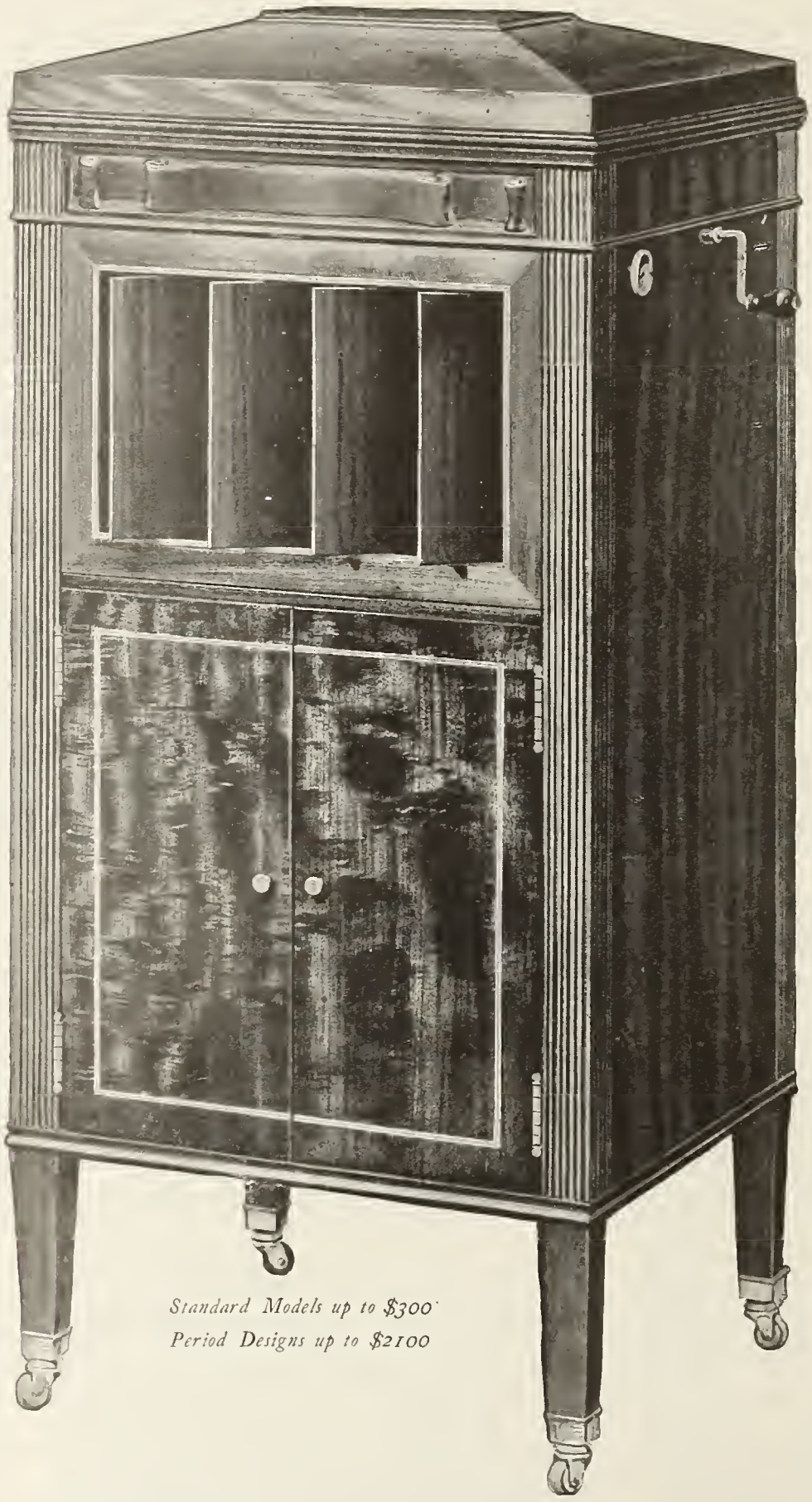
NEW YORK
206 Fifth Avenue

CHICAGO
315 South Wabash Avenue

Makers of
STANDARD EMERSON 10-Inch
GOLD SEAL RECORDS

Emerson
Records and
Phonographs

The Columbia Grafonola



+

Standard Models up to $300
Period Designs up to $2100

Columbia Records Grafonola

Columbia

COLUMBIA GRAPHOPHONE COMPANY, New York

Is the Phonograph PLUS

+1+2+3+4+5

Turn your prospects into sales by pointing out to every one of them these five *exclusive features* which make the Columbia Grafonola the phonograph PLUS:

1. Exclusive Tone Leaves. Complete and accurate control over tone volume.

2. Straight Tone Arm. Allows the sound waves to develop fully and naturally.

3. Scientifically Correct Acoustic Design. Gives exquisite clearness and purity of tone.

4. Streamline Cabinets. In perfect accord with modern artistic furniture design.

PLUS

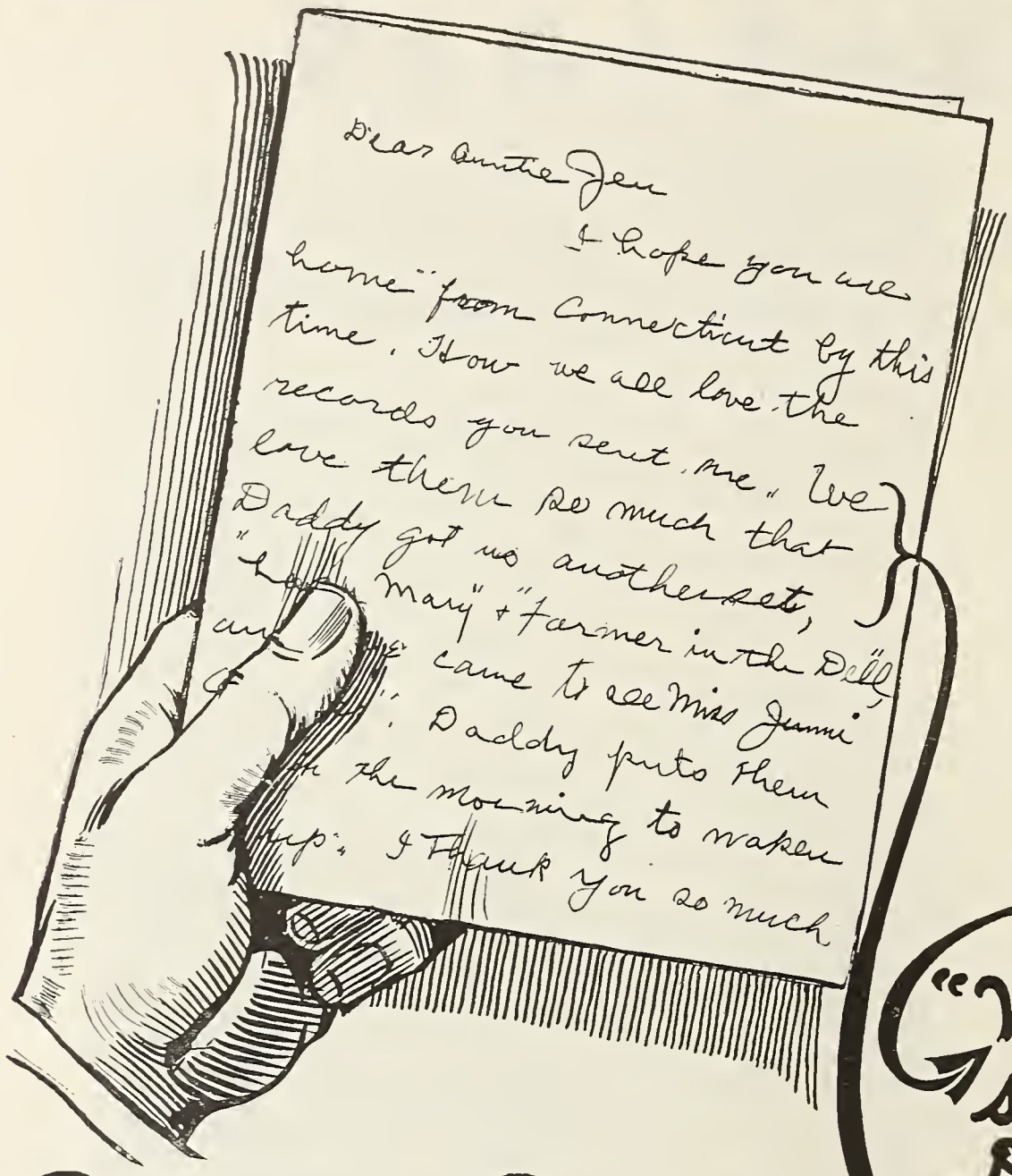
5. ***The only Non Set Automatic Stop.*** Never stops before it should. Always stops at the very end. Nothing to move or set or measure. Just start the Columbia Grafonola, and it plays and stops itself.

Demonstrate to every prospect the stop that needs no setting

Grafonola

COLUMBIA GRAPHOPHONE COMPANY, New York

One Sale Leads to Nine More



THIS letter from a little girl thanking her Aunt for the gift of a Bubble Book is one of thousands of instances where one sale leads to another. Children and grown-ups are never satisfied with *one* Bubble Book, they almost invariably come back for all of them. And that is why Bubble Books are "*the fastest selling merchandise for child amusement on the American market today.*"

National Publicity—1920

Look in this month's (October) issue of the Ladies' Home Journal. There you will find one of the full-page advertisements that goes to make up the $75,000 National Publicity Campaign behind Bubble Books. On December 4th a double-page ad will appear in the Saturday Evening Post. Other magazines which are carrying full-page ads are St. Nicholas, John Martin's Book, Harper's Magazine, Century, Review of Reviews. Atlantic Monthly, World's Work, Scribner's, Woman's Home Companion. This advertising will send people to your store who will become customers. Be prepared to supply them with Bubble Books.

"We love them so much that Daddy got us another set"

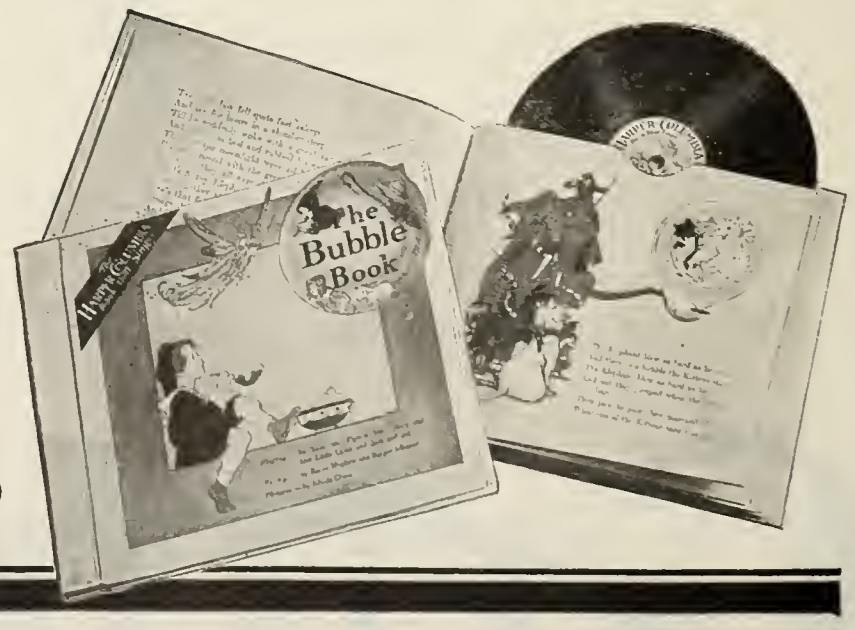
Bubble Books "that Sing"

By Ralph Mayhew and Burges Johnson
Pictures by Rhoda Chase

EACH one contains a story, pictures, verses, and three *real* records. Children love to look at the pictures, read the story, and then listen to the songs played on the phonograph. The characters in the story come from the Bubbles the little boy blows with his Magic Bubble Pipe. *And so they are called Bubble Books.* The following titles are now ready:

No. 1—The Bubble Book
No. 2—The Second Bubble Book
No. 3—The Third Bubble Book
No. 4—The Animal Bubble Book
No. 5—The Pie Party Bubble Book
No. 6—The Pet Bubble Book
No. 7—The Funny Froggy Bubble Book
No. 8—The Happy-Go-Lucky Bubble Book
No. 9—The Merry Midgets Bubble Book
No. 10—The Little Mischief Bubble Book

Order your supply now. Use our free selling helps. Order direct from us or from your jobber.



Bubble Books Sales Service (Harper and Brothers)
130 West 42nd Street - - - - - NEW YORK

Talking Machines Big Factor for Entertainment in United States Navy :: By L. J. Dooley

Perhaps no organization in this wide world has a greater regard for music and its ability to keep men happy and contented than the United States Navy. And I don't believe that there is a group of men anywhere that are so appreciative of music as the sailors of our navy. Music is regarded so highly by the Navy Department that it has authorized bands for every major ship in the fleet, composed entirely of enlisted men. Practically every ship in the fleet has at least one piano and there isn't a single ship in the navy that hasn't a talking machine aboard. It's a tribute to the music-loving nature of the men of the fleet that these instruments are purchased through individual contributions.

The talking machine is a part of the ship from the day she slides down the ways and receives her commissioning, until the time comes for her to be junked at the Navy Yard.

The members of the crews of the various warships are divided into groups to secure better team work and closer supervision. Usually one of these groups or divisions consists of eighty or ninety men, depending a great deal on the complement of the ship's company. There are as many as fifteen divisions on some of our dreadnaughts, each division owning its own talking machine and cabinet of records. It is the aim of each division to excel the other in games of sport, in efficiency and general excellence. It is only natural, then, that a division tries to secure the best instrument and the newest records. It gives the members of a division much satisfaction to secure a large audience while their "talker" is playing. It is the enterprise of the division leaders that is largely responsible for the up-to-the-minute musical repertoire.

The number and quality of talking machines aboard our battleships have often amazed the first warship visitor. It is certain that the majority of visitors never expected to find a single talking machine, much less a dozen or so. Their surprise is very evident by the numerous questions they ask. Many people have the impression that a battleship rolls to such a degree that a ship turns on its side during extremely rough weather and that a Victrola or other similar instrument would be either wrecked or soaked with salt water. While a battleship does roll to a considerable degree at times, the talking machine is rarely if ever damaged, as the men have it securely lashed to a stanchion. It rarely happens that the weather is too severe to use the talking machine, and fair weather or foul, music is being played for the amusement of the sailors. It is surprising the amount of rough usage and salt water a "talker" can assimilate. Many of the daintiest appearing talking machines are "bears" for punishment, and one or two douses of salt water causes no interruption to an enjoyable concert. Of course a talking machine aboard a warship is subject to much rougher treatment than the instrument in the drawing room, but I don't believe that any drawing room audience ever enjoys a concert so much as the sailors do

Listening to Latest Records on U.S.S.'Wyoming'

some thousand miles out at sea. At night, when ships of the battle fleet are steaming at sea, faint notes of some beautiful melody are wafted over the waters from ships astern or ahead. Occasionally a popular march is played and the men sitting about the decks can hear the music more distinctly. At times the march is made more realistic by the sharp notes of the bugle, calling the men to their battle stations, where

Dancing to Talker Music on Battleship

the talking machine is forgotten for a time while the men play at battle. Nothing is more wonderful than to hear the music of a talking machine in a setting such as this.

The decks of our great warships make excellent dancing floors and the men overcome the obstacle of not having young lady partners by taking turns at being the lady. The talking machine is brought to the main deck, a record put on and the dance begins. Some of these dances last for hours and are much enjoyed by the men of the fleet. When ships of the fleet are in port a dance is usually given by the men to their friends and relatives ashore. The ship takes on a gala appearance on these days, multicolored flags are draped about the decks and refreshments are served. These are real red-letter days and it is doubtful whether the visitors or the sailors enjoy themselves the most.

It is a wise authority that encourages music among the men of the fleet. It is a refining influence and one of the greatest aids to the chaplain. At least he says that it is. It helps the sailormen to keep happy and is one of their greatest joys. During the recent visit of the fleet to New York I enjoyed one of the entertainments and dances aboard a dreadnaught. It was the opinion of visitors that they never enjoyed themselves so much before. Somehow in the future whenever I think of a battleship my mind will turn back to the night of the dance. When the visitors were leaving the ship three merry young bluejackets reconstructed a scene from a famous opera with the aid of the Victrola. The moonlight sifting through the wire netting of the masts distinctly outlined their silhouetted figures and their execution and technique held the dory full of passengers spellbound.

MUSIC AS POWER IN THE FACTORY

The Phoenix Knitting Works, of Milwaukee, Wis., has installed at its own expense two Victrolas and four pianos in the different departments of the plant for noonday music as a means of entertainment and also of inspiring energy and high ideals. A band of fourteen pieces and a mixed chorus are also being organized in this factory.

NOW WHOLESALE EXCLUSIVELY

The Florida Talking Machine Co., which has recently moved into its new building at 2263 Forsythe street, Jacksonville, distributor of the Victor Co. for Florida and Southern Georgia, is now doing a wholesale business exclusively

The title "Dame," which King George revived during the war, by conferring it upon Madame Melba, Victor artist, and Clara Butt, Columbia artist, is supposed to be equal in rank to that of knighthood for men.

A

Mr. Dealer are you selling the Record Flasher? It is very much in demand and invariably sold when properly presented to your customers.

The Record Flasher is easily attached to any phonograph; it gives an abundance of illumination, it makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed.

Beautifully finished in Nickel and Gold.
Packed (12) to a unit package may be assorted.

RETAIL PRICES { Nickel finish without battery - $2.25
Gold " " " - $3.00
Batteries each - - - - - - $ .75

Regular Trade Discounts to Dealers.
When writing always mention your distributor.

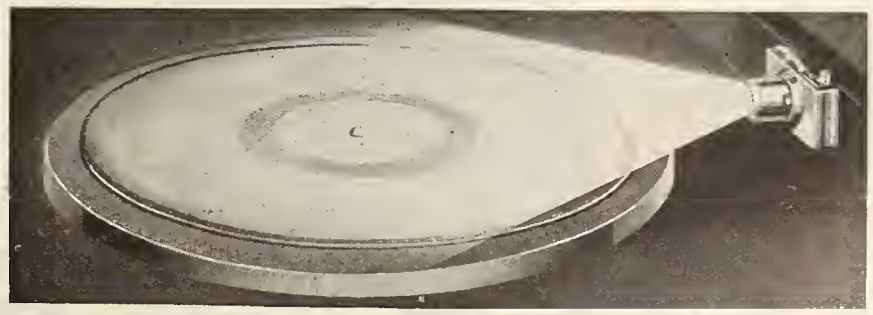
Manufactured by
STANDARD ACCESSORY CORPORATION
355-357 East Water St. - - - - - - - Milwaukee, Wis., U. S. A.

FOR SALE BY ALL LEADING DISTRIBUTORS

CHARMEL TRADING CO., Exporters 1170 Broadway, New York
I. W. BECKER CO., Southern Representative 97 Walton Street, Atlanta

RECORD-FLASHER
REG·U·S·PAT·OFF·

SHOULD BE ON EVERY TALKING MACHINE



IT'S NECESSARY—VERY NECESSARY

The Value of the Talking Machine as an Aid to Vocal Study Widely Recognized

The value of the talking machine as an aid to vocal study is being recognized by prominent teachers and singers throughout the country. Noted opera singers who have made many records are warm in their praise of the assistance rendered by the permanent recording of vocal sounds. Miss Sophie Braslau, one of the most popular Metropolitan artists, who is heard daily in thousands of homes through her records, is firmly convinced that the talking machine is responsible in a large measure for the growth of musical appreciation in the United States.

It was once true that great artists found it very difficult to sing in smaller towns where the people were somewhat out of touch with the new things in the world of music and did not appreciate really good music. To-day, however, through the medium of the records, the best music of the most famous composers and singers of the world is known to a large part of the people. Artists are able to render serious numbers, sure of their reception and appreciation. Speaking recently upon the subject of the value of talking machine records, Miss Braslau said:

"All can be students from good records, for they present perfect studies in singing by the greatest artists. These records may not be able to tell us in words how to do things, but they will show us practically how to get over barriers. In records, too, one will find the most finished examples of the individual singer's art, and for this reason: It is far more difficult to make a record than to sing in concert.

"To get proper value out of records, the first necessities are a good musical ear and strict attention in listening. A method must be followed in studying from records, just as in studying anything else.

"I do not believe in making a study of any one especial singer, but of several, in order to compare their way of doing things. Take, for instance, a Melba, a Galli-Curci and a Tetrazzini record of the same piece and compare the different methods these singers have of doing the identical song or aria.

Sophie Braslau Says: All Good Records Present Perfect Studies in Singing by the Greatest Artists

"Records will show us, among many other things, what a full, beautiful quality of tone is; evenness of tone in runs and scales; how the voice should be managed in singing difficult intervals; the variety that may be obtained in coloring the tone—that is, in making it dark and covered, or light and brilliant—and as well they will show how many varieties there are in shading these two extremes. In addition there is the invaluable advantage of hearing the interpretations of great selections by great artists.

"For beginners, records of simple things are the best to start with, though simple songs are the hardest of all to sing flawlessly. Of the simpler things, good selections to make are the old English, Irish and Scottish songs, and the old American songs of Stephen C. Foster.

"There are no better records for the singer as a study than those made by celebrated violinists. The management of the voice in sustaining melodies and in runs, scales and embellishments is exactly that employed by the master violinist on his instrument. In his playing you can hear the great variety of tone color that gives life and beauty to the simplest melody. You can also learn from it a vast deal about another important matter—phrasing; that is, the management of a sung phrase or musical division.

"While in studying songs and arias we may specialize in our own class of voice—soprano, mezzo or contralto, as the case may be—we may learn from all good records, vocal or instrumental. Whether the record be of a great tenor, bass or baritone, whether it be of a noted soprano, mezzo or contralto, it will help us if we study it with concentration.

"The fine violin record aids us in vocal study, and so does the cello; orchestral records contribute to our musical development. Indeed, the resources presented in records are almost limitless, and, best of all, they are within the reach of nearly every one of us."

Stand-patters in business, as in politics, add little to human progress.

The New Portable CIROLA

ALL YEAR ROUND

Dealers who carry the Cirola find that the demand continues through Fall and Winter. There is always a demand for a portable machine.

Ideal for the Holiday Trade

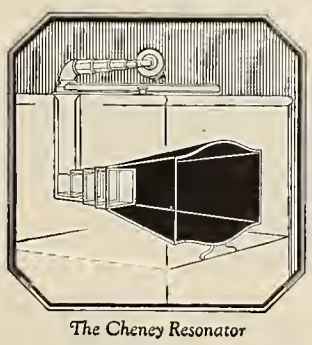
The Cirola measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors.
Write today.

Cirola Phonograph Corporation
Executive Offices:
1 West 34th Street : New York City

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES



The Cheney Resonator

Unequalled SELLING Advantages

Not only does The Cheney build every part of its cabinet, tonal system and motor, but it builds them with such particular fineness that it stands distinctly apart in the estimation of the buying public.

In exterior appearance it is true to the old English period styles; in musical performance it is true to the voice or tone of the artist or instrument. Truly, The Cheney offers dealers an unequalled selling advantage.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO . NEW YORK
DEALERS EVERYWHERE

Columbia Records Grafonola

Jeanne Gordon, singing the "Habanera" from Carmen, has all the backing of Columbia National Advertising. Great Song—Great Artist—Great Sale. So order now. Columbia 49858.

Columbia Graphophone Co.
NEW YORK

DEFENDS THE TALKING MACHINE

Brockton, Mass., Enterprise Champions the Talking Machine in an Editorial

Instead of condemning the talking machine or waxing sarcastic regarding it, the newspapers of the country have changed front completely and not only treat the talking machine with respect in their news columns, but on occasion see fit to champion its cause. Proof of this championship came to light recently in the following editorial in the Brockton (Mass.) Enterprise:

"It is hard to realize that there can be people who entertain a seriously grounded objection against any such modern inventions as phonographs or automobiles, but it develops that there are such objectors and they are not untutored savages on the outskirts of civilization but members of a religious sect in this country. The Old Order Branch of the Brethren church has just held its annual conference in Logansport, Ind., and the delegates by a narrow majority voted against the use of any talking machines or phonographs in the homes of members. To the minds of the objectors there is something uncanny about these machines that reproduce human speech and music with such fidelity—something savoring of the 'black art' associated with Satan. There assuredly is wizardry in the wonderful device, but no more than in the telephone, the electric light or the wireless telegraph, all productions that in their operation have a flavor of sorcery. We know they do amazing things and the majority of us are content to accept them as they are without quite understanding why they are.

"Some among these same Brethren church members sought to obtain action forbidding the use of the automobile, calling it a 'devil machine,' but were much in the minority when it came to a vote. Evidently the good people of that creed have learned that the motor vehicle is a blessing to mankind when rightly used, even though it can develop sinful qualities when it happens to be so minded. Having taken the car to their bosom the Brethren before long will awaken to the fact that the phonograph is not wholly depraved, and may be made to provide rational entertainment when fed on the right sort of records and not worked overtime when the neighbors would fain woo the goddess of sleep."

EXPANDING THE BUYING LIST

Estimated that Issuance of New Actuelle Records Will Furnish 2,000,000 Additional Available Customers to Pathé Dealers

It is estimated that the arrival of the Actuelle steel needle cut record furnished Pathé dealers with two million additional immediately available customers. At the headquarters of the Pathe Frères Phonograph Co. in Brooklyn it was stated that the number of telegraphic repeat and enlarged orders from every part of the country demonstrated that the new record had met with instantaneous approval. It is announced that Actuelle records are to bear the same numbers as Pathé sapphire records, except that they will have a prefix O. As for example, Pathé record No. 22374 is Actuelle record O22374. This makes it possible for Pathé dealers to use the same shelves and racks for both records. The Actuelle records are in a distinctive blue envelope with white and gold label of artistic design. Actuelle list No. 2 will consist of sixteen selections, eight ten-inch records, which include the latest country-wide successes.

The old Pathé Red Rooster has greatly enlarged his family through the addition of two smaller sized replicas, six-inch and three-inch sizes. They are royal red like their dad and are expected to prove very popular with the Pathé dealer for window and interior decorations.

One of the paragraphers on a daily paper declares that talking into a phonograph is the only way some men can make records for themselves

NEW WHOLESALE COLUMBIA BRANCH

Five-story Building on West Twentieth Street, New York City, Now Occupied by Local Wholesale Branch—Kenneth Mills in Charge

The local wholesale branch of the Columbia Graphophone Co. is now established in its new home at 121 West Twentieth street, New York, where it occupies a five-story building. The location of the new Columbia wholesale headquarters is ideal, as the building is a few doors west of Sixth avenue and adjacent to all transit lines.

In its new home the Columbia Graphophone Co.'s New York branch will have three times the floor space it formerly occupied at 55 Warren street, and ample facilities will be available to handle the fast growing demand for Columbia products in this territory.

Kenneth Mills, formerly manager of the Chicago branch, and who was recently appointed manager of the New York branch, arrived in this city recently and assumed charge of the local headquarters. Mr. Mills is enthusiastic regarding the outlook of Columbia business in metropolitan territory, and has important plans under way which will enhance the service and co-operation extended to Columbia dealers.

TELLS OF CONDITIONS IN PITTSTON

Among recent visitors at the headquarters of C. Bruno & Son, Inc., Victor distributors, New York City, was J. Freed, who conducts an exclusive Victor shop in Pittston, Pa. Mr. Freed reports that business in his city has been rather good but is temporarily very quiet, due to the unsettled conditions in the anthracite mining field. He is expectant, however, of a big Fall season and has recently installed six Unico demonstration booths in his warerooms. These warerooms are located on the main street of Pittston and are equipped with every modern appointment for the successful retailing of talking machines.

Emerson Records

Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET

PORTLAND SPOKANE, WASHINGTON SEATTLE

Emerson Records

Thoroughly Covering Washington, Northern Oregon, Northern Idaho and Western Montana as Factory Distributors for

Emerson, Brooks and Paramount Phonographs and Records

and a complete line of Phonograph Accessories, including
BRILLIANTONE AND WALL-KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a $100,000 corporation officered by men thoroughly familiar with the musical instrument business as a result of many years' experience, we can assure dealers in our territory at all times

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

INQUIRIES SOLICITED FROM DEALERS ONLY

Brunswick

PHONOGRAPHS AND RECORDS

Every time you sell a Brunswick you win more friends

It is satisfying to note how enthusiastic every Brunswick family becomes over Brunswick tones. How they take delight in explaining Brunswick features, especially the Ultona, to all their friends. It is, perhaps, a very human pride in having something new, exclusive, and different to show people.

Brunswick excellence has created an army of recommenders. They help you, they work hand in hand with us in our advertising and selling. We speak here not of things to come, but of things already accomplished.

The constantly growing market for The Brunswick assures a permanent business for the dealer. And every buyer of a Brunswick phonograph becomes a regular customer for Brunswick records.

Reaching the dominant buyers

In each community there is a class of people who have a real appreciation of fine music and who easily influence the less appreciative. A like situation exists in many lines, but it is particularly true of musical merchandise.

We have always made a strong appeal to this dominating type of buyer, through musical reviews and high-class periodicals, as a glance at our advertising schedules from year to year will show.

One of the great things about The Brunswick is the way it wins not only the majority who merely "know what they like" in music, but also the minority who can lay claim to be musical critics.

Brunswick Phonographs and Records are sold on this straight-from-the-shoulder basis: "Hear; then decide for yourself."

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 623-633 S. Wabash Ave., Chicago

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

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

The Ultona Playing a Brunswick Record

The only real all-record reproducer

No other phonograph in the world can give you the Ultona.

A simple turn of the wrist enables you to play any record made. There are no make-shift attachments, no bothersome adjustments to be made.

All the different types of needles required are already mounted on the Ultona—the straight steel needle, the diamond point, sapphire ball.

The Ultona is delicately counter-balanced so that it plays each make of record with just the proper weight and with the needle at just the proper angle required.

Contact between playing point and record is so perfectly balanced that all those old-time scratching noises are entirely eliminated.

The Ultona is the greatest single advancement in phonograph history. It makes old methods out of date. It produces finer, truer, sweeter tones.

The Ultona is not an accessory, but an inbuilt part of the instrument.

It plays not three or four makes of records, but *all* of them, including, of course, Brunswick Records.

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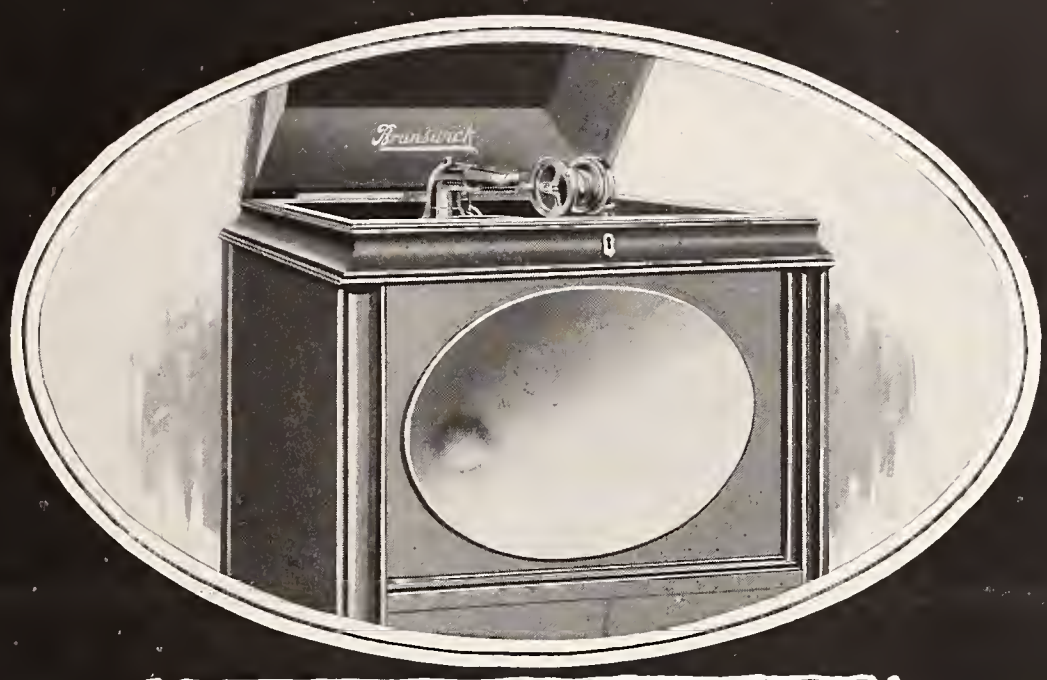
PHONOGRAPHS AND RECORDS



The Tone Amplifier Built Entirely of Wood

The importance of the Tone Amplifier

No matter how perfect a reproducing apparatus might be, much of the beauty of the tone reproduced would be lost unless the tone chamber amplified the tone properly.

Sound waves expand according to definite laws of acoustics. If these laws are violated a blurring tone results.

The Brunswick Tone Amplifier is built entirely of wood, moulded in a peculiar shape, the process being exclusive with The Brunswick.

It has no cast metal throat, being made of wood clear up to the "deck" where it joins the tone arm.

Brunswick tones are softer, smoother, steadier, than those reproduced by any other method—a fact which is remarked by the majority of people at the first hearing.

Brunswick Records

Fitting companions of the Brunswick Phonograph. Can be played on any instrument using steel or fibre needles. Made in our own record factories.

All we ever ask any buyer, all we ask any dealer, is to hear Brunswick Phonographs and Brunswick Records.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago
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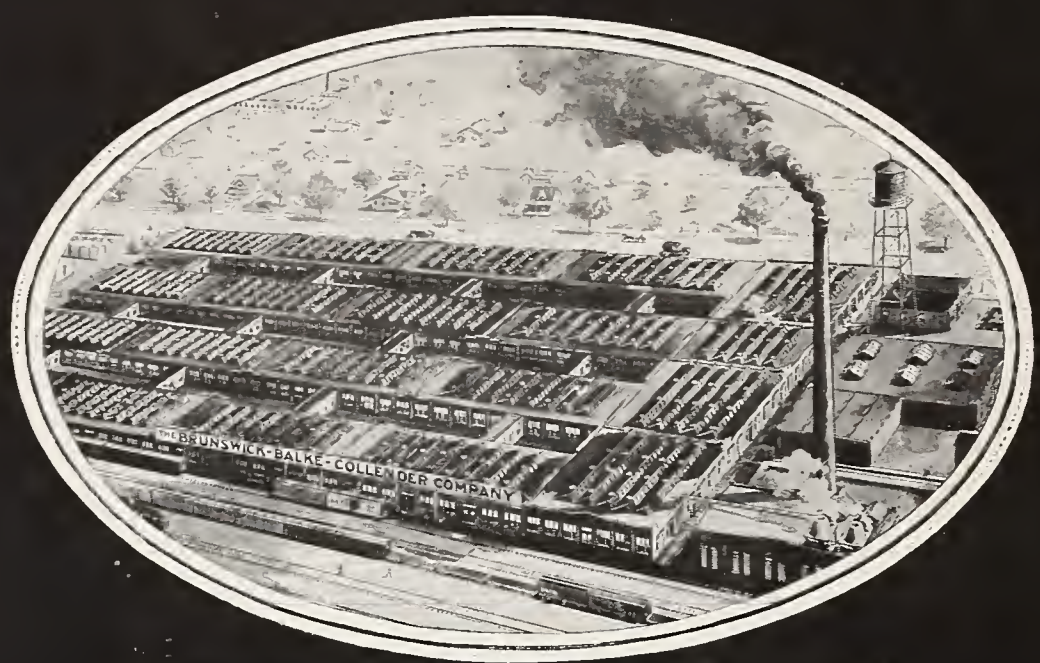
Brunswick
PHONOGRAPHS AND RECORDS



Brunswick Phonograph Factory at Dubuque, Iowa

Six factories and thirty-eight branch houses

Dealing direct with the dealer

Brunswick men and Brunswick stock are always close to the Brunswick dealer. And not only geographically speaking, but in actual contact, unaffected by the interests of any third party.

It takes a big organization like Brunswick's to go into a new field, as it did four years ago with the Brunswick Phonograph, and market such a specialty without jobbers.

But Brunswick, as a manufacturing house, had been in business over seventy years then. And the completeness of Brunswick distribution today is a marvel of the business world.

With the Brunswick direct-to-dealer system there is no possible chance for any conflict of interest to arise between jobber and dealer, or between competing jobbers, or between maker and jobber, to the detriment of the third party.

Brunswick selling is simplified selling.

100 per cent Brunswick

Brunswick builds the Brunswick Phonograph complete. It controls the quality and workmanship of every separate part. There is no dependence upon outsiders, from first to last. And the same is true of Brunswick Records.

As our sales efforts become more intensive in various localities, there will be from time to time openings for new Brunswick dealers. If you are interested in a Brunswick franchise, write for full particulars.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors: Musical Merchandise Sales Co., 79 Wellington St., West, Toronto

Brunswick

PHONOGRAPHS AND RECORDS

MAULING THE LANGUAGE VIA THE SHORTHAND METHOD

Frank M. Williams Discourses Upon the Degrees of Assault and Battery That a Modern Stenographer Can Inflict Upon Words Not Found in the First Reader or "Snappy Stories"

It was 12 o'clock, alias noon, daylight saving time. The hands of the big clock in the executive offices of a prominent record producing corporation had assumed a northerly position, i. e., pointed heavenward. This latter information is given merely to impress upon the reader's mind the fact that all hands in a big manufacturing establishment are upright when the lunch hour arrives.

Miss Steno removed a four-ounce wad of Spearmint from between her pearly molars and consigned the cud to its accustomed habitat in her desk. Then she spiked her saucy little turban firmly upon her peroxide tresses, wiped her white kid pumps with a 4x6 (inches, not feet) handkerchief, cast a lingering glance at her reflected image in the mirror of her vanity bag, and headed for the door. As she passed the office of the manager she was brought face to face with that important personage.

"What in the world is the matter with you this morning, Miss Steno?" he thundered. "Here are half a dozen mistakes you have made in simple business correspondence to-day," he added, as he held up the offending letters for her inspection. "In this letter to one of our most valued artists, whom I was complimenting upon the success of a recent record, I said: 'Your tympani is delightful' and you have it 'your tin-pan is deafening!' To another artist, who complained that the minister of his church had requested the elimination from our list of a certain record, I made use of the expression: 'Haydn aria already banned' and you make me say: 'Hy'n Dri already canned.' And in this letter to one of our Western representatives, who seeks information concerning sales of certain records, I remarked: 'Loola Rook breaking record' and you make me say: 'Look at Ruth's batting record!' Do you imagine that you are playing on a baseball team instead of a typewriter?" continued the boss. "Do you think you are a bleachcrite and—"

"Sir! I would have you understand that this is my natural hair—" began Miss Steno, but the boss headed her off with:

"I was not alluding to your hair, Miss Steno; I was merely referring to a certain section of the ball park. But to return to business: In this same letter I added the information, 'Merry Andante still taking great' and you have it, 'Mary and Doug still talking gush!' Where in Sam Hill do you get all this movie stuff?" continued the irate manager. "But look at this!" he fairly roared. "Of course you had to make the greatest blunder of all in the most important letter of the lot. In this letter to one of my most valued business associates, whose beautiful daughter had her coming-out party last night, I tried to get poetic when I described my dance with her by saying: 'The slippers worn on her dainty feet reminded me of fairy boots.' What did you make me say in that letter? You made me say: 'The sloops worn on her dirty feet reminded me of ferryboats!'"

A pearly teardrop began a zigzag course athwart the peach and cream complexion of the fair manipulator of the keys, but was deftly flagged by a well-directed swipe with her ever-ready powder rag.

"I know it, sir," she faltered, as she turned her head to hide the quivering lips. "But I am not myself to-day. I heard something this morning that made me feel very, very sad, indeed!"

"And what was that?" asked the boss, touched by her display of emotion.

"The alarm clock!" sweetly replied Miss Steno, as she beat it for the elevator.

Moral: If you imagine that all the correspondence school graduates are ukulele players, you have another guess coming.

ORGANIZES SALES COMPANY

I. W. Becker Co. Opens Offices and Sales Rooms in Atlanta for the Purpose of Handling a Long Line of Talking Machine Specialties

ATLANTA, GA., October 4.—I. W. Becker, for a number of years Southern representative for Jones-Motrola, Inc., has organized a sales company to be known as the I. W. Becker Co. with offices and warerooms at 226½ Peachtree street, this city. Besides the Jones-Motrola the following well-known accessories will be carried: Long cabinets, Peerless albums, Repeater-Stops, All-In-One reproducers, Reflexo products, Brilliantone needles, Dulciphone needles, Tonar brushes, New York brushes, Gilbert brushes, record flashers, Dancing Rastus, Lansing covers, Universal Display Fixtures, General Phonograph toy machines, Geo. F. Usbeck music roll holders, Perfection tone arms and Puritone reproducer. The sales staff calling on the retail trade now consists of four men and the jobbing trade will be handled by Mr. Becker and Mr. Sollish. I. W. Becker & Co. stated that they have established a policy of entire co-operation with the dealer in turning over all jobber business to the dealer. They will cover the following territory: Virginia, North Carolina, South Carolina, Georgia, Florida, Texas, Oklahoma, Alabama, Louisiana, Arkansas, Mississippi, Tennessee, all important business States.

CREMONA CO. TO MOVE TO ALBANY

PORTLAND, ORE., October 2.—The Cremona Phonograph Co., of this city, manufacturer of the Cremona phonograph, has purchased the plant of the Albany Furniture & Mfg. Co., Albany, Ore., and will move its present equipment to that city. It is planned to spend about $25,000 in reconstructing the Albany plant to provide for the requirements of the company's business so as to supply the needs of the dealers and purchasing public.

TOYS
for
CHRISTMAS

Something for the Children at Christmas That Brings in the Parents and Makes You New Customers

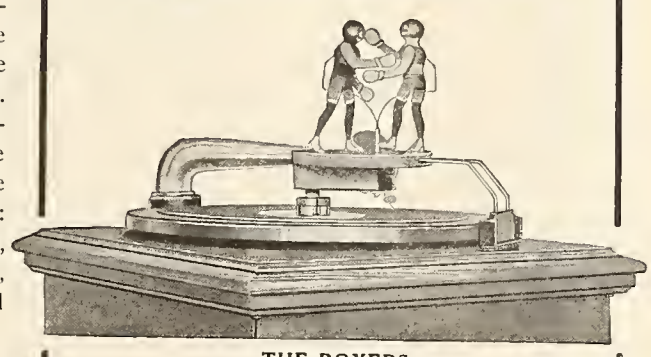
It will pay you to show these novelties dancing in your windows from Thanksgiving to Christmas.

RAGTIME RASTUS
PATENTED MARCH 16, 1915.

An Automatic Dancing Darky Doll for Talking Machines

Rastus does one hundred different steps while the music is playing. Delights Children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Ragtime Rastus, Item 100A $1.65



THE BOXERS
Patented March 16, 1915

Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun. They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion

Boxing Darkies, Item 100B $1.75

Combination Rastus and Boxer

Two Toys in One—Our Biggest Seller

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one dancing mechanism. All in one box. Very popular.

Combination Rastus and Boxers Item 100AB $2.00

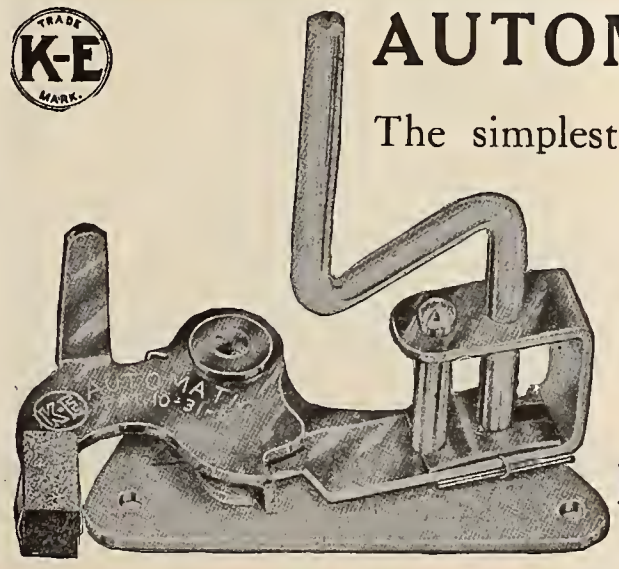
NOTE: These toys fit standard machines and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models. Edison machine requires special disc, 25c. extra.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY
Mechanical Specialty Manufacturers
Cambridge 39 BOSTON, MASS.

TRADE K-E MARK.

AUTOMATIC STOPS



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

Send 50 cents for Sample Stop

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

VOCALION DEALERS

IF you are looking for service in all that the word implies, send your orders to

CINCINNATI

The shipping center of the Middle West
The gateway to the South

With a complete stock of Vocalions and Vocalion Records, and Cincinnati's unexcelled railroad facilities, we are in a position to serve you promptly.

THE AEOLIAN COMPANY

25 WEST FOURTH STREET CINCINNATI · OHIO

GREAT GATHERING OF VICTOR DEALERS IN BALTIMORE

Thos. J. Lyons, of the Baltimore Sun, Makes Stirring Address on Correct Advertising Methods—Dealers Start Their Fall Campaign for Big Business With Real Inspiration—Those Present

Baltimore, Md., September 27.—The Victor Talking Machine Dealers of Baltimore have started out on their Fall campaign for big business with real inspiration, for last week a monster meeting of the members of the Association and members of their sales forces was held in the Emerson Hotel. The gathering was preceded by a dinner and was followed by a dance, at which a "jazz" orchestra played Victor hits.

Thomas J. Lyons, promotion service manager of the Baltimore Sun, was the principal speaker and at the conclusion of his address, which was enthusiastically received, he was given a rising vote of thanks and three ringing cheers. Mr. Lyons reviewed the changing business conditions and methods and dealers agreed that many of them will have to put their houses in order in many ways to keep abreast of the times by following out some of the many suggestions of the speaker.

Having got his audience in good frame of mind with some clever stories, Mr. Lyons then became serious and said: "You expect me to talk to you about advertising. Advertising, my friends, is something that few people understand anything about. Advertising has a wide range; from the newspapers to the street cars, the blank walls and anything that attracts business to your stores. Anything that don't attract business to your stores during your waking hours is misadvertising. Now, as I understand it, this is an association of Victrola dealers, and if I were called to your store to discuss advertising with you I would not, as many of you expect, tell you in glowing terms all about the newspaper advertising, or any medium immediately, but I would make an investigation of your business. Perhaps $5 spent on the outside of the building may be the most essential thing necessary in the beginning of the campaign. Then I would take up the question of your show windows with you, for every advertising man wants to intensify the business of his client and realizes the value of the show window. Have you ever kept a record of the returns from your windows, whether a heavy window or a light window, or a window with prices, or without prices, or a specialty window brings in the largest returns? Check up on all your avenues of advertising from January through to December. The department store checks up on feature items and marks them up every day and keeps these references ready for study and comparison.

"Your store at least is an advertisement in itself. The interior should be clean and the stock neatly arranged. This is very vital to your advertising campaign. I remember visiting a large jewelry store on one occasion and at both ends of a long showcase filled with exquisite jewelry I noticed large brass cuspidors. I spoke to the proprietor, saying: 'Do you think a woman, handsomely gowned and seeking diamonds, would be interested in those brass cuspidors?' He took the hint quickly and they were removed.

"Misadvertising costs lots of money. You may use a $20 ad and only bring in four customers. That would be expensive if the four customers went away with a bad impression of your establishment and it might cost you thousands of dollars' worth of business in the future. Yet, if those four customers are well pleased with their purchases and tell their friends, and the friends tell other friends the cost of that ad will be paid for many times.

"Many times an executive comes downtown in the morning with a grouch and passes that along to his sales people and these sales people pass it along to the customer, and that is misadvertising. I know the trouble of doing business before the war, during the war and now, but we are now facing about. Pretty much any of us in business can get a store and fix it up and start in to do the battle for business, but this is no longer the method. To-day there must be selling plans, which mean success or failure, and to properly sell Victrolas certain co-operation is necessary to bring about the best results. It is co-operation that we want to hear about. We are able to ride for 7 cents on a street car because so many other people co-operate by riding, and we can travel to New York and other points for small sums, considering the distance, because other people travel."

Mr. Lyons then told of how the druggists got together and eliminated the price-cutting of the downtown druggists and of the work of the Maryland Optical Association a few years ago, when it cleaned up the business and had a law passed that put out the quack. He told how co-operation had worked out in other fields. "Make yourself a good advertiser," continued Mr. Lyons. "I remember not so long ago writing an ad for a shoe firm and happening in the composing room of a newspaper, a compositor came up to me and ripped out a number of oaths about the shoe man. He told me that some years before he purchased a pair of shoes at the store and went back because they were unsatisfactory. The treatment he received was so bad and unsatisfactory that he had been telling about this condition to every friend and person he had met, especially when the subject of shoes was discussed. This misadvertising cost that shoe man thousands of dollars and he did not know it.

"Business is your life. On your seventy-fifth birthday is not the time to visualize, for you are standing at the stairway of another life. Thirty years from now another man will likely be talking in this room about the problems of business and other people besides you will be listening to him. Consider your business now."

During the evening Fred Kenlo, of Leo Feist, Inc., sang several numbers, including: "The Rose I Call Sweetheart," "I'm in Heaven," "Honolulu Days" and a duet with Tom Kelly, "Give Me All of You." Mr. Kelly also sang.

William Mueller, president of the Association, presided. The entertainment committee arranged details of the affair and included Elmer J. Walz, chairman; M. J. Rogers and W. C. Roberts.

Among those present were: W. T. Davis, representative of the Victor Co., Camden; Robert Ansell, Miss Lottie Probert, Joseph L. Roberts and Arthur N. Ansell, of Robert Ansell, Inc.; Joseph A. Kunkle and Joseph A. Becker, of the Kunkle Piano Co.; Joseph Fink, Samuel Fink, H. L. Powell and Miss Louise Lawless, of the Kranz-Fink Talking Machine Co.; William F. Vordemberg, Joseph A. Grottendick and Charles W. Glaser, of the G. Fred Kranz Music Co.; William M. Mueller, William E. Fisher, F. C. Moss, J. G. Lueffer and N. E. Fumpster, of William M. Mueller; William C. Roberts and John H. Bowen, of the E. F. Droop & Sons Co.; William A. Eisenbrandt and A. S. Eisenbrandt, of H. R. Eisenbrandt Sons Co.; Meyer Mazor, Dora Mazor, Louis Mazor, of Mazor Piano Co.; Isaac Potts and William Potts, of Little Potts; M. J. Rogers, J. Frederick Scheller and E. M. White, of The Hub; G. W. West, Miss Evelyn Burkart, Miss Marie Flaherty, R. Goldman and H. S. Seager, of Hecht Bros. & Co.; E. Reiner and M. J. Lehman, of Reiner-Lehman Co.; Harry S. Emrich and Miss Mary T. Dobbin, of Gomprecht & Benesch; Joe Mann and Mrs. P. Hartman, Mann Piano Co.; I. Pollack, of A. Burdwise; M. Greenwald, Mrs. I. Fivel and Miss R. Budwinick, of Ideal Music Shop; Reuben T. Ember, of R. Ember & Co.; Mrs. Alma Hentschel, of Hentschel Music House; E. J. Walz, T. Brosee and Miss E. M. Groell, of Cohen & Hughes; C. D. Messenger, Mrs. T. Brosee, Mrs. W. A. Wood, Jr., Elwood M. Southwaite and C. B. Weiss, The Talking Machine World.

"Buying Trend Towards Well Advertised Products"

So reads the market report. This should particularly interest the dealer handling Victor product ***Exclusively.***

ORMES, Inc.

26 East 125th Street **NEW YORK**

Victor Wholesale Exclusively

Edison Message No. 80

Six months ago we made the statement that the prices of Edison Phonographs, in spite of the enormous increases in the cost of raw materials used in their manufacture, had increased only 15%, including War Tax, since 1914.

Raw material costs have advanced still further, yet the prices of Edison phonographs, to-day, remain unchanged.

We are absorbing the increases in order to stabilize the Edison Phonograph business.

"Edison Stood and Is Standing the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

How Co-ordination of Sales Activities as in Baseball Team Work Wins Out :: By Edward Katt

At this time of the year, when the big leagues are winding up or have just completed the season's activities, baseball occupies a prominent place in our daily conversation. There are few of us who do not retain clearly in our minds the brilliant plays and new records established on the diamond during the past several months. It will therefore be interesting to draw a lesson in talking machine merchandising from our national game.

There are few forms of sport that have received the thought and study of capable thinkers to the extent of the battle on the diamond. As played by the big teams, the game has developed into a science. When the umpire shouts "Play Ball," therefore, every player snaps into position, each one prepared to do his bit toward winning the game for his team.

Baseball's Lesson to Talking Machine Dealers

Right here at the beginning of the game, baseball and a well-conducted talking machine business assume common characteristics. The co-operation and service extended by most talking machine manufacturers, in the form of sales helps, have accustomed the talking machine dealer to consider and use many different factors in developing sales. These helps have taken various forms, but readily can be classified, in the main, as newspaper ads, movie slides, car cards, billboard and other outdoor signs, circulars and booklets for direct mail and for individual distribution, window displays and store announcements. Each of these is capable of wielding a certain and positive sales influence and there are few live dealers who do not employ one or more of these mediums for stimulating public interest. The skill and good judgment with which the dealer assigns these different sales stimulators to their jobs, to a great extent, determine their success.

The Team Is as Good as Its Management

The dealer, therefore, is very much like the manager of a baseball team. He has at his command these various sales promoters. Each one is a player on his team to be used for the purpose of winning the game—a sale, of course. Now, when the dealer is a good manager, he will have studied the opposing teams—his competitors. He also knows the field—the buying public. He studies their characteristics, their habits; he knows where and how his prospects spend most of their time, and the points of appeal capable of winning them over. Accordingly, he assigns his team of sales developers to their positions, taking care to put the right one in the right place.

Team Work for Hits, Runs and Sales

Now for some team work. Let us see how it works out with a well-selected sales organization. One of the advertisements out in the field, in the form of signs, car cards, movie slides, etc., chosen for its ability to deliver the sales message, is perhaps the first element in drawing attention to the store.

The Fielders, Your Ads

The product has undoubtedly already been extensively advertised by the manufacturer; the ad tells the public that dealer so and so carries it, assures good service and wins a certain amount of good will for the store. One ad alone coming to the attention of the prospect might not result in a sale, but each time the prospective buyer sees it he is drawn a little closer.

Window an Effective "Shortstop"?

The next member on the team, the window display, now plays its part. The individual whose attention has been drawn by the field advertising passes the store. If the display is a good one it will have some characteristic to connect it with the ad (some dealers display the ad itself); here is a connecting link. The display will extend a further sales appeal and induce the prospect to step inside and see and hear for himself.

Salesman, the Babe Ruth of Selling Team

The salesman now holds the game in his hands. He is the pinch hitter, star batter; in fact, he is the one big champ player. He has not, however, overlooked the valuable support that the other sales mediums have rendered. This customer has been taken up along certain lines and led to him. There is a thread of interest that he must pick up and carry through to a sale. It is in his power to put it across or to fumble the ball. The wise dealer, therefore, uses the utmost discrimination in the choice of the man for this position.

The Buyer Shares Your Victory

It is not our intention that you should view these sales activities as a process of inveigling the prospect into a sale. The customer does not lose when the dealer wins. The customer is being rendered a service: a new want has been satisfied; a new pleasure, and increased happiness brought into his life.

The principles of good management and team work, however, are as vital to retail talking machine selling as they are to modern baseball.

Choose the members of your team discriminatively, and then organize and drill them for team work.

INTENSIVE CAMPAIGN SUCCEEDS

C. E. Goodenough, of Bethlehem, Pa., Tells of a Business Campaign Which Netted Him $3,500

In a recent letter to the Interstate Phonograph Co., Pathé distributor of Philadelphia, Pa., C. E. Goodenough, of the Goodenough Piano Co., Bethlehem, Pa., told of an intensive campaign he conducted between June 28 and July 24 of this year which resulted in his putting across more than $3,500 worth of actual business in that period and a compilation of a list of first-class prospects that have since resulted in desirable sales. During the progress of the campaign heavy advertising of the Goodenough Piano Co. appeared in the local papers. The surrounding rural districts were thoroughly canvassed. In that period one salesman and a driver in a Ford touring car brought in $2,400 worth of Pathé business, cash and down payments of $725.

An amusing experience of a salesman in canvassing a rural district during this campaign is given. The salesman in question left on a Monday morning to cover a district where considerable business had already been done. He left with the "do or die" spirit and not to return until everything was sold on the terms specified. He came home with cash, a pig and 480 quarts of huckleberries. The huckleberries were worth nineteen cents a quart and were later disposed of at $6.50 a crate, making a profit of $7.50 on the fifteen crates. Mr. Goodenough reports that he did not lose any money on the pig, either, for he was turned into cash at a profit. The figures mentioned in Mr. Goodenough's letter do not include local or floor Pathé business.

In each community are great possibilities with Victor.

Behind the dealer working to realize those possibilities, is our whole strength.

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor *Strictly Wholesale*

the SERENÄDO TRADE MARK

the SERENÄDO TRADE MARK

THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenädo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation —many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÄDO MFG. CO., CEDAR RAPIDS, IOWA

***All* the World's Artists play and sing their best**
for the Audience of *The Serenädo*

COMPARATIVE PRICES CONDEMNED

Better Business Bureau of Indianapolis Points Out the Disturbing Effect of Advertising in Which Comparative Prices Are Featured

The danger arising from the indiscriminate use of comparative prices in retail advertising is stressed in an interesting and effective manner by a report recently issued by the Better Business Bureau of Indianapolis, which is affiliated with the National Vigilance Committee of the Associated Advertising Clubs of the World, says a bulletin from the offices of the latter organization in New York.

"Comparative price advertising," suggested the Indianapolis Bureau in a report to its members, "is again running riot in Indianapolis. Merchants who seldom use comparatives have been using them recently. Others who habitually use them have been even more extravagant in their statements.

"We do not hold that the mere use of comparative prices is unethical or wrong. We do maintain, however, that the use of comparative prices and comparative values is subject to great abuse and tends to undermine confidence in advertising, as it tends to educate the public to the belief that a regular price on merchandise carries an exceptionally large profit for the merchant, and that it is not prudent to buy until goods are advertised at a reduction. It tends to educate the public to become bargain-hunters.

"The effect upon the department buyer is to do exactly what the public suspects, place a high mark-up on his goods that he may advertise them at a reduced price and still make a reasonable profit. The shopper learns to look and wait for a reduced price before purchasing and even then questions whether or not she is getting a real bargain.

"The whole tendency of the extreme use of comparatives is, we believe, to destroy confidence in advertising and in the merchant's making extravagant use of comparatives, thereby making it necessary for such merchant to spend ever-increasing sums for advertising. In the meantime his department heads are tempted to make ever-increasing claims of reductions to stimulate the jaded public appetite for bargains."

NEW COMPANY TO MAKE PANELS

Veneer Mfg. Co., Brooklyn, N. Y., to Specialize on Dimension Stock for Phonograph Cabinets

A new company organized for the purpose of manufacturing panels for talking machine manufacturers recently opened a plant in Brooklyn, N. Y., under the name of the Veneer Mfg. Co. The concern is headed by F. E. Beveridge, Jr., a well-known cabinet production expert, who has been connected with the industry for over eight years. The company's plant is at 150-158 Twenty-fifth street, Brooklyn, N. Y., and in addition to cutting panels for talking machine cabinets it will also specialize in piano benches and similar woodwork requiring quality finish and durability.

The panels for talking machine cabinets will be cut to the dimensions of the individual manufacturer. This is a departure from the usual method of delivering stock veneers, which generally are trimmed by the manufacturers themselves. The firm has already acquired a large quantity of mahogany, oak and walnut stock to meet its needs.

Mr. Beveridge was formerly with the Crescent Talking Machine Co., New York, having connections with both its New York and Grand Rapids plants. His father, F. E. Beveridge, Sr., is still connected with that company.

KAUFMANN BROS. IN VAUDEVILLE

Jack and Irving Kaufmann, well-known Emerson phonograph record stars, are now making a vaudeville tour over the Keith circuit, being featured as "The phonograph stars you have so often heard and may now see." The Kaufmann Brothers sing a number of the popular airs.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending July 31, 1920, Total $4,663,204

WASHINGTON, D. C., October 4.—In the summary of exports and imports of the United States for the month of July, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during July, 1920, amounted in value to $95,757, as compared with $54,028 worth which were imported during the same month of 1919. The seven months' total ending July, 1920, showed importations valued at $547,322, as compared with $255,254 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 5,514. valued at $255,169, were exported in July, 1920, as compared with 4,081 talking machines, valued at $177,623, sent abroad in the same period of 1919. The seven months' total showed that we exported 45,992 talking machines, valued at $2,297,640, as against 31,311 talking machines, valued at $1,057,218, in 1919, and 45,229 talking machines, valued at $1,359,798, in 1918.

The total exports of records and supplies for July, 1920, were valued at $316,168, as compared with $191,329 in July, 1919. For the seven months ending July, 1920, records and accessories were exported valued at $2,365,564; in 1919, $1,979,838, and in 1918, $1,334,070.

HANDLING L'ARTISTE PHONOGRAPH

The Philadelphia Show Case Co., Bush Terminal Sales Building, New York, distributor for L'Artiste phonographs, reports that the old Sonotone Distributing Co., which is now transacting business as the Imperial Musical Instrument Co., at 322 Livingston street, Brooklyn, is devoting its attention in phonographs to L'Artiste line and has on display a full line of machines.

Stratford

THE SHAKESPEARE OF PHONOGRAPHS

Natural Reproduction

is one of the outstanding features of The STRATFORD Phonograph. The STRATFORD patented Nomika Diaphragm, Tone Arm and Amplıphone bring out the finest details of tone or voice—

EXACTLY as originally recorded by the instrument or singer.

And the music is projected **naturally, distinctly** and **correctly** into the room.

STRATFORD Phonographs are of the highest quality throughout and will satisfy the most critical buyer.

DEALERS

Do you want to build up a big, profitable business? Get the details of our proposition.

THE STRATFORD PHONOGRAPH COMPANY

MANUFACTURERS

ASHLAND OHIO

SURVEYING THE BUSINESS FIELD

Careful Investigation of His Territory a Matter of Utmost Importance to the Wholesaler Who Is Seeking Maximum Results

In the sale of merchandise at wholesale, the suggestion comes from a business promoter that too much stress is often laid on concrete results, to the exclusion of the preliminary survey that often uncovers opportunities by which sales are increased. In other words, a wholesale concern frequently has use only for the actual business getter, and neglects to provide for adequate investigation of the territories in which sales are made or contemplated. The reason for this neglect, he said, lies in the fact that there is difficulty in computing the actual results of field work and research, whereas the salesman can turn in his order and collect his commission.

"There have been cases without number," he explained, "where an investigation of a sales territory has disclosed many opportunities that were previously overlooked or neglected. A review of the possibilities in a certain territory made by a competent sales expert might show where double the business obtained might be gotten. Now when a report is made to that effect the salesman is instructed to get busy and find the additional orders. If he makes good then the credit often goes to him in spite of the suggestions that actually led to the sales. On the other hand, if the salesman feels he has a grievance because some one has gone through his territory with a fine-tooth comb and found customers where he missed them, then he is not going to co-operate in a way that will mean the successful execution of the instructions given him. At the same time, his failure to respond may reflect blame not on himself, but on the investigator who found where more business could be obtained and wasted his time on a 'fool notion.'

"Because the direct results of the investigation I have described are frequently credited to the salesman rather than to their proper source, many sales managers who ought to devote all their time to work of the sort are obliged to go out and do some actual selling themselves. They have to be business getters as well as business producers. This, to my mind, is apt to weaken their most valuable function, which is to open up new sales channels.

"The tendency I criticise is that which places the actual getting of orders ahead of the study of markets. Wholesale executives are well acquainted with the phenomenon, for instance, of a new salesman bringing in orders from new concerns and developing different outlets. The reason for this is that the newcomer has no fixed prejudices. Later on a visit or two to a dealer who cannot see his line or happens to say something that hurts the salesman's feelings will practically blacklist a man who might become a customer. In short, like other men, the salesman has his prejudices and frequently falls into a 'rut.'

"Now, if the sales manager is going to take the statement of men under him as gospel truth without doing a little investigating on his own hook then the chances are he will be argued into thinking that the house is getting all the business it can squeeze out of the territory it covers. Furthermore, if he has his own little district to look after, then he is not going to devote much time to general field work.

"Before the man with a sales idea is going to get proper credit some arrangement will have to be found for showing just what the money return of his idea was. If a dollar and cents value was placed to the credit of all such ideas, the man who had a suggestion to submit might get a better hearing and be able to show some actual results, even if he did not really go out and get one order himself."

PLEASED WITH BUSINESS OUTLOOK

W. R. Cunningham Favorably Impressed After Extended Visit in Interest of Buxkin Padded Covers for Talking Machines

W. R. Cunningham, of the New York Tent & Tarpaulin Co., Brooklyn, N. Y., has recently returned from a trip extending as far as Chicago in which he called upon a number of the members of the trade in the interests of the Buxkin padded covers for talking machines which this company produces. Mr. Cunningham reports that a spirit of optimism is prevalent throughout the trade regarding the Fall season and as regards his own company states that they are counting on a big business for this Fall.

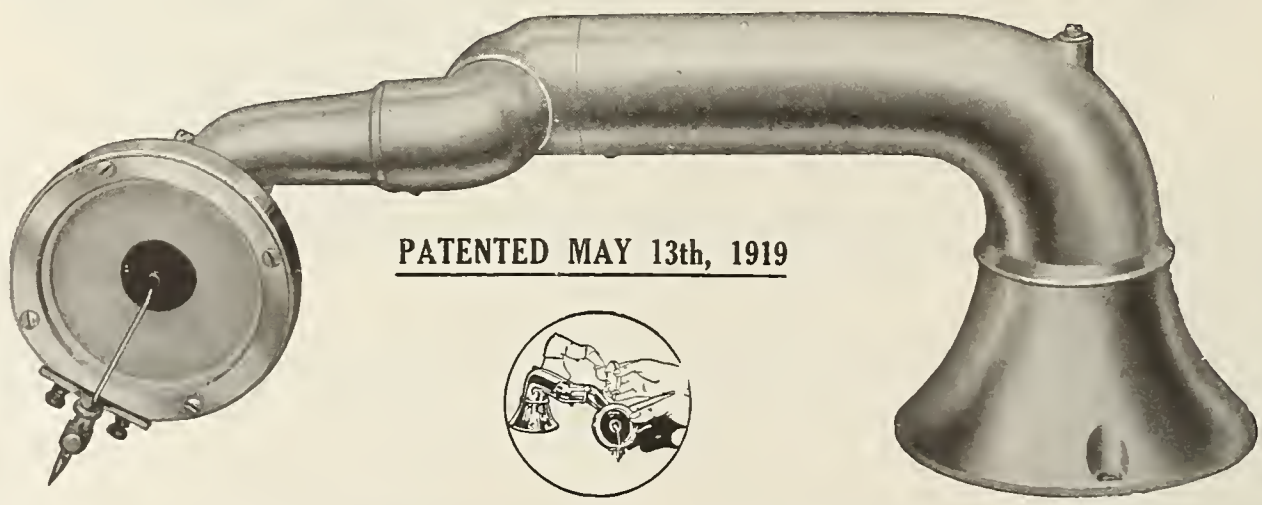
The New York Tent & Tarpaulin Co. specializes on quality covers and is producing them in a superior grade of material. It is not confining its activities alone to the upright models but is also producing a number of styles of covers for console models. These styles have been designed in accordance with the demands and specifications that dealers have requested and are reported to be giving much satisfaction throughout the trade. A new three-strap harness has also recently been placed on the market by this company for the upright models. Production at the factory in Brooklyn is reported to have been continuously large since the first of the year and there is every indication that this heavy production will continue for a long time into the future.

HEILBRONN ADDS MUSIC SALON

A. Heilbronn, a prominent retailer of South Brooklyn, recently decided to add talking machines to his business and has arranged a very attractive musical salon where talking machines and records are being displayed and where visitors are enabled to make their purchases in a very artistic environment. This establishment, which is located at Fifth avenue and Fifty-third street, South Brooklyn, was formally opened to the public on September 15.

Ackley & Hall, of Tioga, N. Y., had a display of Columbia Grafonolas and records at the Oswego Fair held recently.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the overtones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

1362 EAST 3rd STREET, CLEVELAND, OHIO

Chicago Office 425 S. Wabash Avenue

OKeh Records

4169 — 10 in. — $1.00

CRAZY BLUES—Popular "Blues" Song,
Mamie Smith and her Jazz Hounds

IT'S RIGHT HERE FOR YOU (IF YOU DON'T GET IT—'TAINT NO FAULT O' MINE)—Popular "Blues" Song,
Mamie Smith and her Jazz Hounds

4170 — 10 in. — $1.00

MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE—Tenor, with Orchestra..Billy Jones

CHILI BEAN (EENIE-MEENIE-MINIE-MO)—Tenor, with Orchestra.....Billy Jones

4173 — 10 in. — $1.00

WHEN I LOOKED IN YOUR WONDERFUL EYES—Male Trio, with Orchestra.Crescent Trio

I'D BE GOOD, YES FOR GOOD, FOR A GOOD GIRL—Male Quartet, with Orchestra,
Shannon Four

4174 — 10 in. — $1.00

THAT OLD IRISH MOTHER OF MINE—Male Trio, with Orchestra.....Sterling Trio

EV'RYTHING ABOUT YOU TELLS ME THAT YOU'RE IRISH—Contralto, with Orch. .....Ada Jones

4175 — 10 in. — $1.00

JUST LIKE A GYPSY (From the Musical Play, "Ladies First")—Male Trio, with Orchestra,
Sterling Trio

GOOD-BYE, SUNSHINE, HELLO MOON (From Musical Show, "Ed Wynn's Carnival")—Tenor, with Orchestra.....Sam Ash

4176 — 10 in. — $1.00

NORAH ACUSHLA—Tenor, with Orchestra,
Will Oakland

LITTLE TOWN IN THE OULD COUNTY DOWN—Tenor, with Orchestra.....Henry Burr

4177 — 10 in. — $1.00

MAUNA KEA O HAWAII (The High Peaks of Hawaii)—Hawaiian Yodeling. Tenor, accomp. by Ukulele.....Prince Lei Lani

MAHINA MALAMALAMALA—Hawaiian Guitar Duet .....Ferera-Franchini

4163 — 10 in. — $1.00

THE LOVE NEST (Intro. Chorus of "Mary," from Musical Play, "Mary")—Fox-trot,
Rudy Wiedoeft's Palace Trio

BELLS (From "Ziegfeld Follies of 1920")—Fox-trot.....Rega Dance Orch.

4164 — 10 in. — $1.00

A YOUNG MAN'S FANCY—Fox-trot,
Rega Dance Orch.

SCANDAL WALK (Intro.: Chorus of "Idle Dreams," from "George White's Scandals of 1920")—Fox-trot...Rudy Wiedoeft's Palace Trio

4165 — 10 in. — $1.00

CUBAN MOON—Fox-trot,
Ray Miller's Black & White Melody Boys

GRANADA—Fox-trot...Green Bros.' Novelty Band

4166 — 10 in. — $1.00

JUNE (Intro. "Can You Tell")—Fox-trot,
Ray Miller's Black & White Melody Boys

HOLD ME—Fox-trot...Joseph Samuels' Jazz Band

4167 — 10 in. — $1.00

WHISPERING—Fox-trot,
Ray Miller's Black & White Melody Boys

DREAMING BLUES (From "Ziegfeld's Midnight Frolic")—Fox-trot,
Joseph Samuels' Jazz Band

4168 — 10 in. — $1.00

THE JAPANESE SANDMAN—Fox-trot,
Nathan Glantz, Saxophone, with
Rega Dance Orch.

IN THE LAND OF RICE AND TEA—Fox-trot ..(Arden-Green-Wadsworth) All Star Trio

4171 — 10 in. — $1.00

DON'T YOU REMEMBER THE TIME?—Waltz .....Rega Dance Orch.

TAKE ME—Fox-trot,
Joseph Knecht's Waldorf Astoria Dance Orch.

4172 — 10 in. — $1.00

WILL YOU REMEMBER OR WILL YOU FORGET?—Fox-trot,
Joseph Knecht's Waldorf Astoria Dance Orch.

ROMANCE—Waltz,
Joseph Knecht's Waldorf Astoria Dance Orch.

4178 — 10 in. — $1.00

THAT CAT STEP (A Modern Polonaise—The Cat Step).....Rega Dance Orch.

I'M A JAZZ VAMPIRE—Fox-trot,
Rega Dance Orch.
With Incidental Saxophone by...Bennie Krueger

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street - - - - - New York

FACTORIES:

NEWARK, N. J. ELYRIA, O. PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

Never an idle moment in "Idol Eyes" fox-trot by the Paul Biese Trio. "In the Land of Rice and Tea" by the same trio will keep everybody hopping and trotting. Dances start this Fall. A-2975.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

INSURING LARGER PRODUCTION

Factory of New York Album & Card Co. Being Rearranged to Meet Increased Demands for the Company's Product—Business Active

The factory of the New York Album & Card Co. is being rearranged so that the new patented Nyacco album may be manufactured in New York City as well as Chicago. This will permit the manufacturers and dealers in the New York territory to obtain these albums more quickly and will effect a considerable saving in freight charges. The demand for the new album has been so great that it has been decided to devote practically the entire manufacturing facilities of the company to the production of this new album rather than the old style album. Max Willinger, president of the company, reports that the volume of business transacted is very satisfactory and that the paper situation has shown signs of improvement. The improvement noted pertains to a more readily obtainable supply of paper, but the price of paper stock continues just as high, with possibilities of even higher prices ahead. N. J. Potomack, vice-president of the company, recently spent several weeks at the New York factory and has returned to Chicago, where he has made his headquarters.

SOME REMARKABLE VENEER EFFECTS

The Philadelphia Show Case Co., Bush Terminal Sales Building, New York, distributor for L'Artiste phonograph, reports that it has recently received a very remarkable console L'Artiste model in walnut, in which the veneer panels of the doors form almost perfect owls' faces. The effect is most unusual and a member of the company stated that if it could only guarantee to furnish this same remarkable effect on orders for this model, enough could be sold to take the entire factory output in this one design.

STATUS OF MUSIC IN INDUSTRY

National Bureau for Advancement of Music Seeks Information From the Trade

The National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce is now seeking information from the trade and through the trade relative to the progress of the movement for music in industry in order that the Bureau can carry on its campaign along this line more effectively.

Information is sought regarding those who have introduced music into industry and found it successful; those who have introduced it without success, and those who it is believed should be expected to try music in industry. With such information at hand the Bureau feels that it can arrange its work to better advantage and members of the trade are requested to send such facts as are available to the Bureau, 105 West Fortieth street, New York.

BIG DEMAND FOR SUPERB STYLII

Ansonia, Conn., October 1.—The Mellowtone Needle Co., manufacturers of the Superb semi-permanent stylus, report that the introduction of this new stylus to the trade has resulted in very satisfactory results, even exceeding expectations. In order to take care of this volume of business an increase of 50 per cent has been made in the output of the factory in this city.

PURCHASE CHORALEON PLANT

Elkhart, Ind., October 2.—G. T. MacBride, of this city, and his brother, E. A. MacBride, of Kansas City, Mo., have purchased the Choraleon Phonograph Co. from Rex Buell, the plant of which is located on Socoro street, this city The new purchasers of the business will be actively identified with it, both being business men of experience.

HEADS MELODEE ROLL DISTRIBUTION

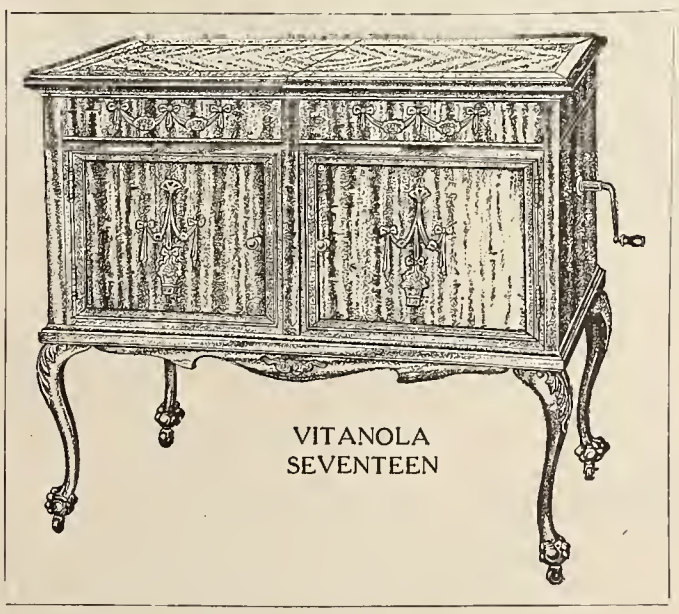
W. J. Stevens Carrying on Campaign in Metropolitan District for the Emerson Record Sales Co.—Has Had Valuable Experience

W. J. Stevens, formerly with the Pathé Fréres Phonograph Co., and now associated with the Emerson Record Sales Co., is to have charge of the distribution of Melodee music rolls for that company throughout New York and the metro-

W. J. Stevens

politan district. A strong campaign in the interests of Melodee rolls will be carried on by Mr. Stevens, who already has a staff of seven live wire salesmen covering the territory. Results have been immediate, and the sales staff is optimistic regarding this roll proposition.

Mr. Stevens has in the past made a specialty of studying retail trade conditions and the requirements of dealers, and his new work will make a particular feature of dealers' service.



TONE . . . DESIGNS
VITANOLA
SERVICE
WORKMANSHIP . . . QUALITY

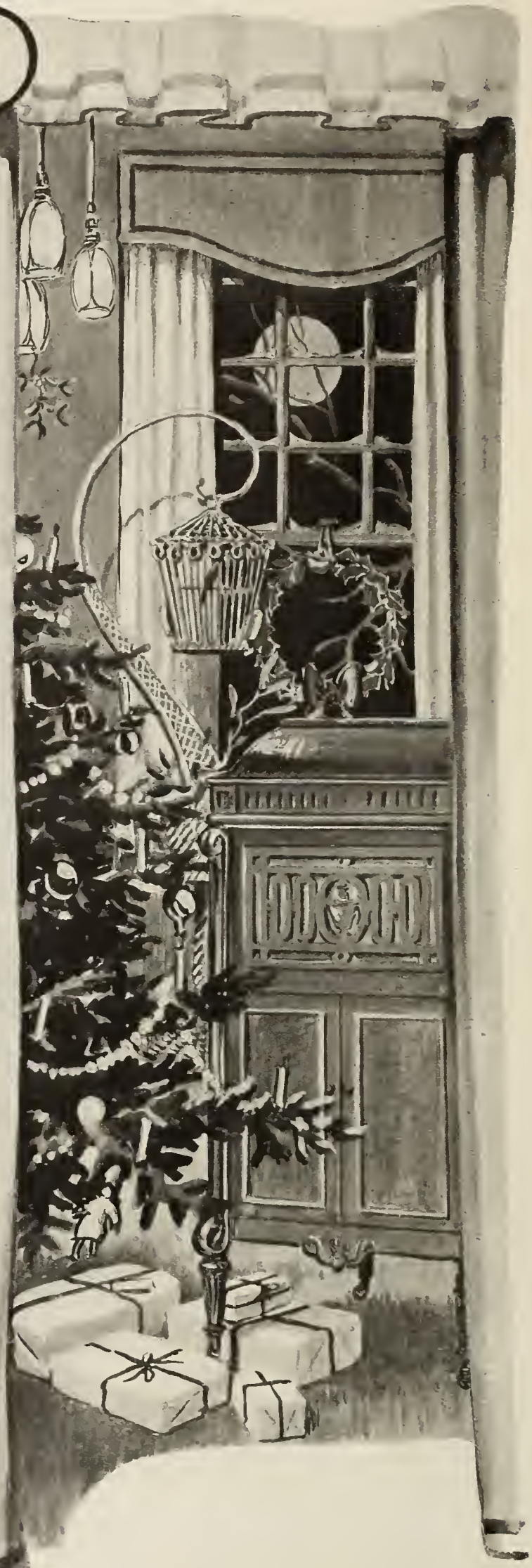
Dealers' Interest

LARGE STOCK
ALL FINISHES
LIBERAL DISCOUNTS
IMMEDIATE SHIPMENTS

VITANOLA DISTRIBUTORS CO.
Eastern Penna., Delaware, New Jersey, Maryland
1025 Arch Street **PHILADELPHIA**

Dalion

The Phonograph Instrumentized



Millions of Magazine Readers Will Study The Dalion's Christmas Message

IN a great battery of the country's finest quality magazines, Dalion publicity starts this month to arouse the music hunger and command the heavy purses of prosperous America.

Christmas is coming—the greatest phonograph-buying Christmas the country has ever known. And from now until the candles are lighted, all home-folks who can best afford it are going to read about Dalion's exclusive features and superb refinements every time they page a copy of Cosmopolitan—or Photoplay—or Century—or Scribners—or Atlantic—or Harpers, World's Work and others.

There's still time to "get all set"—but not much time. If you want to cash in on Dalion prestige and Dalion popularity during the biggest buying season, write at once to

Milwaukee Talking Machine Manufacturing Company

Milwaukee Talking Machine Mfg. Co., *Milwaukee*

The Talking Machine a Steadily Growing Factor in International Trade :: :: :: By Roy Alden

Talking machines manufactured in the United States are to-day found in steamer holds among cargoes consigned to virtually every civilized country in the world. From an aggregate value of $2,500,000 in 1914 the total annual value of shipments of talking machines, records and accessories now exported by the United States reaches over $7,000,000, and the future embraces possibilities for tremendous expansion, especially in the countries in the Far East, where untold millions are just coming to adopt what the West has to offer in the way of modern production and twentieth-century mode of living.

Back of the blunt statistics showing the total exports of talking machines in international trade there are many interesting stories in which the talking machine plays the central role. Foremost among the goods being carried by traders penetrating into the interior of Siberia these days to negotiate for the valuable furs held by the villagers are talking machines and records. Meyer Krupp, manager of the Alaska Fur Co., with headquarters at Seattle, who just recently returned from a very successful "bartering" expedition, declares that a small hornless phonograph can be exchanged in Siberia for a dark sable.

"The talking machine is an unusually valuable piece of merchandise to take to Siberia to use in bartering," said Mr. Krupp. "The records the Siberian natives like best are of the 'breezy' variety. For a country that has extremely cold weather, at times reaching sixty degrees below zero, and where the nights are very long, about eighteen hours out of twenty-four being pitch dark in the Winter time there is nothing that is more welcome to the natives than a talking machine and a fairly good assortment of records."

Talking machines are used to good advantage by the operators of trading vessels that cruise about the South Sea Islands, carrying merchandise of a wide assortment to the islanders. These trading vessels are veritable floating department stores. The scene on a trading vessel when the store opens is full of interest and animation. Hundreds of natives come aboard in small craft. The trader has found that the most effective manner to stimulate sales on board these trading vessels is to keep a number of talking machines playing in various parts of the ship. Cake walks and comic records are the most popular. Once buying begins there are endless good-natured discussions as to the articles each person or family wants. The food and household requirements are purchased by the men, the women giving their time solely to dress materials and articles of feminine adornment.

Thomas J. McMahon, a veteran trader of the South Seas, describes a "royal" visit to one of these trading ships as follows:

"Native kings, accompanied by their secretaries, or 'business men,' as they prefer to be called, are always received by the trader himself and are at once conducted to the saloon of the ship. Here will be displayed all classes of goods suitable to royal taste and means. While a talking machine is playing with a minimum of interruption—as the trader relies almost exclusively on the machine to keep his customers, royal and otherwise, in good humor—a tailor will measure the august personages for suits, a salesman will try boots on the royal feet and hats on the royal heads; fashionable collars and ties will be spread out for royal choice; umbrellas, walking sticks and raincoats will be offered for inspection. The trader extends hospitality to his royal guests. They drink tea or coffee; seldom is beer or spirits of any kind produced, because the island monarchs, like their people, are a sober lot. The secretaries pay all the accounts, which often run into hundreds of pounds sterling."

How music, chiefly from the talking machine, has resulted in a lessening in the cost of transplanting lowland rice in the Philippine Islands was revealed in a recent investigation conducted by the Central Luzon Agricultural school. The cost of transplanting lowland rice in the Philippines in 1919 was 9 to 12 pesos (peso equals about 50 cents, U. S. money) a hectare, transplanters being paid 40 centavos a day, with two meals, cigarettes and betel nut. The lower cost pertains to those plantations where transplanting is done to the accompaniment of music, according to the investigation. It is said that where music is employed about 30 per cent more work is accomplished, even with shorter hours, and the small cost added is more than offset by results obtained.

FIRE DESTROYS RECORDS

Talking machine records to the value of $2,500 were destroyed by fire recently in the Monticello Music Store, conducted by Nat. Bernstein, in Monticello, N. Y. Sixteen talking machines and a piano were moved to safety before the flames reached them. Insurance was carried.

Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.

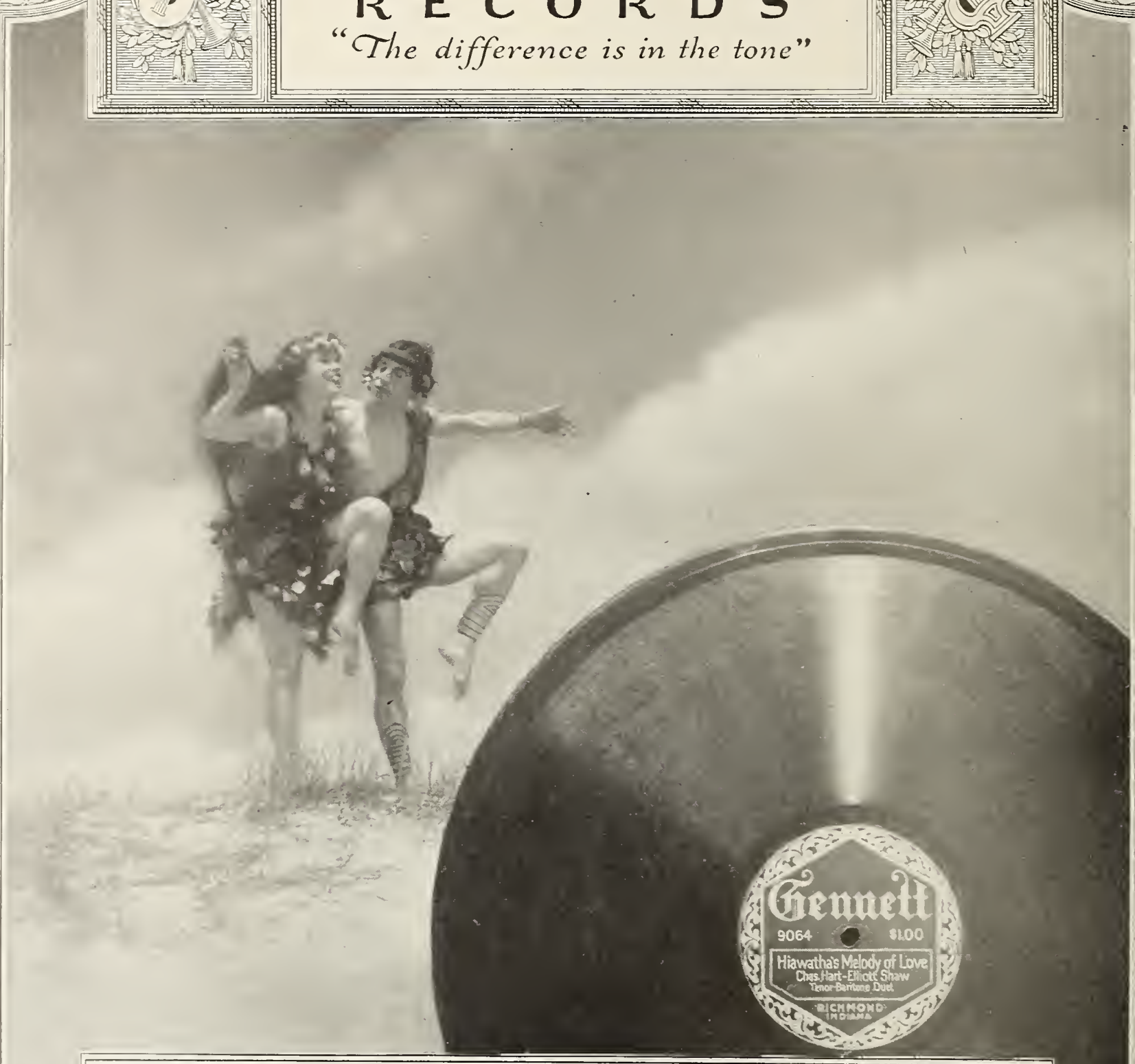
THE IDEAL METAL for Soundbox and Tonearm Castings

A Die Casting Alloy that is Double the Tensile Strength of Cast Iron—
200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER
Die Casting Division · Monroe and Throop Streets · CHICAGO

Gennett
RECORDS
"The difference is in the tone"



New Record Delights

9059—**Anytime, Anyday, Anywhere Medley** (Fox Trot). Harry Raderman's Orchestra.
Kismet (Fox Trot). Green Bros. Novelty Band . $1.00

9060—**Jean Medley** (Fox Trot). Green Bros. Novelty Band.
Sahara Rose Medley (Fox Trot). Paradise Novelty Orchestra $1.00

9061—**Hold Me** (Fox Trot). Cordes Orchestra.
Manyana (Fox Trot). Paradise Novelty Orch. . $1.00

9062—**Marion (You'll Soon Be Marryin' Me).** Ballard and Terall, Tenor and Contralto Duet—Orchestra Acc.
Wond'ring. Harry Mann, Tenor Solo—Orch. Acc., $1.00

9063—**Tell Me Little Gypsy.** Elliott Shaw, Baritone Solo—Orchestra Accompaniment.
You're the Only Girl That Made Me Cry. Crescent Trio—Orchestra Accompaniment . . . $1.00

9064—**Hiawatha's Melody of Love.** Chas Hart and Elliott Shaw. Tenor and Baritone Duet—Orchestra Acc.
Apple Blossom Time. Chas Hart and Elliott Shaw. Tenor and Baritone Duet—Orchestra Accompaniment . $1.00

9065—**Chili Bean.** Billy Murray, Tenor Solo—Orchestra Accompaniment.
The Argentines, The Portuguese and The Greeks. Arthur Collins, Baritone—Orchestra Acc. . . $1.00

9066—**Cohen Talks on Prohibition.**
Cohen Talks About the Ladies. Comic monologues by Monroe Silver $1.00

Specially Released August 20th

9057—**The Love Nest.** Ballard and Terall, Tenor and Contralto Duet—Orchestra Accompaniment.
Tired of Me. George Wilton Ballard, Tenor Solo—Orchestra Accompaniment $1.00

9058—**The Love Nest** (Fox Trot). Harry Raderman's Orch.
In Sweet September (Fox Trot). Green Bros. Novelty Band $1.00

Hear these, and other New Gennetts on the October list, at any Starr dealer.

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK · CHICAGO · LOS ANGELES · BIRMINGHAM · DETROIT
CINCINNATI · CLEVELAND · INDIANAPOLIS · LONDON, CANADA

Don't run by this one—"Road Signs." Little competition and lots of travel along your country roads. It's time you were noticed along the highways. Now's the time. How many, please?

Columbia Graphophone Co.
NEW YORK

Columbia Columbia Records Grafonola

NEW POWER PLANT FOR VICTOR CO.

Contract Let for the Erection of a New $400,000 Power House in Camden, N. J.

CAMDEN, N. J., October 4.—The Victor Talking Machine Co. has awarded a contract to the White Construction Co., Inc., for the erection of a power house at a total estimated cost of $400,000. The building will be of brick, steel and concrete, 200x40 feet and 70 feet in height. It will be one of the largest plants of its kind in this section.

The Victor Co., incidentally, has declared a dividend of $15 on common stock, payable October 15, on stock of record September 30.

F. H. REEVES JOINS ELYEA CO.

A recent addition to the traveling department of the Elyea Talking Machine Co., Victor distributors, Atlanta, Ga., is Fred H. Reeves. This gentleman is very well known in the Southern trade, having traveled there for a number of years. There probably are few who have a more thorough knowledge of the Victor business than Mr. Reeves. He has had an all-around experience in the Victor business for more than fourteen years and there is no doubt that he will be of decided help to the trade in the region which he will travel, namely, Georgia and South Carolina.

Melvin & Tomlinson, piano and talking machine dealers of Sterling, Ill., have opened a branch store in Morrison, Ill., which is under the management of R. C. Melvin.

TALKING MACHINE IS IN FAVOR

Italians in America Are Getting Away From the Mandolin

Many an odd note creeps into the American process of the melting pot; often there is a queer mixture of the modern with the old-established national customs. Probably nowhere in Brooklyn is there a better illustration of this than in the big Italian colony living in the region between Brownsville and East New York, says a writer in a Brooklyn paper.

There nightly you hear the Italian's love for music loudly expressed, not through the tinkling mandolin or guitar of Naples, but through the ultramodern talking machine. The moon beams down brightly, and perhaps damsels as fair as those of sunny Italy peep through shuttered windows, but the serenade below is one by proxy. Caruso and McCormack, Martinelli and Slezak, Galli-Curci and Farrar vie with each other in vocal flights through horns of brass and fiber.

Naturally the beloved mandolin, often brought with the bundle of clothes from far-off Sicily or the Neapolitan hinterland, is cherished still, but the native tunes and airs are confined largely to the barber shops or the sadly altered wine cellars.

The Marshall & Reasor Music Co., 224 Pearl street, Hartford, Conn., has been incorporated with capital stock of $6,000. The officers of the company are George Marshall, president; R. E. Reasor, vice-president, and E. K. Marshall, secretary-treasurer.

GRAFONOLA SHOPS, INC., IN NEWARK

Prominent Retailers of Columbia Line Lease Four-Story Building at 869 Broad Street, With John C. Button as General Manager

An important announcement was made this week to the effect that the Grafonola Shops, Inc., of Boston, Mass., had leased the entire four story and basement building located at 869 Broad street, Newark, N. J., for a term of years. This company will open a branch store in Newark which will be a direct branch of Widener's Columbia shop, located at 411 Fifth avenue, New York. The transaction represents a sub-lease from the Oppenheim-Collins Co., a prominent merchandising institution, which is located directly south of the leased premises.

The new store will concentrate its activities on Columbia Grafonolas and records, operating a store similar to the other eleven stores in this fast growing chain. J. G. Widener, president of the Grafonola Shops, Inc., and one of the best known members of the retail talking machine trade in the country, who personally conducted the negotiations incidental to the closing of the lease, is enthusiastic regarding the splendid location of his Newark branch and the unlimited possibilities for developing Columbia business in Newark territory.

John C. Button, for many years associated with the Columbia Graphophone Co., and well known in retail talking machine circles, has been appointed manager of this new Columbia establishment, and under his capable direction an efficient sales organization is being rapidly developed.

HERE IT IS
The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES $8.00 **Specify 8½" or 9½" arm**

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Columbia Grafonola

Turn every dance enthusiast into a customer for life. Just let him hear Prince's Dance Orchestra play this waltz, "Let the Rest of the World Go By." Also "The Love Boat" from Ziegfeld Follies of 1920. Dance Hits—both of them. A-6165.

Columbia Graphophone Co.
NEW YORK

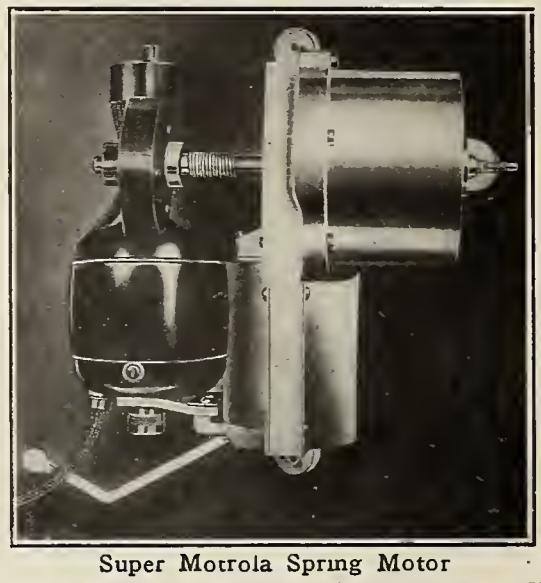
MOTOR EMBODYING NEW PRINCIPLES

Trade Will Be Interested in Details Covering New Super Motrola Spring Motor

A new motor along entirely new prineiples will soon be placed on the market by Jones-Motrola. Ine., New York, manufacturer of the Motrola electrical winding device. For some time this company has been reeeiving numerous inquiries from talking maehine manufacturers as to whether the Motrola eould be placed on the inside of the talking machine which they make. The standard Motrola, while originally developed to be attached on the outside, could be very readily attached to the inside, but the fitting to each particular spring motor would necessarily have to rest with the engineer of the manufacturer. This would necessitate, of course, a large amount of experimentation. To fill the demand for a Motrola which could be included within the instrument, Jones-Motrola, Inc., is producing a spring motor of its own, mounted on a motor board so that the Motrola can be readily attached and the result is a combination Motrola and electric spring motor named the Super Motrola Spring Motor.

The accompanying illustration depiets the Super Motrola Spring Motor as it will be made. It will be noted that the spring motor is of the enelosed type, simple in construction and said to be noiseless in operation. The spring. instead of being lubricated by graphite, is lubricated with oil and the governor operates in a dust-proof ehamber. The Motrola is attached to the spring motor on the opposite side to the winding handle, so that the spring motor can be wound by hand if the electricity fails or if, for any other reason, it is desired to use the winding handle for the spring motor. By means of a simple arrangement attaehed to the top of the Motrola, it can be so adjusted that it will either start automatieally to wind the spring motor when the spring is partly run down or it will only start to wind the spring motor when a button is touched on the upper side of the motor board, stopping automatically when the spring is brought to the proper tension.

Thus the winding of a talking machine equipped with this new motor may be accomplished in three ways: automatically, by pressing a button. or bv hand. The Super Motrola



Super Motrola Spring Motor

Spring Motor is the invention of Joseph W. Jones, who has been connected with the talking machine industry for over twenty-five years.

Ward's Khaki Moving Covers

Distributors
BRISTOL & BARBER, INC.
111 E. 14th St., New York City

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

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

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave., Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

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

EFFECTIVE DEALER CO-OPERATION

Special Posters Prepared Featuring the Pathé Products Which Are Being Utilized By Dealers —New Actuelle Sheraton Features

A new issue of twenty-four sheet posters has been prepared by the Pathé Frères Phonograph Co. and is now being shipped to dealers. The first edition of these posters, covering five thousand, proved so popular that they were exhausted in a short time with a continuing demand. As a result a second edition of five thousand was prepared. The posters are nine feet high and twenty-one feet in length. A new feature of the Actuelle line is found in the Sheraton model, which has lately been produeed and is being furnished now in Adam brown mahogany. It is planned to also supply this same model at a later date in regular mahogany. Due to the attractiveness of this model and the fact that the list price is $300, it is expected that the Sheraton Aetuelle will enjoy an extraordinary sale and will be among the most popular members of both the Actuelle and Pathé lines.

In the current issue of Printers' Ink appears an artiele by Benjamin Jefferson, advertising manager of Lyon & Healy, entitled "Milline—A New Term for the Measure of Advertising." It is a very snappy article, and in it Mr. Jefferson invents a new standard for measuring publieity.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

BRILLIANTONE BRAND ARE THE BEST STEEL NEEDLES

BECAUSE THEY HAVE BEEN MADE BY BAGSHAW

The Oldest and Largest Manufacturers of Steel Needles in the World
50 Years of Successful Needle Making

Write for samples and prices to your nearest distributor.
If he cannot supply you, write direct to us.

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED

At 34th Street 347 Fifth Avenue NEW YORK CITY Suite 1003

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

DEALERS OF ELIZABETH ORGANIZE

Formal Organization of New Association Completed by Election of Otto C. Altenberg as President—Affiliate With National Body

At a meeting early last month the formal organization was completed and name determined on of the Music Merchants' Association of Elizabeth, N. J. It was decided to affiliate with the National Association of Music Merchants and to take up as the first association work in Elizabeth the fourth co-operative advertising campaign of the National Bureau for the Advancement of Music. The following executive board was elected: President, Otto C. Altenberg; vice-president, Geo. L. Hirtzel, Jr.; secretary, B. McCandless; treasurer, S. Semels. Directors: J. Zion, F. W. Evans and Harry C. Hadley.

The meeting was attended by E. G. Brown, of Bayonne, State commissioner for New Jersey, and C. L. Dennis, secretary of the National Association of Music Merchants.

DORIAN OPENS LAW OFFICES

Former Chief Auditor for Columbia Co. Now Established in Washington, D. C.

Marion Dorian, for over twenty years connected with the Columbia Graphophone Co. as chief auditor, has opened up law offices in the District National Bank Building, Washington, D. C., where he will represent the Columbia Graphophone Co. and other prominent concerns who have many interests at the national capital. Marion Dorian is one of the best-known members of the talking machine field, and his thorough knowledge of every phase of the industry, together with his legal ability, will undoubtedly enable him to attain signal success in his new connection.

LARGER QUARTERS IN STOCKTON

Stockton, Cal., October 2.—Through the leasing of the building in the rear of its present quarters at 40 South California street, the Peffer Music Co. has provided means for practically doubling its present floor space. The new building will be entirely remodeled and will be devoted to display rooms for talking machines and pianos. A number of new sound-proof demonstrating booths will be installed.

CARLOAD SHIPMENT OF GRAFONOLAS

Haverty-Rustin Furniture Co. Features Receipt of Carload Consignment of Columbia Machines With Interesting Parade

Atlanta, Ga., September 21.—The local wholesale branch of the Columbia Graphophone Co. recently received an interesting letter from R. L. Templeman, assistant manager of the Haverty-Rustin Furniture Co., Columbia dealer at Columbia, S. C., relative to a carload shipment of Columbia Grafonolas received by this successful dealer. This was one of three carloads which were forwarded to the Haverty Furniture Co. at Charleston, S. C., and Savannah, Ga., which are owned by the same interest as the Haverty-Rustin Furniture Co.

The Carload Shipment of Grafonolas

Mr. Templeman and his staff utilized the arrival of the carload shipment as the basis for timely publicity, and in his most interesting letter to the Columbia branch he stated as follows:

"We received this car on the 20th inst., loaded all the Grafonolas on trucks, of which it took seven, placed Columbia banners on the two leading trucks and paraded them through the business section of our city. They attracted quite a bit of attention and we have heard many favorable remarks regarding this display. We lined these trucks up in front of the State capitol, and had a photographer take a picture. We are going to have an electrotype made of it, also the freight carload with banners on, and use this picture in a page advertisement."

FEDERAL ELECTRIC SIGN

PIANOS PHONOGRAPHS

—9 Months to Pay

You have 9 months to pay for this sign and you get the services of an energetic business booster to help you make the final payments. After that, it costs but a few cents a day for current—no other expense. Made of porcelain-enameled steel, it cannot fade, rust or rot. An occasional washing keeps it sparkling like new.

—Widen Your Zone of Attraction

Suppose you could get a much better location for the same rent you are now paying—you would move.

You can improve your location for the same rent WITHOUT moving, by placing a Federal Electric Sign in front of your store, because—

You can reach people a block or two down the street in each direction and also at the cross streets—people who ordinarily never even see your store windows.

A Federal Electric Sign acts as a cheerful salesman, inviting the people to your store—it creates the impression that you are up-to-date and prosperous. It glistens by day and sparkles by night.

Give New Customers a Chance to Find You. Send in the coupon TO-DAY for full information. No obligation.

Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) : 8700 South State St., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

T. M. W.-10.

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

LAMPAGRAPH

NOTHING BUT CLASS

We are now ready to make deliveries of the Lampagraph—the most artistic instrument ever presented to the trade.

Jobbing territory now being allotted.

WRITE OR WIRE TODAY

Lampagraph Company Rialto Theatre Building **St. Louis, Mo.**

CHICAGO OFFICE: Republic Building

PROVIDES AUTOS FOR STAFF

Smith, Kline & French Co. Supplies Its Sales Force With Dodge Automobiles—Graham French Gives Interesting Report on Business Conditions in Territory Which He Operates

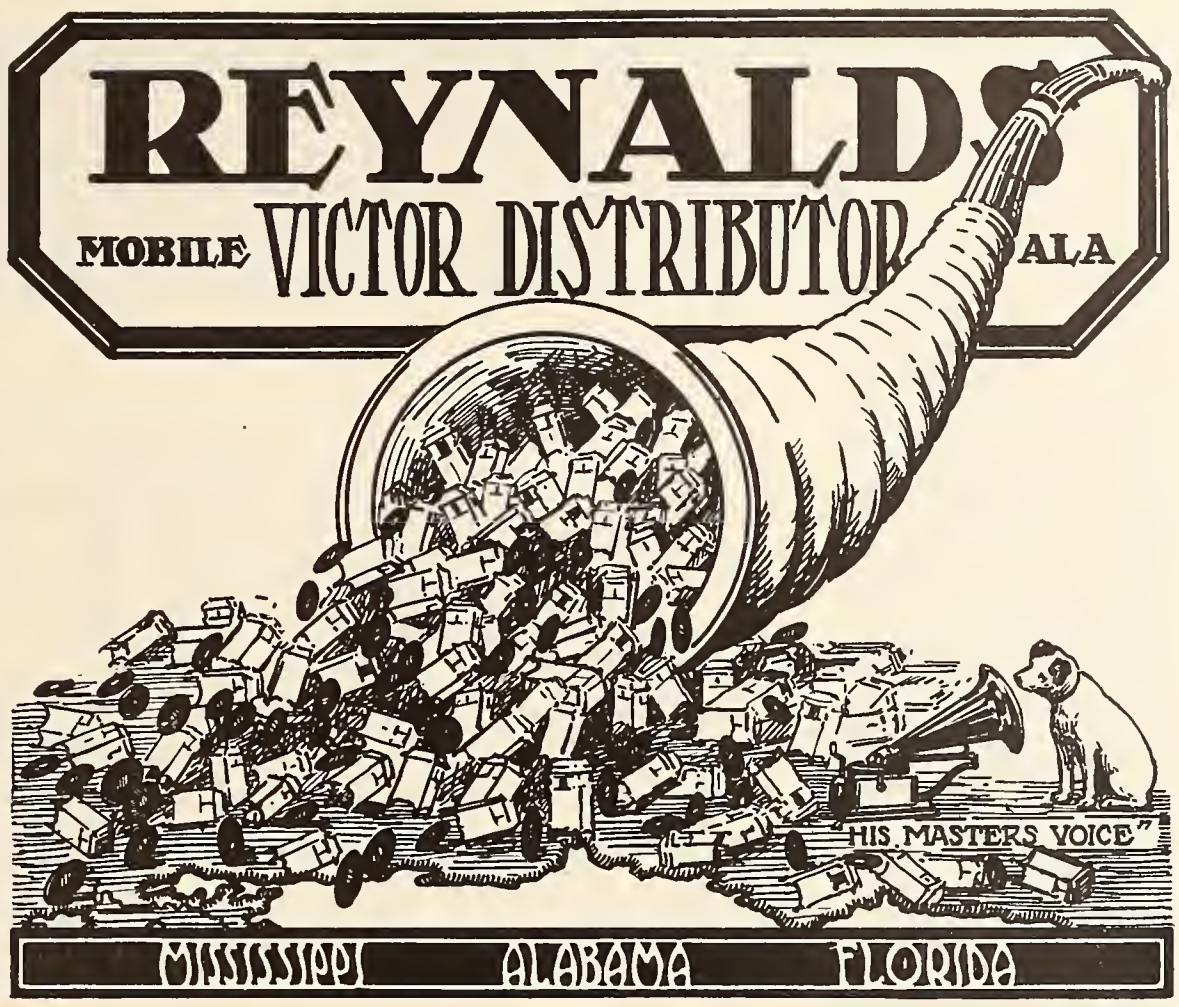
The Smith, Kline & French Co., Philadelphia, Pa., Sonora jobber, has supplied its entire sales force with Dodge automobiles, so that they can cover not only the big cities, but all the small towns and hamlets. Referring to this announcement, Graham French, president of the company, said:

"We believe in this way that we will be able to open numerous small but desirable accounts, which we have never before been able to reach. Of course, we will not be able to offer them anything but straight side cabinets like the Nocturne and Minuet, but we think that they will be satisfied with these, as in the small towns they do not have to put up such a 'swell front.'"

Mr. French, who is well known in industrial circles throughout Pennsylvania, is a keen student of general business conditions, and when he visited New York recently advised the executives of the Sonora Phonograph Co. that the outlook for the coming Fall was excellent. The following letter, which he wrote a few days ago to the Sonora executives, emphasizes Mr. French's optimism:

"The writer had an opportunity of discussing general business conditions with one of the executive officers of the Pennsylvania Manufacturers' Association. This Association includes practically all the textile and woolen manufacturers of the State and I expected that he would be very pessimistic, in view of the fact that these particular trades have been the ones hardest hit by the recent business depression. Much to my surprise, I learned that he not only was not pessimistic, but very optimistic as to the future and stated that he thought that within a month all the mills would be going at a capacity rate. He stated that the stock on the retailers' shelves and the jobbers' shelves is practically exhausted, that the mills are receiving numerous small orders every day, indicating that, while the jobbing and retailing trade are still buying from 'hand to mouth,' the public demand is good and that they will have to keep constantly ordering to keep up even a minimum stock. He does not expect any falling off in prices, but to the contrary believes that when the Fall business really opens up there will be more of an inclination to offer premiums for quick deliveries. Prosperity in the retail, wholesale and manufacturing ends of the textile and woolen industries naturally carries with it indications of a prosperous business in phonographs."

The Arwall Shop, at 12 West Sixth street, St. Paul, Minn., has been incorporated to deal in and repair talking machines and records. The officers of the company are E. J. Courteau, president; George Gilbertson, vice-president, and K. W. Taplin, secretary and treasurer.



75 ARTISTS GIVING TONE-TESTS

Over 2,000 Edison Tone-tests to Be Given Between Now and Christmas Season

The Edison tone-test season opened on September 1 and seventy-five artists are now on tour in the United States and Canada. Prior to Christmas they will present more than two thousand times the famous Edison tone-test, and it is anticipated that more than two million people will witness the Edison tone-test before January 1. This will make a total of approximately six million people who have witnessed this interesting demonstration.

The Edison tone-test recital department is said to be the largest booking agency in the world and pays out each week in salaries and traveling expenses a sum that would stagger most booking agents. The business is run along the same lines as a first-class theatrical business and every detail is handled with the greatest accuracy and dispatch.

The demand for tone-test bookings is in excess of the supply and every Edison dealer who has been fortunate enough to book an artist this Fall has reason for congratulating himself.

The tone-test recitals are proving a big impetus to the sale of official laboratory models and it is already apparent that there is likely to be a shortage of the Chippendale and William and Mary types.

NEW VOCALION DEALERS IN TORONTO

Aeolian-Vocalion Line Now Strongly Represented in That Canadian City

Toronto, Ont., October 2—The Aeolian-Vocalion, together with the Vocalion records, is now enjoying strong representation in this city, which is recognized as the musical center of Canada. Only recently the Robert Simpson Co., Ltd., one of the largest and leading department stores in Canada, opened an elaborate department devoted to the sale of the Vocalion. Fred Brown, well known in the Canadian talking machine trade, and with long experience in the business, is manager of the department, which is both commodious and well equipped.

R. F. Wilkes & Co. have also taken on the Vocalion line and are featuring these instruments in a big way in their store at George and Brewer streets, this city. W. E. Brown is the department manager. These two new agencies, together with the Nordheimer Piano & Music Co., and E. Elliott, give to the Vocalion a quartet of live representatives here.

E. S. Bristol, of Chicago, who traveled for the phonograph department of the Brunswick-Balke-Collender Co. for several years, has leased the store at 212 South Main street, Rockford, Ill., where he will open a high-class Brunswick shop.

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"
Smith stood by the Victor—and smiled

1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH'
Smith stood by the Victor—and laughed out loud!

Pattern after Smith—be the *Victor man of your town—and prosper*

Buffalo Talking Machine Company, Inc.

Victor only BUFFALO, N. Y. *Wholesale only*

THE INSTRUMENT OF QUALITY

Sonora

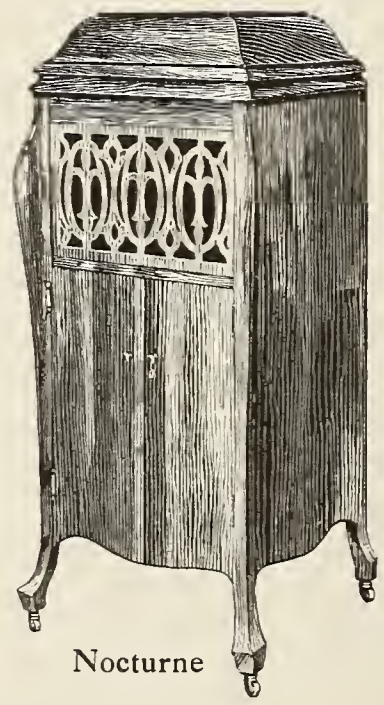
CLEAR AS A BELL

wins most easily against the fiercest kind of competition because the more phonographs one compares with Sonora, the more obvious is Sonora's supremacy.

Sonora won highest score for tone at the Panama Pacific Exposition. *Your customers want tonal beauty.*

Sonora is famous for its elegance of design. *Your customers want handsome cabinetry.*

Sonora has more important exclusive features than any other phonograph. *Your customers are eager to examine the Sonora carefully.*



Nocturne

"Cheap" phonographs are too expensive both for you to sell and for your customers to buy.

No other phonograph equals the Sonora in smartness of design, in power, reliability and long-running time of the motor, in providing all wooden tone arms, in offering a motor meter, in possessing a filing system of the utmost simplicity and convenience, etc., etc.

Sonora plays ALL MAKES of disc records without extra attachments and was the FIRST phonograph to play the records of all makers.

The Highest Class Talking Machine in the World

Gibson-Snow Co.,
Syracuse, N. Y.
State of New York, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York.

W. B. Glynn Distributing Co.,
Saxtons River, Vermont
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N.J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebraska
State of Nebraska.

The Magnavox Co.,
616 Mission St.,
San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

C. L. Marshall & Co.,
82-84 Griswold St., Detroit
409 Superior St., Cleveland
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Building,
Toronto, Can.
Canada.

Moore-Bird & Co.,
1751 California Street,
Denver, Colorado.
States of Colorado, New Mexico and Wyoming, east of Rock Springs.

M S & E,
221 Columbus Ave.,
Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Robinson, Pettet Co., Inc.
Louisville, Ky.
State of Kentucky.

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of Northeastern Oklahoma.

Smith, Kline & French Co.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co., Inc.
279 Broadway, New York
Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas
Southeastern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.
Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kansas
Southern part of Kansas, Oklahoma (except five Northeastern counties), and Texas Panhandle.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Building,
Chicago, Ill.
Illinois and Iowa.

Sonora Distributing Co. of Texas,
Dallas, Texas
Western part of Texas.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Sonora's wonderful increasing sales can be attributed to two causes—first, quality—and second, because Sonora is licensed and operates under BASIC PATENTS of the phonograph industry, which insures you against troublesome patent litigation.

To MAKE, USE or SELL an infringing patent constitutes a violation of the patent law.

Phonograph Dealers

Make your shop the center for all musical merchandise sold in your neighborhood

The public is well served as to Phonographs and supplies because the shops handling these are Specialty Music Shops.

But there is an equally large public that plays various other instruments like the Violin, Guitar, Ukulele, Mandolin, Banjo, Accordeon, Band Instrument, etc., who are not so well served. These folks are in continual need of instruments, parts and accessories. Frequently these cannot be obtained in the neighborhood. Boys and girls must go out of the neighborhood for their Harmonicas and Ukuleles.

Phonograph dealers can build up a very profitable department in their shops by displaying and selling these popular instruments and supplies. The attractive displays of Phonographs can be improved by showing the more human instruments — the ones people actually play and love, like Violins, Harmonicas, Ukuleles, etc.

We will start a department for you with a comparatively small investment. The margin of profit on this merchandise is liberal—and with the popular line of guaranteed standard merchandise that we suggest for Phonograph Dealers the turn-over is rapid.

We have everything in the line of Musical Merchandise, from a Jew's-harp to a Band Instrument, gathered from every market in the world. Our lines are most complete. Our merchandise is absolutely guaranteed.

Write to Dept. P. for our twenty-page illustrated catalog of Musical Merchandise and our suggested assortment for Phonograph Dealers.

BUEGELEISEN & JACOBSON

5-7-9 Union Square : New York, N. Y.

TELLS OHIO MERCHANTS OF TALKING MACHINE BUSINESS

Chas. K. Bennett, of Eclipse Musical Co., Presents Some Interesting Facts Regarding the Status of the Talking Machine at the Convention in Youngstown, O., September 14-15

The talking machine interests were represented officially on the program of the convention of the Piano Merchants' Association of Ohio at Youngstown Sept. 14-15 by Charles K. Bennett, of the Eclipse Musical Co., Cleveland, who presented to the merchants some interesting facts relative to the breadth and scope of the talking machine business as a whole. In his address Mr. Bennett said in part:

"The talking machine and its records have become one of the largest and most important factors in the musical world today. They have been given an important part to play in the Americanization of the foreign-born. They are quite active in assisting in making America musical and have been adopted quite generally as a permanent unit in the education of children, courses having been laid out which begin in the kindergarten and graduate from there up to the colleges, much in the same manner as a child studies arithmetic.

"We find our machines in use in a great many manufacturing and industrial plants, telephone exchanges, and, in fact, wherever a large number of people are employed the talking machine has been found necessary from a standpoint of improving efficiency, promoting sociability and good will; and since the Victor Co. has made it possible to obtain records of the world's most famous artists and musical organizations, you will find its machines and records in almost all the homes in the country. I mention this merely to emphasize my point that the talking machine and its records are not a side line any more but a business whose foundation consists of one of God's greatest gifts—MUSIC—developed and perfected to a point where you can have in your own home an exact reproduction of Caruso, Galli-Curci, the Boston Symphony Orchestra, and, in fact, all of the world's greatest musicians and artists, not merely as 'canned' music but an exact reproduction of their voices and instruments, reproduced as perfectly as the camera reproduces an object.

"The talking machine and its records have made remarkable strides during the last few years and their development and perfection have come to a point where even those of us who are handling this line of merchandise marvel at the results. Compare the machines of to-day with those of a few years ago, when $60 would buy the best on the market. Only recently I was privileged to examine an instrument which was to retail at $3,000. Why, gentlemen, I actually recall the days when $3,000 would just about secure a jobbing agency. Think of it—the talking machine in almost direct competition with the automobile. It doesn't seem possible.

"Now, as regards the commercial side. Let me ask what other line of merchandise on the market to-day has been advanced in price as little as the talking machine? What other line of merchandise received a 50 per cent cut in its retail prices as did the Red Seal records, and at the same time leaving a very reasonable margin of profit for the merchant? Gentlemen, those of us who are in the talking machine business, representing at least the standard lines, and personally I can speak only of the Victor, can be very proud of the fact that we are furnishing the public with an article of absolute necessity, an article that has been accepted and adopted as an important unit of education, on which there has been no profiteering and at the same time giving the public the very finest that money and brains can produce. Speaking of profits, it is as immoral to sell goods below a reasonable profit as it is to sell them above, and only a business slacker will do so. In my opinion, the business slacker and the business profiteer belong exactly in the same class. They are, what might be termed, careless business men, neither wishing nor desiring permanent business or social welfare. We must have, most of all, a just, fair and honorable profit basis upon which to rest our business calculations and be satisfied with a fair compensation in wages and a just profit for capital. Unreasonable wages and unreasonable profits are both unfair to the consumer.

"The Victor Talking Machine Co., during the last few years, handled an increase in the cost of labor of about 166 per cent and an increase in the cost of materials at least as great, with only about 34 per cent increase in its catalog prices.

"For the benefit of those who are not familiar with the figures, I want to say that the Victor Co. owns and operates 1,663 552 square feet of factory floor space in one united plant at Camden, and have under construction 218,023 square feet more, with land available to double this entire plant. They have 16½ acres of lumber piled from twenty to fifty feet high on every available foot; the most valuable lumber pile in the world and a 50 per cent extension under way. They have 10,000 employees and could use 5,000 more. They pay out $300,000 in weekly wages in addition to their monthly salary pay roll and expect to pay 50 per cent more as soon as people can be found to take the money. They are using 36,850,000 feet of high-grade lumber per year and will use 50 per cent more soon. They burn 55,000 tons of coal per year, and are making preparations to burn 80,000 tons. The Victor Co. is increasing its output as rapidly as circumstances will permit, but Victor goods will always be manufactured in Victor factories. Control of the Victor Co. is not going to pass into other hands nor is it going to be amalgamated with or absorbed by a trust or any other combination.

"Now with regard to co-operation. The success of this organization, or any other for that matter, depends largely upon understanding and co-operation. The World War was decided through understanding and co-operation. The success of a government is measured by understanding and co-operation, and so it will be, gentlemen, in the talking machine business.

"We are assembled here representing one of the most powerful gifts of God, and through earnest and united effort on the part of all of us America's ambition to have its people musical should certainly, in the course of time, be fully realized. If you are in the musical business legitimately and not merely profiteering, I know this organization, and, in fact, all your fellow merchants will grab you by the hand, give you a hearty welcome, and through co-operation put over this musical proposition on a tremendous scale. The small merchant in the small community is just as important a factor in this regard as the big merchant in the large city, and knowing this organization as I do, its membership bears out what I say, and then with a complete understanding and proper co-operation the same big success will be had whether it is in a commercial business or whether it is a question between labor and capital."

NEW MUSIC PAGE IN WALLA WALLA

Walla Walla Union Takes Up the Idea Through Efforts of the Clark Music Co.

The Walla Walla (Wash.) Union is the latest newspaper to adopt a weekly popular interest music page, reports the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce.

Early in the Summer the Clark Music Co., of Walla Walla, got in touch with the Bureau in regard to a music page and with its co-operation succeeded in selling the idea to the Union. The Bureau is sending its weekly news service to the Union and will co-operate with the editor.

The Clark Co. also enlisted the National Bureau's help in promoting the idea of a music commission for Walla Walla, with the result that plans for the commission are now on foot.

VICTOR RETAILERS!
TELL YOUR CUSTOMERS!

"Play your Victor Records on the Victrola with a Victor Tungs-Tone Stylus"

—THE REASONS WHY—

Less Trouble Changing Needles
Records Will Wear Longer
Perfect Tone Reproduction
An Exclusive Victor Product

Drop us a line and we will tell you how to sell more Victor Tungs-Tone Styluses.

KNICKERBOCKER TALKING MACHINE COMPANY
138 West 124th St., N. Y. City

EXCLUSIVELY VICTOR **EXCLUSIVELY WHOLESALE**

A NEW MELODEE ROLL CATALOG

Comprehensive Volume Richly Illustrated and Carefully Arranged Just Off the Press

A most interesting and valuable addition to the literature of the music roll division of the industry is found in the new Melodee music roll catalog just off the press, a volume upon which have been expended much thought and effort.

The volume, comprising ninety-six pages, is indexed and cross-indexed, which makes it simply the matter of a moment for the dealer or the player-piano owner to find the desired roll under any one of several headings. First come the song rolls, arranged alphabetically, and listed complete with descriptive matter, such as the key, the name of the pianist, the type of song, etc. Next in order come instrumental selections, also arranged alphabetically and including both hand-played and arranged rolls.

Much thought has been given to the classification of the various types of rolls, the listing including classics, light classics, operatic, dance music, under which heading marches are found, inasmuch as they are generally two-step arrangements, standard songs of the "Perfect Day" type, old favorite songs, such as "Annie Laurie," and religious songs, among which are found Christmas carols and a number of patriotic songs and hymns. Under separate headings are to be found lodge music and foreign music.

At the end is found a complete numerical price list of all the rolls in the catalog, covering several thousand, with guide numbers at the top of each page to make easy the search for special selections.

From an artistic standpoint there is much to be said in favor of the new catalog, which is profusely illustrated with portraits. In the front are to be found full-page portraits of such popular pianists as Arndt, Akst, Edythe Baker, Banta, Erlebach, Gershwin, Hess and a score of others. On other pages are found groups of portraits of noted pianists whose personal interpretations of the classics and semi-classics are to be found in the catalog.

Bound in a heavy brown cover, richly illuminated and well laid out and printed, the new Melodee roll catalog is of distinct interest.

PIONEER CO. INCORPORATES

The Pioneer Phonograph Co., of Manhattan, was incorporated at Albany recently with a capital stock of $20,000, for the purpose of handling phonographs and accessories. Those interested are S. and B. Pudlin and A. Singer, 810 East 178th street, New York.

WELCOMING TED LEWIS IN ST. LOUIS

Famous "Jazz" King Given Enthusiastic Reception by St. Louis Columbia Branch—Band Appears in Grafonola Shop Amid Crowds

St. Louis, Mo., October 6.—The members of the local Columbia branch, together with Mr. Arbuckle of the Grafonola Shop, gave Ted Lewis and his Jazz Band a remarkable reception on his recent arrival in St. Louis. E. M. Morgan, manager of the St. Louis branch, and C. R. Salmon, of the sales staff, were in charge of the reception accorded this famous and exclusive Columbia star.

A jazz band on a large truck backed up to the main entrance of the Union Station, featuring banners welcoming Ted Lewis to St. Louis and playing Ted Lewis' favorite selections. An automobile parade with seven cars in line covered the principal business and residential streets of the city, giving Ted Lewis and his band exceptional publicity.

In the afternoon Ted Lewis and his Jazz Band played in the Grafonola Shop, and the appearance of the organization was advertised in the Sunday papers. An attractive window display was featured for the occasion, and the public responded so enthusiastically that many hundreds were unable to gain admittance to the store.

The Ted Lewis records have met with phenomenal success and Columbia dealers have profited from the advertising campaign inaugurated in behalf of this artist.

Ted Lewis and Band in Grafonola Shop

VICTOR STUDIO IN BROOKLYN, N. Y.

Baim Bros. & Friedberg Phonograph Co. Hold Formal Opening of Attractive New Quarters

Baim Bros. & Friedberg Phonograph Co., Inc., held the formal opening of their handsome new Victor Studio at 1430 St. John's Place, Brooklyn, N. Y., on Saturday evening, September 25, the feature of the opening being a concert by a number of prominent Victor artists, including the All-Star Trio and Monroe Silver, the noted comedian. Announcements of and invitations to the opening were sent to a large number of prominent Brooklynites, and the attendance taxed the capacity of the new quarters, commodious as they are.

The Victor Studio has been equipped in a strictly modern manner, with a large battery of demonstrating rooms and furnishings of quality. Large deep show windows permit of attractive Victor displays which will doubtless be advantageously utilized.

HOW EFFORT KILLS DULL TIMES

Sacramento, Cal., October 2.—The time-worn idea that Summer months must necessarily be dull months has been thoroughly upset by the Kimball-Upson Co., Pathé dealer of this city. This company took advantage of the Summer sales campaign suggested by the headquarters of the Pathé Frères Phonograph Co. in Brooklyn, with pronounced success. This campaign was in force during the entire month of July and resulted in seven times as much business being accomplished in that month as in the same month of the previous year and was far ahead of the best holiday month, December, 1919. The Kimball-Upson Co. was so enthusiastic over the results that additional advertisements along the same plan will be continued.

Fred G. Hawkinson, of the W. F. Cheshire Music Co., Rockford, Ill., has purchased the store at 308 West Water street, that city, and will open a new talking machine shop.

ECLIPSE

SAFE!

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. M. DE F. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

Victor Wholesaler Cleveland, Ohio

Showing sound doors open for playing. Cabinet is carefully finished on all sides and may be used as table or stand even when being played.

Cover for machine and door of record compartment open. Victrola is set into right hand compartment through door in front; winding handle is replaced through side.

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917

Talking Machine Cabinet

Immediate Shipments on the *De Luxe* Model Converto

We are now ready to make immediate shipments of the De Luxe Converto, illustrated above.

Converts a No. VI Victor Talking Machine instantly into a large cabinet machine of exquisite Sheraton design, with all the advantages of the regular cabinet machine. Includes cover and record compartment, and receptacles for needles.

Improves the sound reproducing qualities of the machine because of the extension of the sound amplifying chamber formed by the doors of the cabinet and doors of the machine.

Victrola may be removed at any time, for use on the porch or at camp, etc.

Mahogany finish, medium dark color. Record compartment has swinging door, and provides spaces for six large record albums. Size of cabinet 36 inches wide, 23 inches deep, 34 inches high.

Write for new descriptive folder.

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

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

CONVERTO WHOLESALE DISTRIBUTORS

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

TWO NEW COLUMBIA CATALOGS

Grafonola Period Design Catalog and Standard Grafonola Catalog Now Ready—Represent Important Sales Helps for Columbia Dealers

The advertising department of the Columbia Graphophone Co., New York, has just prepared two attractive publications which can be used by Columbia dealers to excellent advantage. One of these new books is devoted exclusively to Columbia Grafonolas in period designs, and the other features the standard line of Columbia Grafonola upright models.

The publication featuring Columbia period design Grafonolas is noteworthy for its artistic value and the fact that it gives in detail the characteristics of the historic periods which influenced the production of the various art designs. A full page is devoted to illustrating each individual model in the Columbia period Grafonola line, and a facing page sketches briefly the distinctive merits and artistic significance of that particular instrument. These descriptions include important sales arguments that are invaluable for every successful Columbia salesman. The illustrations are clear and distinct, giving some idea of the perfection of the cabinet work.

Columbia Grafonolas in period designs have met with signal success from one end of the country to the other, and Columbia dealers have sold these instruments to the leading members of their social and business communities. The cabinet work has won the enthusiastic praise of the most critical connoisseurs, while the tone quality represents the same high standard which has been such an important factor in the success of Columbia product.

Among the instruments presented in this new catalog of Columbia period design Grafonolas are the following: William and Mary, Early English, Adam, Italian Renaissance, Gothic, Charles II, Queen Anne Decorated, Chinese Chippendale, Queen Anne, Adam Decorated, Small Gothic, Simplified Adam, William and Mary Simplified, Hepplewhite Mahogany, Hepplewhite Console, Jacobean Console, Italian Renaissance Console, Louis XIV Mahogany, Adam Mahogany, Louis XV, Donatello, Queen Anne No. 5.

The new catalog of Columbia Grafonolas, standard upright models, not only illustrates and describes the various models in the line, but also calls attention to some of the exclusive features of the Columbia Grafonola, such as the straight tone arm, tone leaves, non-set automatic stop, individual record ejector, etc.

Among the instruments featured in this book are Columbia Grafonolas L-2, K-2, H-2, G-2, F-2, E-2, D-2, C-2 and A-2. There is also presented the Columbia Grafonola type D-2 and Pushmobile for use in educational work.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:
Geo. Mittleman, 200 Fifth Avenue, N. Y.

COL. BINGHAM AT EDISON WORKS

Noted Psychologist Visits Edison Laboratories to Study Effect of Music on Workers

Col. W. V. Bingham, director of the Division of Applied Psychology at the Carnegie Institute of Technology of Pittsburgh, was a visitor at the Edison Laboratories this week.

Col. Bingham is assisting the Edison Laboratories in determining the effect that phonograph music has in promoting the efficiency of workers in factories and offices and its capacity to bring about desired mental states. He expressed great satisfaction with the results so far attained and feels confident that continued research will bring to light a number of additional and thoroughly practicable discoveries.

ADD THE MOTROLA TO LIST

The Esco Music & Accessories Co., Brooklyn, N. Y., distributors of talking machine accessories, have added the Jones-Motrola to their already substantial list. Both Joseph Kerr and Oscar Zepernick have spent much time recently in calling upon their dealers in Long Island, New Jersey and other territory adjacent to New York City and report that indications of a big Fall and Winter season are already well in evidence.

ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

"You're the Only Girl That Made Me Cry" is Henry Burr's latest tender ballad. Pathos, melody, plus sweetness. A seller from the start. A-2984.

Columbia Graphophone Co.
NEW YORK

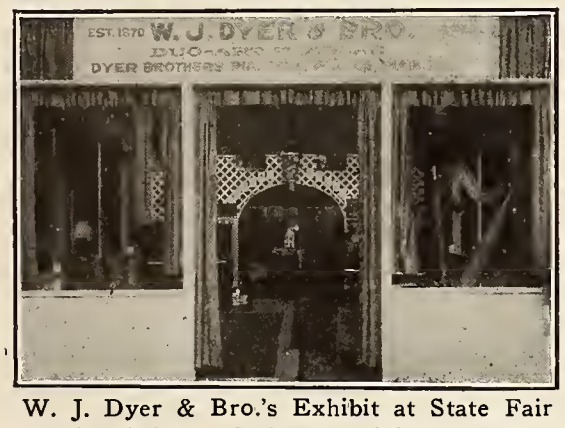
Columbia Records Grafonola

HAVE ATTRACTIVE EXHIBIT AT FAIR

Excellent Display Made by W. J. Dyer & Bro. at Minnesota State Fair With a Steinway Miniature Grand Piano as a Feature

St. Paul, Minn., September 30.—A number of the piano and music merchants of the Twin Cities had exhibits at the Minnesota State Fair, which was held during the week of September 4 to 11, the most attractive of the booths being that of W. J. Dyer & Bro., located in the Varied Industries Building.

The exhibit in the Dyer booth consisted of representations from all departments, the main attraction being a Steinway miniature grand, a Lyon & Healy harp, a Pianola and a complete display of Victrolas. The booth was handsomely decorated and four salesmen were in attendance each day demonstrating the instruments for visitors.



W. J. Dyer & Bro.'s Exhibit at State Fair

Over 600,000 people visited the fair, and many thousands were attracted to the Dyer booth by the music of the player-piano and the talking machines. The result was the accumulation of an excellent list of new prospects. Suitable literature was distributed at the booth during the week.

CAPITAL NOW $3,000,000

The Invicta Phonograph & Record Co. has changed its name to the Standard Phonograph Co., New York, and increased capital stock from $600,000 to $3,000,000.

No deliberate hypocrite has ever yet succeeded even in the wayside booths of public life. There must be a spark of sincerity somewhere.—John Oliver Hobbes.

REPAIRING
AND
REPAIR PARTS
for all makes of
Talking Machines

BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

OFFER FREE LEGAL ADVICE

Sonora Phonograph Co. Will Provide Its Dealers With Free Legal Services—Experienced Attorneys at Disposal of Trade

The Sonora Phonograph Co. has advised its dealers that they may at all times have at their disposal the best obtainable legal advice without charge. The company states that it is ready to offer its dealers the services of its own legal staff, which has had a most valuable and extensive experience in matters relating to the talking machine industry.

In announcing this important offer, the company said: "In conducting a talking machine business there are times when a dealer may be puzzled about matters which he cannot trust to his own judgment to decide, because he realizes that he should not guess but should know exactly where he stands. In other words, he needs the opinion of a lawyer experienced in dealing with problems which the layman by himself cannot solve. Sonora dealers can ask for legal advice on all matters pertaining to the Sonora, and can be assured that they will receive, without cost, the opinions of lawyers who have made a specialty of matters relative to musical instrument manufacturing and selling."

AUSTRALIA LETS IN GERMAN GOODS

While the general embargo on trade with Germany still continues in full force, it is learned through Trade Commissioner Ferrin that the Federal Ministry of Australia has decided that where it is clearly shown that certain things are indispensable to an Australian industry, and it is also proved that they can not be obtained except from Germany or some other former enemy country importation licenses should be granted.

R. C. Hopkins has been appointed representative for the Victor Talking Machine Co. in northern New Jersey, making his headquarters in Newark.

"LIBROLA"

A Library Table PHONOGRAPH

Two thirds of top is stationary, no need to move anything when playing phonograph.
Fully equipped to play all disc records.
Your satisfaction guaranteed.
Large percentage of re-orders indicates satisfied dealers.
Write for prices and exclusive territory.

Immediate Delivery in Mahogany

No. 250T. Patent applied for. **To retail at $250**
Usual discount to dealers.
48" lang, 28" wide, 31" high. Finished all around
Oak. Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Some Practical and Stimulating Business Suggestions :: By J. S. Fay

In certain lines where merchandise is sold on the instalment plan retail merchants have introduced campaigns known as "The $5 Day," "The $10 Day," or some other such amount, and on that day products are sold on a terms basis, offering the entire stock of one certain product, we will say the $50 or $75 models of talking machines at $10 or $15 down, or whatever the amount chosen for the particular day may be.

Preceding the ad considerable can be done by direct mail advertising, newspaper advertising, window dressing, etc., so that considerable interest is aroused in "The $10 Day." The factor of curiosity can be appealed to by not disclosing what is meant by "The $10 Day" until the night before or the morning of "The $10 Day" is announced. This idea might be successfully adopted by talking machine merchants who indulge in instalment sales.

The Telegram as a Sales Factor

One way of calling attention to any special offerings your store may be going to make is to get a stack of blank telegrams and send out a form letter-telegram to a selected list, calling attention to the fact that the newspapers on such and such a date will announce a very important feature which will be of great interest to them as economical buyers. Copy for the telegram could run something like this:

> "We are going to make an offer the middle of next week that will surely interest you. We cannot give further details here, but watch the Tuesday edition of the News and you will see that we are making it possible for you to save your money, and at the same time acquire an addition to your home of incalculable worth."

Tying Up Advertisement and Record

Whenever you are calling attention to any special records or models of machines through advertising it is sometimes a good idea to have a special color sign lettered up which reads "As advertised," which sign can be placed next to the record or model of machine which is being featured; on the same poster with this can be pasted a clipping of the ad in question.

Featuring Record Title and Artist

A clever idea for calling attention to special records is to cut out red arrows, anywhere from eight to ten inches long, and to paste these partly on the surface of the record, with the point of the arrow aiming directly at the title of the record or the name of the artist. The same idea can be applied in the case of dummy records, and the records so treated can be used in window displays or in demonstration booths.

AMBEROLA SALES MANAGER WEDS

Patrick J. Burns, sales manager of the Amberola department at the Edison Laboratories, was married in New York City on September 8 to Miss Edith Richter, daughter of Mrs. Sarah Richter, of that city. Following a stay at Delaware Valley, Pa., where they are spending their honeymoon, the couple will reside in East Orange, N. J.

Mr. Burns has been associated with the Edison Laboratories for more than a decade and has held a number of responsible positions during that time. His experiences as a traveling supervisor afforded him an excellent opportunity to study the problems of dealers and to add to his already large number of friends throughout the trade, and the Amberola department, of which he has been sales manager since last Spring, has benefited greatly under his careful guidance. Needless to say, a host of friends wish him every happiness.

TAKES ON THE VOCALION LINE

H. W. Hangen, who for a number of years has handled the Aeolian Co. line of Pianolas and pianos very successfully in Reading, Pa., has recently taken on the Vocalion line of phonographs and records, which will be featured in a big way.

H. B. TREMAINE OFF TO EUROPE

H. B. Tremaine, president of the Aeolian Co., sailed for England on September 21 aboard the S. S. "Aquitania." He was accompanied by Mrs. Tremaine and will remain abroad for a number of weeks. It was announced that Mr. Tremaine would sail several weeks before, but he was forced to postpone his trip.

SONORA BUSINESS IN CHICAGO

C. J. Van Houten & Zoon, Sonora Jobbers, Preparing for Active Fall Trade—Active Demand for High-priced Models Now in Evidence

The sales department of the Sonora Phonograph Co. received recently an interesting letter from Sonora jobbers in Chicago, C. J. Van Houten & Zoon, which gives an optimistic resumé of conditions in that territory. This letter read in part as follows:

"Our standard period models are meeting with universal favor, particularly in the finer furniture stores which are catering to the better class of trade. The Bauer Piano Co. of Chicago had one of our period models in their window and had from fifteen to twenty-five people coming in every day inquiring about it. Everyone is well pleased with the completeness of our line and just as soon as we get a few more distributed in the territories so that the dealers will become more familiar with the different models they will certainly go big. We are looking forward to a large demand this Fall and Winter.

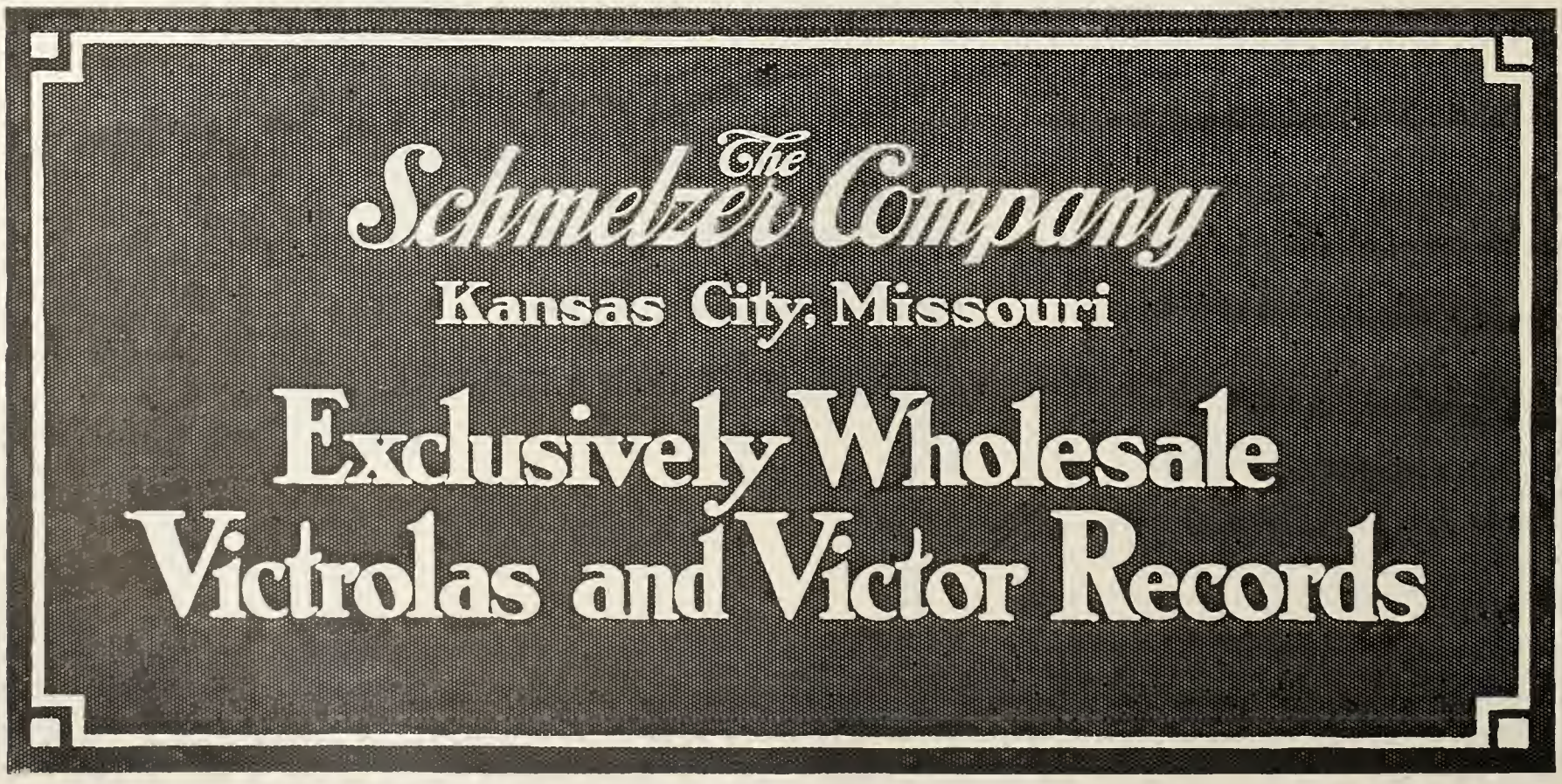
"In our territory the models Baby Grand and Period continue to have the greatest demand, and we have several dealers who have been clamoring for Supremes for some time and cannot get them.

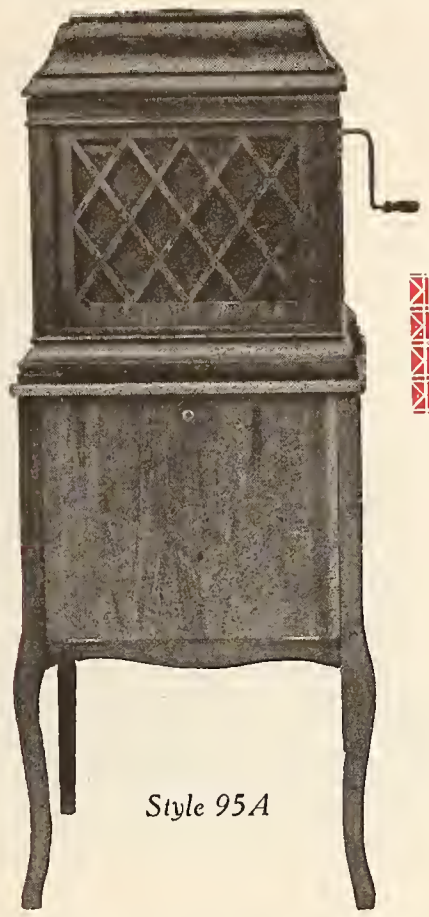
"The writer has just returned from a short trip through Iowa and the best crops I have seen this year will be found in that State. The corn is way over your head all through the State and the farmers are counting on an abundant crop of everything. Just as soon as all this is harvested, a lot of that money is going into Sonora phonographs. We are getting a lot of favorable comment from the dealers on the recent straight case advertising. All the dealers are of the opinion that this is going to help them materially in the sale of these models."

PATHE FOR SENATOR HARDING

Marion, O., September 30.—The home of Senator Warren G. Harding in this city, Republican candidate for President, now contains one of the new and attractive models of the Pathé Actuelle. Many of the intimate friends and visitors to the Harding home are being entertained by the rendition of the new and varied list of Pathé records on this distinctive phonograph. It is said that the Senator and his family are unstinted in their praise of the wonderful musical charm of this instrument.

The Dual Tone Phonograph & Mfg. Co., Manor, Pa., has been incorporated with capital stock of $30,000.





Style 95A

Build for the future with the

Genuine Eject O File Cabinet

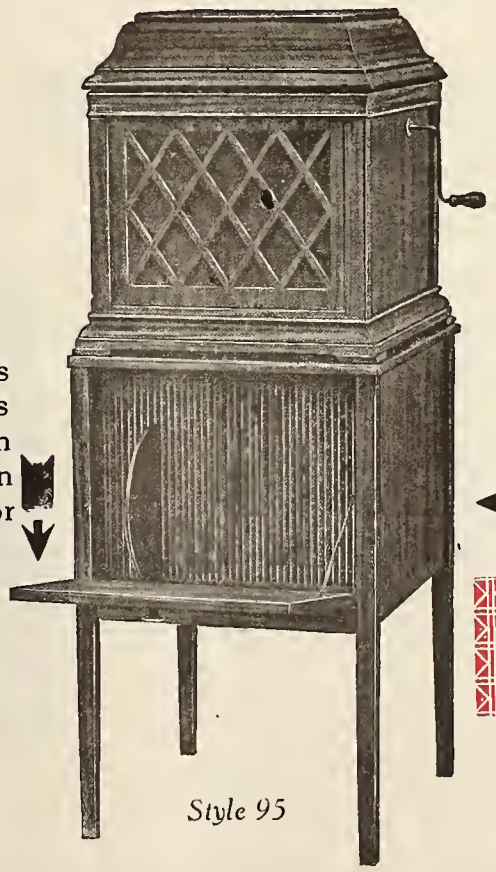
The new Eject O File cabinet, constructed in our entirely new and modern factory, is *built better* and *finished finer* than ever. The new Eject O File cabinet is a work of art. We spare no expense to make this cabinet a credit to the dealers who handle it. When you offer the new Eject O File you offer the very best that can be produced. The Eject O File cabinet is being built up to quality, not down to price.

Obtain the new Eject O File cabinet from your nearest jobber

Finished in Rouge Red and Natural figured grain to correspond with the Edison instruments as shown herein.

Don't strew your records all over the table, chairs or floor — rest them on the strong combination Eject O File table door

For the very best method of filing and finding your records use the Eject O File



Style 95

Manufactured by

The Eject O File Co., Inc.

Factory and General Offices:

High Point, North Carolina

COLUMBIA EDUCATIONAL FORCES IN CONVENTION

Annual Gathering at Hotel Pennsylvania, New York, Results in Important Discussions and Perfection of Plans—Guests at Luncheon and Theatre Party—Visit Bridgeport Plant

The educational department of the Columbia Graphophone Co. held its annual convention recently at the Hotel Pennsylvania, and an entire week was devoted to the discussion of the problems relative to the installation of Grafonolas in the schools, and of the correct pedagogical use of record material. All the representatives of this department from the various branches of the company attended the convention, and W. A. Willson of the department presided at all of the sessions.

All these representatives were formerly connected with public school work, therefore know the needs of the schools and the teacher's point of view. All are eminently capable of going to any school for a demonstration of educational material, whether before the whole school, teachers' meetings or classroom.

Since it is the policy of the Columbia Graphophone Co. to issue only such material for school work that has the approval of noted teachers, and has been tried out in school work, the members of the educational department are recognized by the supervisors and teachers about the country as authorities on school music and correct methods of using the same. Their services and the literature that the department issues are in great demand throughout the entire country.

In addition to an exchange of experiences and demonstration of methods, a great deal of new material was played and discussed. One interesting feature of the sessions was the singing of Indian songs by Oskenonton, a Mohawk Indian, whose songs have been recently recorded for school use. Another was the series of imitations of bird calls and songs by Edward Avis, one of the best-known imitators of birds in America, whose work is recorded exclusively for Columbia. Theodore Bauer of the Columbia laboratory told the convention of the work and personalities of the great, exclusive artists who record for Columbia, and of the methods employed to secure them.

On Wednesday the members of the educational department were taken to Bridgeport, where the Columbia factories are located. The entire day was spent in inspecting the manufacture of records and instruments and acquainting themselves with all that goes to make up the finished product of the business. A portion of another day was given up to listening to the Columbia Orchestra make recordings in the laboratory on Thirty-Eighth street of some instrumental selections for the educational department.

On Thursday a luncheon was given the members by the company in the Pennsylvania Hotel parlor. Besides the members of the department, H. L. Willson, general manager, and G. W. Hopkins, general sales manager, were present and gave talks. Both of these gentlemen commented on the excellent work done by the department, the great growth during the past few years, and the very extensive plans for the future. On Thursday evening the department was again the guest of the company at the "Hippodrome." All in all, the week's work was both interesting and profitable.

The most prominent feature of this convention was the live spirit of work which predominated, and the frank and helpful spirit of criticism and co-operation which animated the members of the department. All these representatives, having been teachers, were unanimous in commenting upon the element of real work and of practical results which attend a convention of this kind.

Columbia dealers appreciate the practical and helpful work this department is doing in securing for them an entree into the schools of their communities. It helps create prestige for their store, widens the range of their trade, enlarges the sale of high-class records, and builds up their business for the future.

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS
and **RECORDS**

Our New Location at

Penn Avenue and 12th Street

brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor

Sales Room on the first floor.

Mellor's

PITTSBURGH, PA.

HOWARD LUTTER WITH MELODEE CO.

Howard Lutter, well known as an arranger of music rolls, has joined the staff of the Melodee Music Co., Inc., and assumed an important place in the arranging department of that company. Mr. Lutter was most recently with Bennett & White, Inc.

NEW YORK REPRESENTATIVES

The Franklin Phonograph Co., Inc., of Philadelphia, is now represented in New York City by the Rashall Sales Corp., with offices at 253 West Forty-second street, New York City.

Announcing the Philwey Phonograph "Rekord Phile"

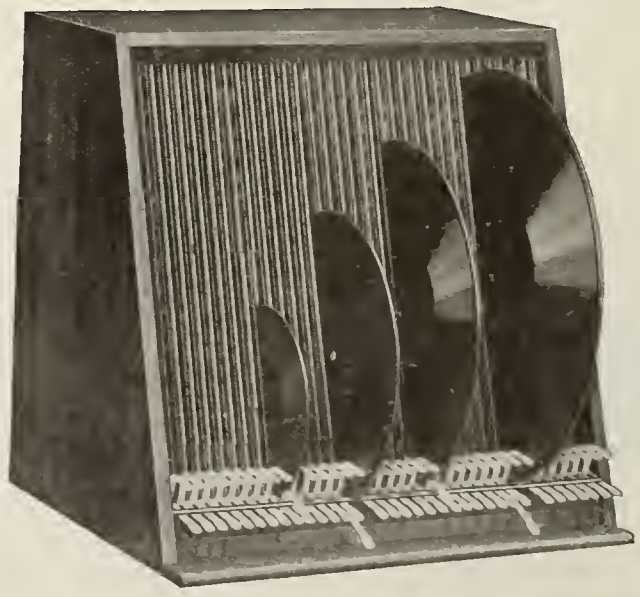
THE PHILWEY MFG. CO., is ready to book orders for the most practical Phonograph Record File on the market, possessing new and desirable features not contained in any other make. The EJECTING BARS are of metal, and numbered. PARTITIONS are METAL-BOUND, WILL NOT WARP and are not affected by climatic conditions.

EDGES OF RECORDS are in full view, showing vacant spaces, preventing filing two records in single space. The vacant spaces will increase your record sales, acting as a constant invitation to fill the file.

CAPACITY—It contains 63 records in each 12 inches of width.

Built to fit any size machine.

THE PHILWEY EMBODIES EVERY FEATURE NECESSARY IN A PHONOGRAPH RECORD FILE



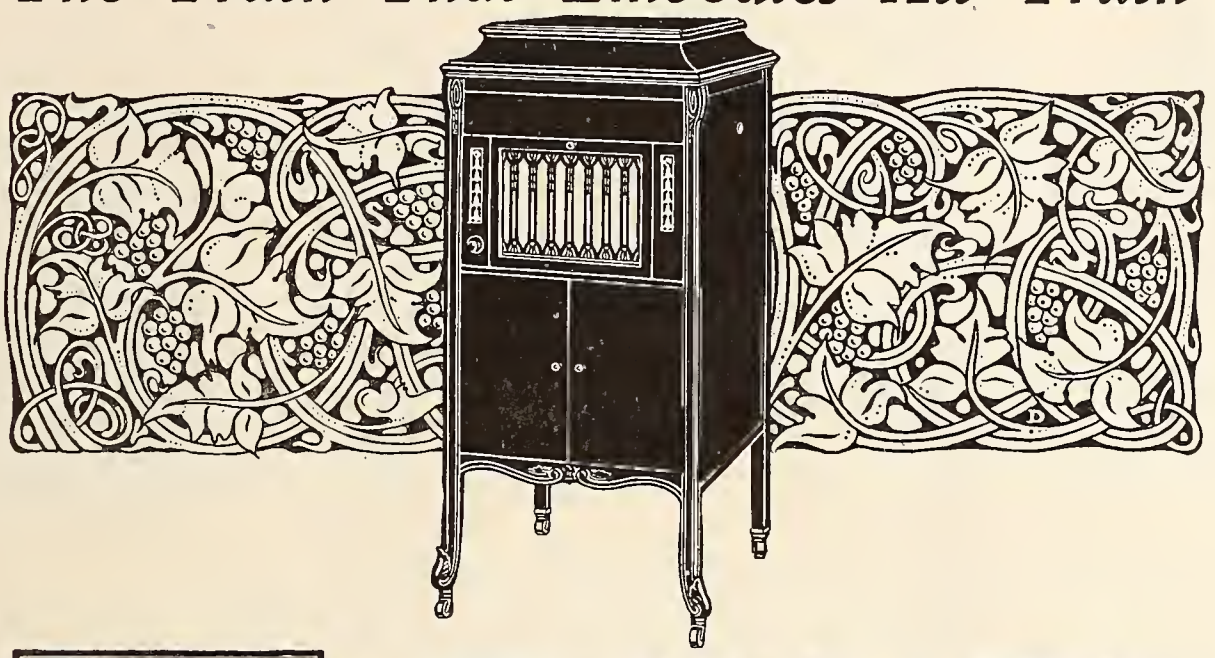
If you will write us the inside dimensions in width of the Phonographs you sell, we will advise you as to capacity of the Philwey "Rekord Phile" to fit same.

Prices upon application. *May we go into details with you?*

PHILWEY MFG. CO., Inc.

75 SOUTH AVENUE ROCHESTER, N. Y., U. S. A.

The Truth That Embodies All Truth



The AEOLIAN-VOCALION

fulfills the greatest expectations desired in a phonograph. It has a tone, appealing, unassailable, clean, well-rounded, musical and scientifically true. With the GRADUOLA, a feature of the Vocalion, you can put your soul into every record played. You control the tone with personal expression.

The artistic individuality of

VOCALION RECORDS

is established

The superior quality of this record with its attractive shade of dark red has pronounced it the most distinctive record on the market today.

MEL-O-DEE MUSIC ROLLS

Hand played by the world's greatest composers of popular music

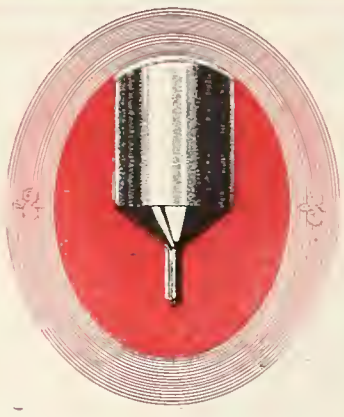
Delay May Spell Disappointment
Fall—The Biggest Selling Season—Is Coming

Here is an opportunity to establish yourself as a Vocalion Dealer and cash in on the season's demand. A beautiful illustrated catalog and our dealer's proposition sent upon request. We are centrally located and have facilities to render the maximum service to you and dealers already established.

O. J. DEMOLL & CO.

Wholesale Distributors

Instant Service WASHINGTON, D. C. *Orders sent by return express, freight or mail day received*



THESE needles have parallel sides (not tapered), always fit the record grooves perfectly, play many times, do away with the inconvenience of frequent needle changing, and increase the records' life.

Sonora
THE INSTRUMENT OF QUALITY
CLEAR AS A BELL

Semi-Permanent

NEEDLES

are well advertised, are used on ALL MAKES of steel needle lateral cut records, are popular, sell quickly and easily and bring you a good profit.

Send in your order now.

Loud, Medium, Soft

25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, *President*
279 Broadway, New York City

Canadian Distributors:
I. Montagnes & Co.
Toronto

FREE!

Write today for information as to how to obtain this handsome plate glass display case free.

GIVES FIRST RECITAL OF SEASON

Howard J. Dudley, Camden, N. J., Features the Neapolitan Trio in Elaborate Recital Given in His Victrola Parlors in That City

Howard J. Dudley opened the Fall musical season at his Victrola Parlors, 1125 Broadway, Camden, N. J., very successfully on September 17, with a special Victrola recital and with the Neapolitan Trio in person as the featured artists. Popular records from the latest Victor supplement, together with the leading standard selections to the number of a dozen or more, were programmed, and between the record numbers the Neapolitan Trio, consisting of Clemente Barone, flute; Pasquale Biancullo, violin, and Francis Lapitino, harp, rendered "The Herd Girl's Dream," "Kiss Me Again," "The Love Nest," and other selections. The entire program was under the direction of Mrs. Dudley, manager of the Victrola Parlors, and similar recitals will be held regularly throughout the season. The programs are so arranged that members of the audience may use them for order blanks, the desired records to be delivered after the recital.

INAUGURATE TRUCK SERVICE

Collings & Co. Arrange for Direct Delivery Service From the Victor Factory

Collings & Co., the well-known Victor distributors of Newark, N. J., have just inaugurated a truck service between Camden and Newark, N. J. This will assure dealers a dependable service, regardless of traffic conditions. The truck is a large van type, Pullman body, "White" machine, with a capacity of forty-eight Victrola XI's. This is over half the capacity of the average freight car, which ordinarily holds eighty such instruments. The body of the truck was made by the Collings Carriage Co., Camden, N. J., of which R. T. Collings, brother of L. W. Collings, of Collings & Co., is head.

JOINS EDISON EDITORIAL STAFF

John H. Daly Appointed Associate Editor of the Several Edison Publications

Another addition to the editorial force at the Edison Laboratories has been made in the appointment of John H. Daly as associate editor of the Edison publications.

Mr. Daly brings to this work a knowledge of music and writing, being a violinist of ability,

John H. Daly

and formerly having taught English literature in the high schools of New York City. He was educated at Fordham University and in the college orchestra there he was the first violinist. It was on the Fordham Monthly that he received his first editorial training.

He has written much about the musical and theatrical life of New York City and should be very valuable to the Edison Laboratories in his present capacity.

WHERE BUSINESS THRIVES BEST

Business thrives best in an atmosphere of mutual help and courtesy. The dealer who lacks this modern spirit is out of harmony with the trend of modern business.

The UDELL CABINET

ADDS DISTINCTION TO THE MUSIC ROOM
THERE IS A UDELL CABINET FOR EVERY NEED

The sale of a

Udell Record Cabinet

spells lasting satisfaction to the buyer and business building for the dealer. The style and quality are there.

The Udell Works
1205 28th Street
Indianapolis, Indiana

NEW PLANT IN LITITZ, PA.

Site Purchased in That City for a New Talking Machine Factory

Lititz, Pa., October 2.—Robert H. Yerger has purchased a large tract of land on North Locust street, this city, for the purpose of erecting a talking machine factory to be known as the Lititz Cabinet Co. Mr. Yerger was formerly manager of the Yerger Mfg. Co., which also made talking machines. The local factory building will be three stories high and will cover an area of 60x200 feet. It is expected to be ready for operation by January 1.

LONDON TALKS WITH TRIESTE

Marconi Tells of Wireless Phone Which Carries Voice 1,000 Miles

A dispatch from Trieste says that concerts given in London can be heard in that city by wireless, according to a statement to The Associated Press by William Marconi, the inventor of the wireless telephone. Signor Marconi was interviewed on board his yacht, the "Electra," where he is conducting experiments with the view of perfecting his wireless discoveries.

"I have evolved an instrument," he said, "which will carry 1,000 miles, and which reproduces the voice more distinctly than the ordinary telephone. I talk regularly with London and get the news of the day. I have come to the Adriatic because conditions here favor my experiments. Less power is needed to work the instruments here than elsewhere. After this cruise I am going to America."

FRED BROWN VISITS PULLMAN PLANT

Manager of Order and Service Department of Edison Laboratories Plans to Arrange for Improved Service for Edison Jobbers

Fred S. Brown, manager of the Order and Service department at the Edison Laboratories, left recently for Pullman, Ill., where he will spend a short time at the Edison phonograph assembling plant in operation there. It is understood that one of the purposes of Mr. Brown's visit to the Pullman Edison plant is to arrange for improved service to Edison jobbers.

The Edison assembling plant at Pullman represents an important factor in the distribution of Edison phonographs, as it is located adjacent to the vast plant of the celebrated Pullman Co., whose wood-working plant for some time has been devoted largely to the manufacture of Edison phonograph cabinets.

GIVE ME PATHE OR GIVE ME DEATH

Clarion, Ia., October 2.—The Russell Music Co., Pathé dealer of this city, is responsible for the following story of how one of its customers preferred death to the lack of Pathé music. A short time ago a lady called at the warerooms of the Russell Music Co. and after hearing a demonstration of several Pathé records she requested that a number twelve model be sent to her home on trial. Mr. Russell complied with her request, but when the woman's husband returned home an argument arose over the phonograph, in the course of which he commanded his wife to have it returned to the dealer. This she emphatically refused to do, and, becoming excited, she rushed from the house and plunged into an adjacent river, being rescued with great difficulty after going down the second time. Upon being resuscitated, she demanded that her husband purchase the Pathé instrument, which he was only too willing to do, being afraid that were she deprived of her favorite music she might attempt the rash act again.

The Stradivari Phonograph Co., Salem, Ore., has been incorporated with capital stock of $5,000,000.

MUSIC FOR EVERYBODY

Operaphone

NOVEMBER, 1920

POPULAR VOCAL

21185 $1.00 — The Japanese Sandman (Egan-Whiting). Orch accomp.....Orpheus Trio
Moonlight in Mandalay (Yellen-Dhlman). Tenor and Baritone duet, Orch. accomp.....Lewis James-Elliott Shaw

21186 85c — Yum-I-Yum-I-Yum (Simpson-Bennett). Tenor, Orch. accomp.....Billy Jones
Marcelle (Kalmar-Ruby). Baritone, Orch. accomp..... George Jessel

21187 $1.00 — When I Looked in Your Wonderful Eyes (Osborne-Dunkerley). Baritone, Orch. accomp.....Ernest Hare
The Love Boat (from "Ziegfeld Follies of 1920") (Buck-Herbert). Baritone, Orch. accomp.....Elliott Shaw

21188 $1.00 — Pretty Kitty Kelly (Pease-Nelson). Soprano, Orch. accomp.....Marjie Dow
When I See All the Loving They Waste on Babies (De Rob-Ward-Johnson). Baritone, Orch. accomp.....John Young

DANCE

31163 $1.00 — Whispering (Schonberger). Fox-trot.....Ted Gilbert's Dance Orch.
Cuban Moon (Spencer-Kiernan). Fox-trot...Joe Johnson's Novelty Dance Orch.

31164 85c — Kiss a Miss (Baron). Waltz.....Regal Dance Orch.
When You Are Mine (Samuels-Briant). One-step...Ted Gilbert's Dance Orch.

31165 $1.00 — Creole Blues (Norworth). Fox-trot.....Ted Gilbert's Dance Orch.
Ev'rybody Calls Me Honey, Intro.: "Bamboola" (Lyons-Straight-Wenrich). Medley Dne-step .....Stellar Novelty Band

31166 $1.00 — Toodles (Green). Dne-step.....Stellar Novelty Band
Tell Me Little Gypsy, Intro.: "The Girl of My Dreams" (from "Ziegfeld Follies of 1920") (Berlin). Medley Fox-trot.....Ted Gilbert's Dance Orch.

SACRED

71110 $1.00 — Leaf By Leaf the Roses Fall (Bishop). Tenor and Baritone Duet, Orch. accomp.....Lewis James and Harold Wiley
Excelsior (Balfe). Tenor and Baritone duet, Orch. accomp, Lewis James-Elliott Shaw

STANDARD VOCAL

41114 $1.00 — O For the Wings of a Dove (Bartholomew-Mendelssohn). Soprano, Orch. accomp. .....Marie Clark
The Want of You (Gillespie-Vanderpool). Baritone, Orch. accomp..George Craig

INSTRUMENTAL

51141 $1.00 — Valse Bluette (Drigo). Violin solo, Piano accomp.....Josephine Simpson
Le Coucou (The Cuckoo) (Daquin). Piano solo.....George Winfield

51142 $1.00 — Solid Men to the Front (Sousa). March.....Operaphone Band
Hail to the Spirit of Liberty (Sousa). March .....Operaphone Band

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N.Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS:

New York City	PLAZA MUSIC CO.	18 West 20th St.
Philadelphia, Pa.	SUPPLEE-BIDDLE HARDWARE CO.	
Pittsburgh, Pa.	REED CO., Inc.	237 5th Ave.
Chicago, Ill.	OPERAPHONE SALES CO.	190 No. State St.
Selma, Alabama	SOUTHERN SUPERTONE CO.	
Knoxville, Tenn.	C. M. McCLUNG	

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.

H.K.Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

STAPLETON NOW EDISON DEALER

Former Sales Manager of Edison Shop, New York, Enters Firm of Hook Bros. Piano Co., in Madison, Wis., Edison Dealers

Announcement has just been made that Jack Stapleton, for more than a year sales manager of the Edison Shop on Fifth avenue, New York, has resigned that position to enter the firm of Hook Bros. Piano Co., Edison dealers in Madison, Wis.

Strange as it may seem, Mr. Stapleton heard the New Edison for the first time some years

Jack Stapleton

ago in the store of which he has now become part owner, and the person who conducted the demonstration was none other than L. B. Hook, with whom he now has become associated in the Edison business. Five months later he went into the business of selling Edison phonographs with his father, E. M. Stapleton, who was then conducting a pharmacy in Watertown, Wis.

When the war broke out Mr. Stapleton enlisted in the air service, was commissioned and appointed instructor in stunt flying. Immediately following his discharge, however, he re-entered the Edison field and became associated with the Phonograph Corp. of Manhattan, acting as jobbers' representative in Greater New York and later as sales manager of the retail branch.

Mr. Stapleton states that he believes that the real harvest time for the Edison dealer has just begun and he has set out to reap his share.

THE VOCALION IN WINSTED, CONN.

The W. W. Mertz Co., who conduct a modern music house in Winsted, Conn., have just secured the agency for Vocalion phonographs and records, and have opened an elaborate department in the interests of that line.

It's a Difficult Thing

to trim a window with real records.

Tin records also present difficulties, as they cannot be pinned up.

The best way out is to use THE USOSKIN IMITATION RECORD, made of a special card-board stock and looking so like an original record that even the Victor Dog himself gets puzzled as to which is which.

Your jobber will gladly supply you. Ask him for details and prices.

USOSKIN LITHO, Inc.
230 WEST 17th. ST., NEW YORK CITY

NEW MOTORS GIVE SATISFACTION

Large Reorder for "Tru-Time" Electrical Motors From One of Leading Manufacturers

The Efficiency Electrical Corp., 124 White street, New York, manufacturer of "Tru-Time" electrical motors, following an initial order of a thousand of its motors from one of the largest talking machine manufacturers in the country, has received a reorder for ten thousand "Tru-Time" motors from the same concern. In a letter accompanying this large order the buyer stated that not one of the original purchase of motors proved defective after entering service. All of them are now in the hands of the public in period-style cabinets.

The Efficiency Electric Co.'s factory is situated in Lowell, Mass., an industrial center which has long been noted for its high-grade electrical products. The "Tru-Time" motor was originally introduced at the Music Show in New York in February and since that time the company has built up one of the largest electrical motor outputs in the talking machine industry. Edward P. Knapp, electrical engineer, is head of the corporation.

The ad that gets under the skin of the reader talks about business in understandable terms.

ASTORIA MAHOGANY
LUMBER & VENEERS

One of many steam vats at the Astoria Mills

Cooked!

After mahogany logs have been selected for veneer making, they are placed in huge vats and cooked with live steam for many hours before being sent to the veneer machines. Great attention is paid to this process, various logs being cooked for varying periods of time in order to ensure uniform softening.

The resultant uniform quality of mahogany veneer is one of the factors which, over a period of nearly half a century, have made us the largest complete mahogany lumber and veneer organization in this country.

Astoria Mahogany Company, Inc.
1031 Steinway Ave., Long Island City, N. Y.

Successors to
Huddleston-Marsh Mahogany Co. Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.

Mills and Yards, Long Island City, N. Y.
BRANCHES—44 North Market Avenue, Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

AIDS SCHOOL AND COMMUNITY LIFE

Professor Burton Declares Talking Machine Is Necessary in Rural Educational System

Bowling Green, Ky., October 5.—A. C. Burton, professor of pedagogy at the Western State Normal School here, is urging school teachers to have the schools and homes in their districts purchase talking machines for the purpose of bettering both the community life and the school efficiency. Professor Burton has made an extensive study of the conditions in the rural districts and has presented the findings of this search to the Teachers' Institute. He is heartily in favor of the talking machine in the school and declares that little children can learn to appreciate beauty only through the teaching of music and art.

SONORA FLOAT WINS FIRST PRIZE

In an industrial parade held at Waterville, Minn., F. W. Moudry, Sonora dealer, won first prize. Pictured herewith is the attractively decorated automobile with the Sonora and the Sonora bell which captured first honors. Mrs.

Artistic Float That Won Honors

Moudry is at the wheel, and young Mr. Moudry is taking in all the sights.

This successful Sonora dealer displays the line prominently in the windows of his store, features the word Sonora on all his advertising, and is using large billboards on the roads leading into Waterville. This publicity is producing handsome dividends in the increased sale of Sonora product.

AN OBSERVING TRAVELER

The trade will be interested in the following contribution to the New York Tribune's "Conning Tower" from Howard B. Hadley, written in Billings, Mont., who says:

"From my seat in the comfortable Northern Hotel dining room in this enterprising and attractive city I can read this sign across the street:

MIDLAND MANUFACTURING CO.
Phonographs and Caskets

"My friend Mathias, from Philadelphia, claims the scheme is to play 'em to death, then bury 'em.

"I hold, on the contrary, the sign indicates simply a frank, wholesome Western appreciation of the age-old truth embodied in the jingle:

"'Ashes to ashes
And dust to dust;
If our Phonographs don't get you
Our Caskets must.'"

Black, Derges & Marshall, talking machine dealers of 226 South Adams street, Peoria, Ill., arranged a special display of Columbia and Brunswick phonographs and records to attract visitors during the recent Implement Fair held in that city.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

FERRO TALKING MACHINE PRODUCTS

are built for the manufacturer and assembler who demand the BEST motors, tone arms, reproducers and automatic stops.

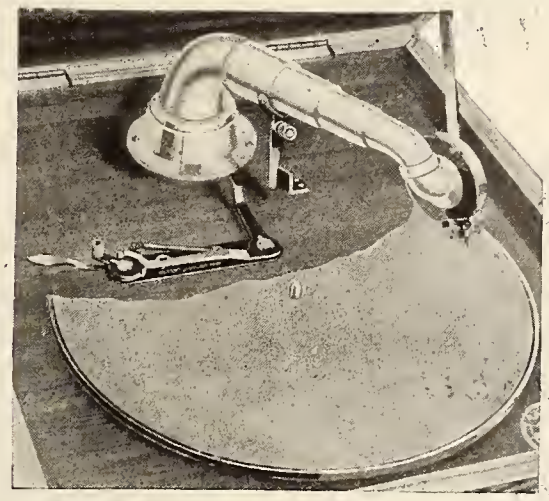
Eliminate mechanical troubles that result from the use of inferior equipments.

FERRO PRODUCTS will enhance the value of your talking machines.

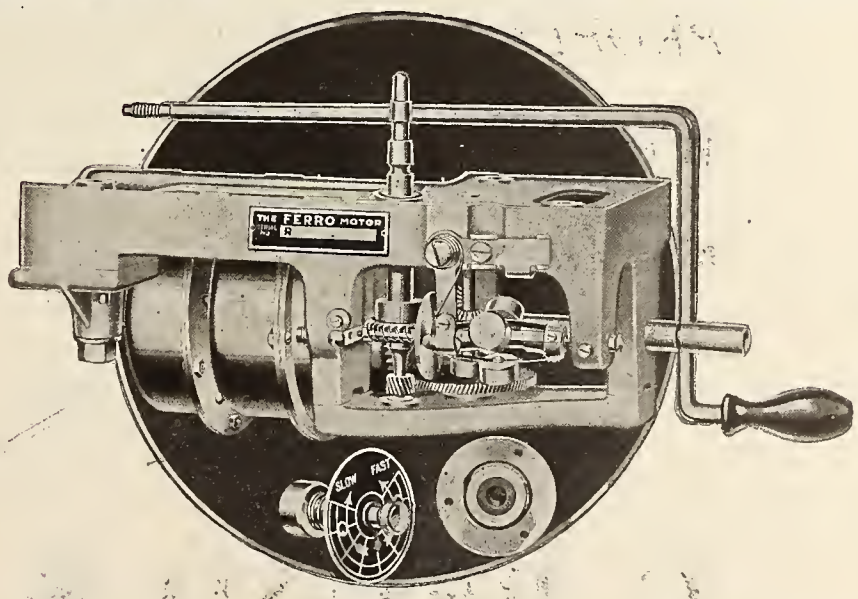
Phonographs equipped with FERRO PRODUCTS stay sold.

Now is the time to send for samples of the FERRO motor, tone arm, reproducer and automatic stop—the QUALITY products.

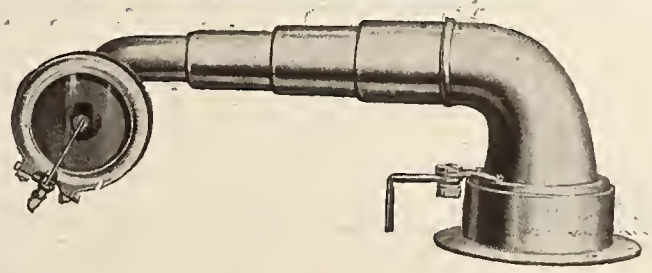
FERRO STOP 100% EFFICIENT



FERRO MOTOR - POWER - SILENCE - DURABILITY



FERRO TONE ARM and REPRODUCER TRUE-TO-LIFE



FERRO PHONOGRAPH PARTS CO. Formerly Chicago Ferrotype Co.
1455 W. CONGRESS STREET, CHICAGO, ILL.

BRUNO

Victor Tungs-Tone Stylus Substitutes

THE VICTOR TUNGS-TONE STYLUS Tungs-Tone Stylus is the last word in talking machine needle construction.

and the word

is a registered combination of words—the property of the Victor Talking Machine Company—that gives protection to the owner of a Victor machine. The progressive Victor dealer

IS

doing his customers a real and lasting service by demonstrating the superior merits of the Victor Tungs-Tone Stylus. Without causing any material wear on the record, each needle can be

USED

one hundred to three hundred times—the last rendition being as perfect as the first—and

BY

urging the use of Victor Tungs-Tone Stylus, the Victor dealer is adding another notch to his prestige, and

PEOPLE

everywhere will continue to say, "Hats off to Mr. I. C. Ahead, that enterprising and ever-wakeful Victor man." That dealer

WHO

is persistently looking after the interests of his clientele will see to it that every person learns to

KNOW

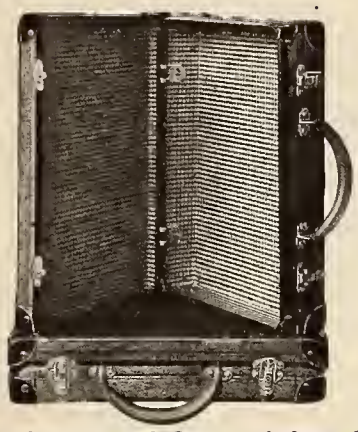
of the wonderful wearing and reproducing qualities of the Victor Tungs-Tone Stylus—the greatest talking machine needle the world has yet seen.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue New York

Victor Distributors to the Dealer Only

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brassed-nickeled catches and loops, metal covered handle.

Record size .... 3 x 12½ x 12½", No. 204
Sheet Music Size 3 x 11 x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.

Mass. & Davidson Sts. Indianapolis, Indiana

Manufacturers of all kinds of Musical Instrument Cases and Covers

SOME INNOVATIONS IN ALBUMS

Peerless Album Co. Markets New Album Sets That Possess Interesting Features

Phil Ravis, president of the Peerless Album Co., New York, recently announced an improvement of a very important nature to be embodied in a new album set being brought out by this company. The company has been responsible for many innovations in album design and methods of album manufacture as well as merchandising. This new development permits talking machine manufacturers and dealers to provide the customer with a complete set of albums that properly hold both twelve and ten-inch records.

The Peerless Co. is now taking orders on these two sets of albums manufactured on a new and novel principle, one set consisting of seven albums for the Victrola X, and one of eight for the Victrola XI, the former lettered in gold on the back "A to G" and the latter, "A to H." In these sets the albums for the ten-inch records are especially designed to be entirely uniform with the albums for the twelve-inch disc, the envelope holding the record firmly with thumb space and label cut in proper position, the construction allowing of no disfiguring or caving in of the top and bottom of the back of the album.

During the past few months the Peerless Co. has installed much specially designed machinery which will be used for turning out these new equipments. The machinery is of such modern and efficient design that it will permit a greatly increased amount of goods to be turned out by the factory with apparently the same working staff as was necessary under the old conditions. Deliveries are now being made of this new product.

SILLIMAN HOME FROM EUROPE

Orange, N. J., September 27.—Frank H. Silliman, vice-president of the Pardee-Ellenberger Co., Edison jobbers in Boston and New Haven, was a visitor at the Edison Laboratories recently upon his return from a short visit to England. Mr. Silliman declares that the outlook for the biggest year in the history of the Edison business is exceedingly bright throughout New England.

INCREASE CAPITAL TO $8,000,000

The Globe-Wernicke Co., Cincinnati, prominent manufacturer of business furniture, talking machine record cabinets, etc., has increased its capitalization from $3,500,000 to $8,000,000.

THE "TALKER" NOW IN BURLESQUE

Monster Machine Made the Basis for a Special Scene in Bedini's "Twinkle Toes"

Some of the trade may consider it an honor and others may regard it as a sign of degeneracy, but the fact remains that the phonograph has been made the basis of a special scene in a burlesque show. The scene occurs in Bedini's "Twinkle Toes," now playing on the Columbia wheel. A monster talking machine, finished in gold, and built along the lines of a large Victrola, occupies the center of the stage and through the horn the various stars of the company sing while the chorus, in greatly abbreviated costumes, troop onto the stage through the doors at the bottom. Each of the chorus girls is costumed to represent a Red Seal record. The moanings of a jazz band on the stage give a distinctly modern touch to the scene. The musical number featured is "Record Girl of Mine."

TO HANDLE VICTOR EXCLUSIVELY

The S. B. Davega Co., which operates a number of retail talking machine stores in New York, recently announced that it would in the future handle the Victor Talking Machine Co.'s products exclusively. Originally this organization was exclusive dealer for Victor products, but during the last two years it has stocked a number of other lines. S. B. Davega, head of the firm, stated that just as soon as it was able to dispose of other stocks than Victor, the new arrangement would be placed upon a permanent basis.

William Swankhaus and Frank Curry have joined the sales force of the talking machine department of the Stewart Dry Goods Co., in Louisville, Ky.

THE VOCALION ON THE COAST

Aeolian Co., of California, Establishing Some Important Aecounts With Prominent Music Houses in Paeific Coast Cities

San Francisco, Cal., October 1.—The wholesale branch of the Aeolian Co. opened some months ago at 455 Mission street to look after the wholesale distribution of Vocalions, Vocalion records and Melodee rolls, has been making an excellent sales record under the management of Horace M. Hull, who came direct from Aeolian Hall, New York, to take charge. The branch, by the way, has been incorporated recently under the name of the Aeolian Co. of California.

A number of most substantial accounts have been opened by the local company, accounts that promise to put the Vocalion and the Melodee roll on a high plane in Pacific Coast territory.

One of the most important of the new accounts is that of Barker Bros., the prominent music house of Los Angeles, Cal., who are at present featuring the Vocalion in a big way, not only in their Los Angeles store, but in their branches in San Diego, Pomona, Fresno and Long Beach. The Barker Bros. business represents one of the largest phonograph accounts on the Coast. The company is advertising the Vocalion most energetically in several cities in which stores are maintained, using large space and the sort of display that at once commands attention.

Other new Vocalion dealers added to the rolls recently include the Meier C. Frank Co., Portland, Ore., which has opened an elaborate department in charge of Don Peyton, formerly connected with Aeolian Hall; the City of Paris Store, in San Francisco, and Byron Mauzy, in San Francisco and Oakland—in fact the Acolian-Vocalion is steadily growing in favor.

Scare Crow

Ballet Dancer

Dancing Darky

New--High-Class Attractive--Exclusive

Carry the Country by Storm in an Avalanche of Fun

The "Phono-Movies" enliven the fun while playing popular records.

Cleverly designed, brightly colored figures perform laughable stunts that create unbounded merriment.

The "Phono-Movies" are enduring as a mirth-provoking amusement device and every phonograph owner is won over at once by the funny performance of these manikins as they dance to the music of a lively record.

In addition to the three parts that comprise the working device, THREE "Phono-Movie" subjects are included in each outfit.

Operated without attachments of any kind by any disc phonograph and automatically adjusted.

Retail price $1.50

STOCK ON HAND FOR IMMEDIATE DELIVERY

QUICK! Get your sample—Send coupon NOW to

Commercial Art Shop - Covington, Ky.

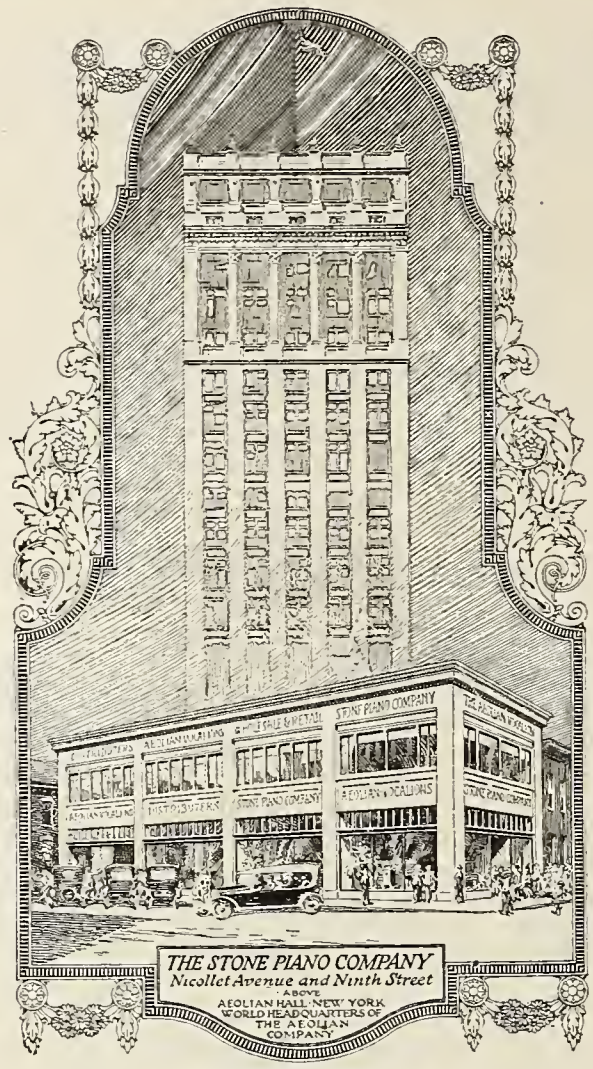
Find enclosed $1.00 for which please send "Phono-Movie" sample outfit complete with three "Movies" and directions, by prepaid parcel post. Also give introductory proposition to

JOBBER
DEALER
AGENT } Indicate which

.....

.....

ASK ANY DEALER ▼



HE'LL TELL YOU ▼

THE NEW ABODE OF

THE AEOLIAN-VOCALION

and

VOCALION LATERAL RECORDS

Will build you the biggest and most profitable phonograph business in your town

The Vocalion will stimulate your business whether it is large or small

Write for interesting facts

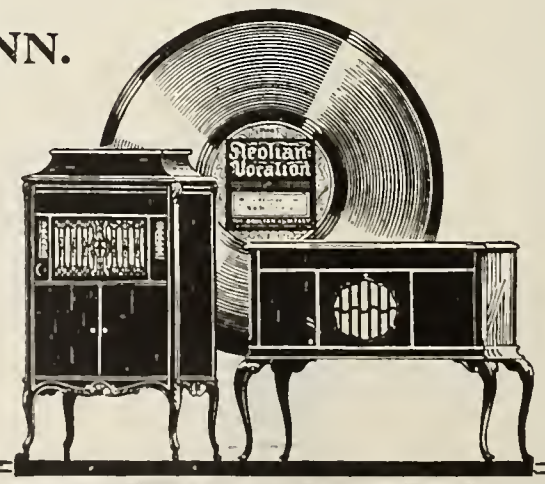
STONE PIANO COMPANY

Distributors

MINNEAPOLIS, MINN. **FARGO, N. D.**

Jobbers of the Celebrated

MELODEE MUSIC ROLLS



Send this for Information

STONE PIANO CO.
Minneapolis, Minn.
Send Vocalion literature and Agency proposition.

Name.....
City.....
State.....

T.M.W.

Not a dry line in Bert Williams' latest song "Save a Little Dram for Me." Hear him, too, in "Lonesome Alimony Blues." It's a worried colored man's advice. It's a winner about a sinner. A-2979.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

SEPTEMBER EDISON ADVERTISING

Signor Friscoe's Clever Act, Which Includes an Edison Tone-Test, Featured in National Magazine Copy for September—Is Well Arranged

The Edison magazine advertising for September features in a most convincing way the big time vaudeville act of Signor Friscoe, the noted xylophonist, in the course of which he gives an actual tone-test with his own Re-Creations on the New Edison.

Signor Friscoe's act has been witnessed by hundreds of thousands of people who comprise audiences in the theatres of the Keith, Orpheum and affiliated circuits, and its novelty has made a strong impression in favor of the New Edison. The featuring of the act through the medium of magazine advertising will not only refresh the memory of these theatregoers but will present the facts to millions of others for the first time.

Edison September Ads Strike New Note

Edison advertisements are being created with a view to getting people into Edison dealers' stores and, in accomplishing this, they have been very successful. With the September advertisement in full swing, dealers are given the opportunity to offer to their customers a phonograph exactly like the one that has held spellbound a half-million vaudeville-goers, a temptation that is expected to convert many prospective purchasers into Edison phonograph owners.

HAS NOVEL ADVERTISING IDEA

Manufacturer Willing to Take Chance on Election to the Extent of Half of Selling Price of His Instruments—Chance for the Politicians

Louisville, Ky., October 4.—Among the recent visitors to our city was a Western talking machine manufacturer who is decidedly a politician, among other things. He is presenting a unique proposal to the members of the trade. Under the plan the retailer will receive from the manufacturer a number of machines sufficient to put the plan over in that particular territory. An advertising campaign will be conducted by the manufacturer and the instruments will be offered to the public on terms of one-half cash with the sale and the other half due when the election of Senator Harding to the Presidency is officially announced. If Governor Cox is elected the unpaid part of the contract is automatically canceled and the buyer becomes the owner of the talking machine.

It is said that the manufacturer agrees to take back all machines not sold by the dealer and pay freight charges both ways. The manufacturer in question claims to have had great success with his plan in the States where sentiment is in favor of Cox. It will be interesting to see how this rather unusual advertising plan works out before election time.

A VISITOR FROM GUATEMALA

President of J. G. Salas & Co. Makes Arrangements for Recording Music of His Native Country in Its Natural Surroundings

Joaquin Garcia Salas, president of J. G. Salas & Co., Guatemala, C. A., the leading talking machine firm of that country, has during the past few weeks been a visitor to this country. While here he completed negotiations with one of the large record manufacturing companies for a complete record manufacturing outfit, which he took back home with him. His company will make many of its own records, particularly those of the music and language of its own people. It has felt quite a demand for such a product and the organization will now be equipped to care for such sales.

F. M. PRESCOTT SAILS FOR EUROPE

F. M. Prescott of Riverdale, N. J., the well-known inventor and specialist in record recording work, sailed for Europe on October 2. Mr. Prescott will be gone for two months, and while primarily his trip is in connection with some work for several European record manufacturers he will in addition look over and make a study of the entire talking machine situation in several of the capitals.

HOPKINS SPEAKS TO AD CLUB

George W. Hopkins, general sales manager of the Columbia Graphophone Co., was one of the principal speakers at the opening of the Fall and Winter season of the Charter Oak Ad Club in Hartford, Conn., on September 22. The topic of his address was advertising.

Every man prides himself on his own judgment. So never say anything against the goods on which the prospect looks with favor, for you will offend his judgment.

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF. *Distributors*

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our ***Superior Service,*** co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street **Memphis, Tenn.**

FEATURES FOREIGN RECORD FIELD

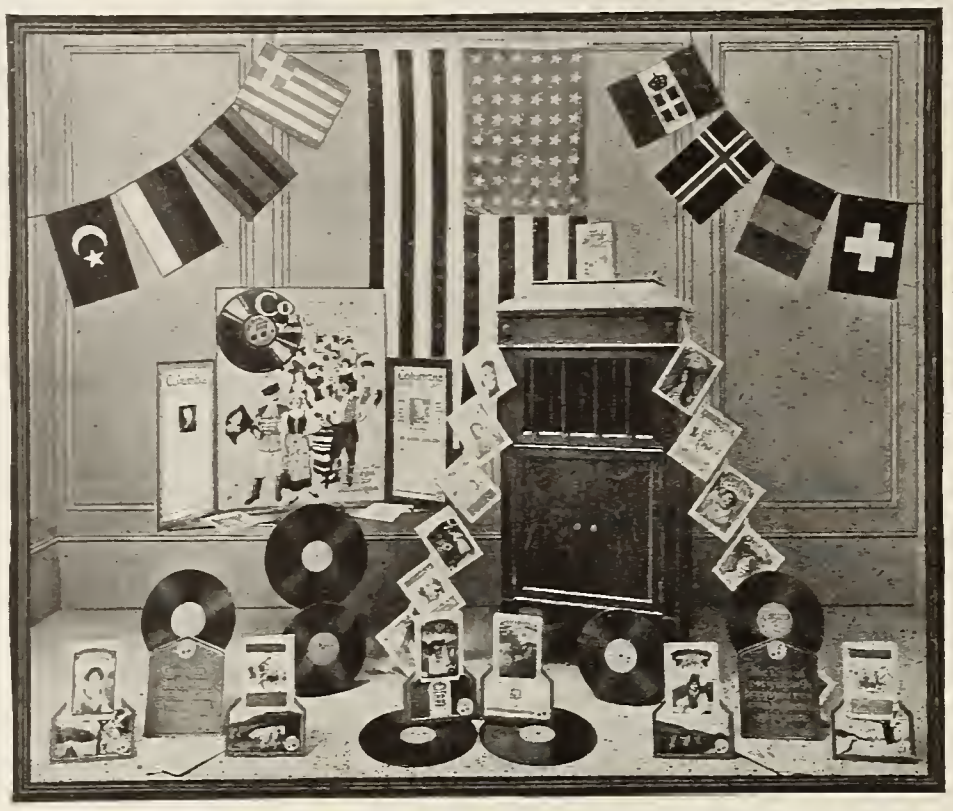
Dealer Service Department of Columbia Co. Prepares Window Display With International Characteristics—Attractively Arranged

Realizing the unlimited sales possibilities in the foreign record field, the Columbia Graphophone Co. during the past few years constantly has expanded its language lists to include the most popular and standard selections of each tongue. Regular monthly releases have been issued which often rival the domestic lists in number and scope.

To-day, not only are Columbia international records issued in a great variety of languages, but each language contains a comprehensive diversity of selections that forms the background for a desirable library in any particular language. The Columbia monthly advertising campaign in behalf of international records extends to more than sixty newspapers in twenty-eight different languages, insuring a constantly growing demand for these records.

In order that all Columbia dealers may take the fullest advantage of their foreign language possibilities, the Dealer Service department of the Columbia Graphophone Co. has designed a window display of international characteristics. This display consists of a large, elaborately illustrated and brilliantly colored centerpiece with two side wings, equipped to display two of the international hearing room hangers which list records of definite languages.

Six small easel-backed cards provide for display of the Columbia catalog in the languages that the dealer wishes to feature. Two effective record holder cut-out announcements that are issued regularly on the first of the month invite the prospective purchaser into the shop to hear the records. All units are lithographed in full colors, mounted on extra heavy cardboard stock and equipped with supporting easels ready for setting up in the window. An instruction sheet giving full details for the arrangements of the display in the window is included with each set.



Columbia International Window Display

TO MAKE MACHINES IN TEXAS

The Dallas Phonograph Co. has been organized in Dallas, Tex., to manufacture talking machines. The company has a plant at 2012 Richardson avenue, Dallas and is incorporated with capital stock of $100,000. The officers are: President, G. S. Maxwell; vice-president, T. M. Cullum, and secretary treasurer, L. A. Crow. The Blue Bonnet Sales Co. has been organized in Dallas to distribute the company's products.

NUSBAUM WITH LYRIC SALES CORP.

S. F. Nusbaum, formerly of the record department of the Independent Talking Machine Co., recently joined the staff of the Lyric Sales Corp., New York, distributors of Lyric records. Mr. Nusbaum has had long experience in the record field and for the past two years has been very closely connected with the trade in New York.

JOINS REMINGTON SALES FORCE

August H. Schulz is the latest addition to the sales staff of the Remington Phonograph Corp., New York. He is a man of wide selling experience, and on his first trip in the interests of the Remington phonograph has succeeded in establishing a number of new exclusive agencies.

NEW VOCALION DEALERS UP-STATE

The Aeolian Co. announces that a number of new retail agencies for the Vocalion and Vocalion records have been established in northern New York State, the new Vocalion dealers including F. R. Schmid, Watertown, N. Y., and Charles M. Tait, Gouverneur, N. Y.

RELIEF AT LAST!!!

No more need for "Loud," "Soft" and "Medium" needles—no more need for changing needles after playing one record

Tonofone

THE NEEDLE WITH THE FLEXIBLE POINT

HAS SOLVED THE PROBLEM

One TONOFONE will play 20 to 50 RECORDS—any disc records ON ANY PHONOGRAPH and reproduce the ORIGINAL TONE PITCH and volume, be it LOUD, MEDIUM, or SOFT.

and

THE POINT being FLEXIBLE and SOFTER than the RECORDS, will neither WEAR NOR INJURE THEM—in fact

THE NEEDLE WEARS — THE RECORDS DON'T

A Very High Authority Writes:

"I have found no needle which transmits the full tone value of the record as does the Tonofone. Its elimination of surface noise and accurate reproduction makes it supreme for demonstrating purposes."

INVESTIGATE

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
110 SOUTH WABASH AVENUE
CHICAGO
PHONE RANDOLPH 2045

NEW FREIGHT RATE ON NEEDLES

Walter S. Gray Arranges for Reduced Rates on Needle Shipments—Will Benefit Dealers

San Francisco, Cal., October 3.—Walter S. Gray of this city, the well-known accessory man, has just been instrumental in arranging for a reduction in freight rates which will benefit the talking machine dealers on the Pacific Coast thousands of dollars yearly.

Last year Mr. Gray, by strenuous efforts, succeeded in getting the transcontinental freight classification reduced from double first class to first class, putting needles in the same class as talking machines. The rate was reduced from $9.25 to $4.62½, and was an important factor in the reduction of needle prices.

This did not quite satisfy Mr. Gray, however, for while it enabled him to supply dealers with needles at lower prices than formerly, it still remained a fact that on local shipments, both on the Pacific Coast and the balance of the country, needles were given double first-class rating. In other words, needles cost just twice as much freight as the same weight of talking machines, records or talking machine parts. Mr. Gray believed that this ruling was illogical and unfair, and with characteristic persistence kept working on the job with the result that supplement No. 7 issued by the Western Classification Committee rules that all shipments of talking machine needles moving locally will be rated at one-half of the previous rate.

VOCALION AGENCIES IN FAR WEST

Among the many new Aeolian-Vocalion agencies established along the Pacific Coast by the Aeolian Co. of California are included the Hauschildt Music Co., Sacramento, Cal.; the S. Sweet Co., Visalia, Cal.; Tuper & Reed, Berkeley, Cal., and the Pierce Piano Co., Eureka, Cal. All these concerns already have, or will establish, special departments in which to feature the Vocalion.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

LONG CABINETS IN NEW YORK

Geo. A. Long Cabinet Co. Has Attractive Exhibit at New York Furniture Exposition—H. C. Naill in Charge of Display

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long record and player roll cabinets, is maintaining an attractive exhibit at the New York Furniture Exposition, 45 West Eighteenth street, New York, which opened a few days ago, and which will continue up to October 23. H. C. Naill is in attendance at the exhibit, and inquiries have been received which indicate that many out of town dealers will place large orders for Long cabinets during the course of the exposition.

The company is occupying space No. 216 at this exposition and a complete line of cabinets is on display. Mr. Naill states that the demand for Long cabinets has increased steadily during the last few months, and the company has left nothing undone to extend maximum co-operation to the dealers. The coming Winter promises to bring a most active demand for record cabinets, and the Geo. A. Long Cabinet Co. is in a splendid position to handle the requirements of the trade, which is finding many uses for its product.

THREE POPULAR TRADE MEMBERS

The accompanying photograph may be included in the aftermath of the Talking Machine Men's outing at Rye Beach a few weeks ago. Every member of the trio shown herewith is well known in the New York trade, and they all thoroughly enjoyed the dealers' outing.

"Joe" Mayers, successful Victor dealer, has for several years been an active member of the

Joe Mayers, "Ollie" Graffen, Irwin Kurtz

Talking Machine Men, Inc., and worked indefatigably to make the recent outing a success. "Ollie" Graffen, of the local Columbia wholesale organization, is one of the veterans of the trade, and numbers among his friends all of the dealers in the metropolitan territory. Irwin Kurtz, hardly needs any introduction to our readers, for he is a foremost figure in all movements pertaining to the betterment of the industry. Moreover, he is prominent in civic and industrial affairs in the uptown residential district.

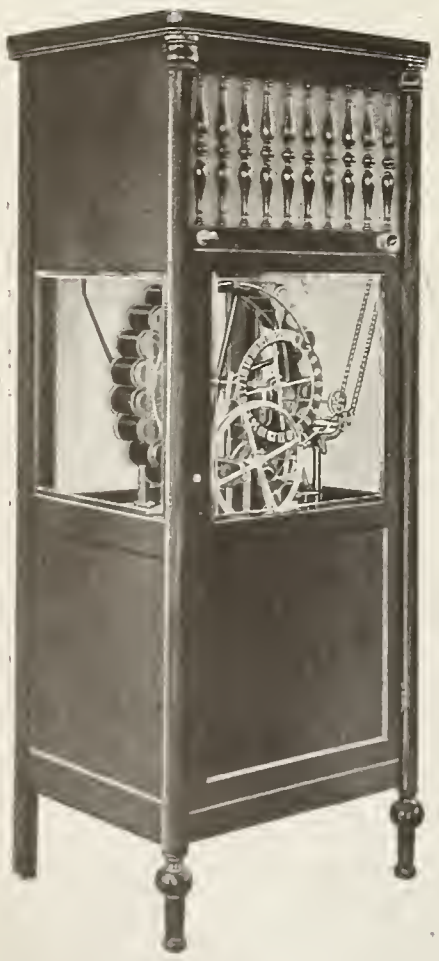
CHANGES IN REPRESENTATIVES

A. A. Loeffler has recently been appointed by the Doehler Die-Casting Co. as its Detroit representative, succeeding F. C. Seeger, who will now represent the company on the Pacific Coast, with headquarters in San Francisco.

NEW QUARTERS IN WORCESTER

The phonograph and record business of W. A. Burbank, of Worcester, Mass., has been moved to 23 Pearl street, that city, where it will be conducted under the name of the Musical Supply Co. The company carries several makes of talking machines and accessories, together with Pathé, Gennett and Emerson records.

Coin-Operated Electric Phonographs



Earn Big Profits

Thousands of public places, amusement halls, etc., need coin-operated machines.

Are you able to fill this demand?

Territory is now being assigned to progressive dealers and operators.

Electric Phonograph Co., Kalamazoo, Mich.

ROTTEN STONE

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

KEYSTONE MINERALS CO.

41 Union Square, New York City

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

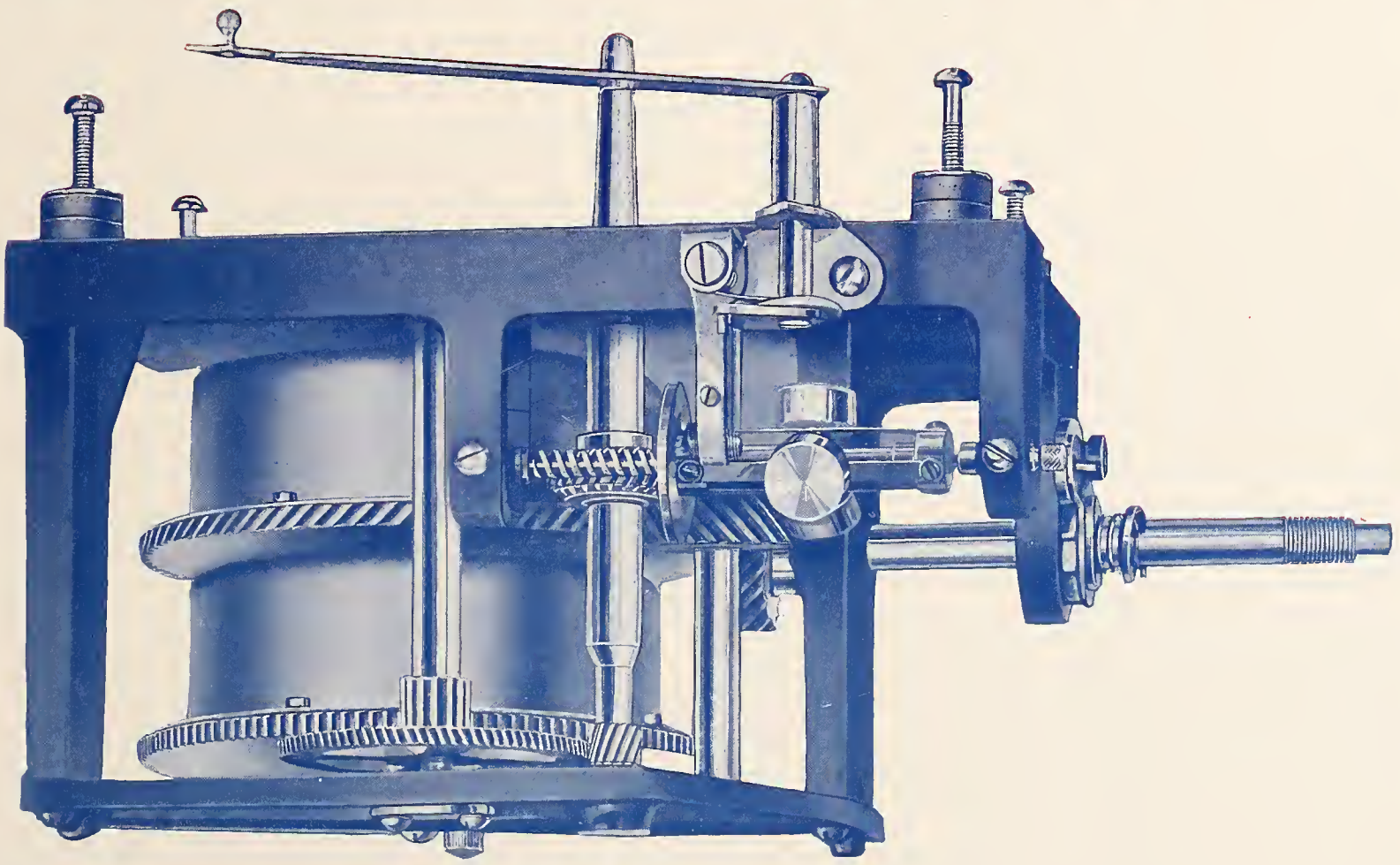
FACTORIES :— NEWARK, N. J. ELYRIA, O.

PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO LONDON, ENG.

The Sensation of the Trade!

OKEH MOTOR with the OKEH PLUSH TURNTABLE



OKEH MOTOR No. 44

THE PERFECT PHONOGRAPH MOTOR

Silent Winding ∴ Silent Running

Ready for Delivery *Order Now*

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES :— NEWARK, N. J. ELYRIA, O.

PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO LONDON, ENG.

HOLD ELABORATE FORMAL OPENING

Concert and Banquet Features of the Dedication of the New Victor Store of Baim Bros. & Friedberg, in Brooklyn, N. Y.

At the formal opening of the new store of Baim Bros. & Friedberg, at 1430 St. John's place, Brooklyn, held on September 25, and referred to elsewhere in The World this month, the concert at which Monroe Silver, the clever monologist, and the All-Star Trio was featured, attracted a crowd that packed the store throughout the evening.

After the concert a number of special guests were entertained at a banquet at Reiser's, those present including: Louis Baim, J. J. Davin, B. Baim, H. A. Brennan, Otto Goldsmith, Harold I. Sherman, David Friedberg, Annie Baim, A. Rothwein, M. Baim, Jose C. Ehrlich, Anna Friedberg, Helen Moskowitz, Blanche Eklund, Anna Bushneal, Nathaniel Friedberg, William Koch, Ruth Baim, Gertrude Blitzer, Elizabeth Warters, Belle Nadler, Ph.D., Irving Feinson, V. D., Irving Epstein, Van Epps Trio, Monroe Silver, Nellie Chisholm, Jacob L. Rothwein, William Blanck, Moe Baim, Max Schubert and Fred Schlich. In addition to the New St. John's place store, Baim Bros. & Friedberg also operate stores at 1525 and at 1658 Pitkin avenue, Brooklyn.

WIN FIRST PRIZES AT STATE FAIR

The Serenado Mfg. Co., Cedar Rapids, Ia., was advised recently by its dealer at Marion, Ia., C. L. Cline, that he had been awarded the blue ribbon at the county fair held in that city. Mr. Cline is closing an excellent business with the Serenado line and his display at this fair produced numerous sales in addition to the names of active prospects.

Karl Fisk, Serenado dealer at West Union, Ia., recently displayed the line at the Fayette County Fair held in that city and the display proved very successful. This fair is considered the largest fair in the State of Iowa outside of the State fair at Des Moines, and Mr. Fisk was doubly pleased with his display because of the fact that the Serenado was awarded the blue ribbon.

SEABURG MFG. CO.'S NEW PLANT

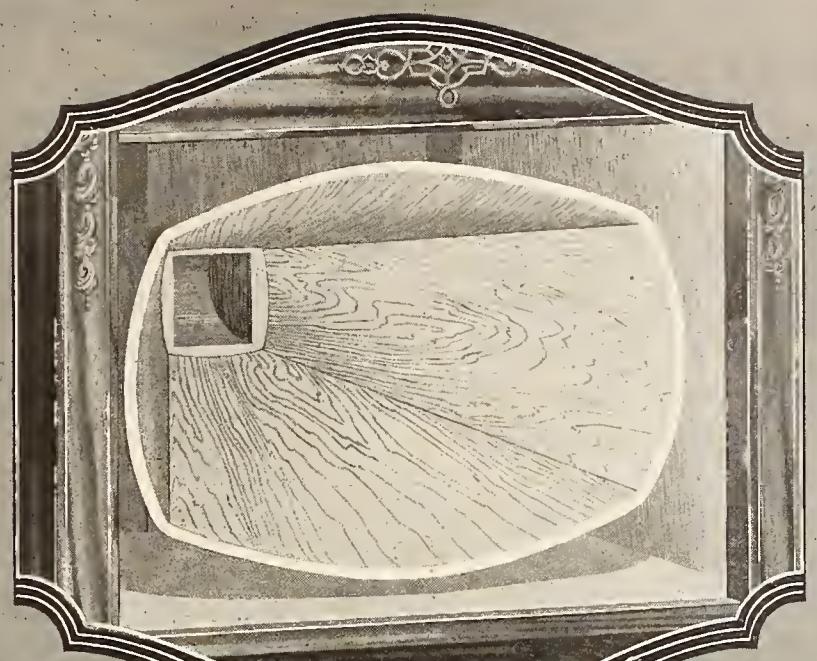
Jamestown, N. Y., October 5.—The Seaburg Mfg. Co. of this city, manufacturer of the Librola talking machine, is now settled in its new plant where it has ample facilities to handle the requirements of its dealers. The demand for this instrument has steadily increased, and in its new plant the Seaburg Mfg. Co. will be in a position to co-operate with the dealers to the fullest extent. At the present time the company is working on several new period models, which will be constructed similar to the No. 250 Queen Anne model that has proven such a popular seller. These models will soon be ready for the trade, and will be welcome additions to the Librola line.

They were looking down into the depths of the Grand Canyon.

"Do you know," asked the guide, "that it took millions and millions of years for this great abyss to be carved out?"

"Well, well!" ejaculated the traveler, "I never knew this was a Government job."

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

The PHONOGRAPH with the GOLDEN VOICE

THERE is no other phonograph in which so much care and attention is taken to get the tonal chamber right

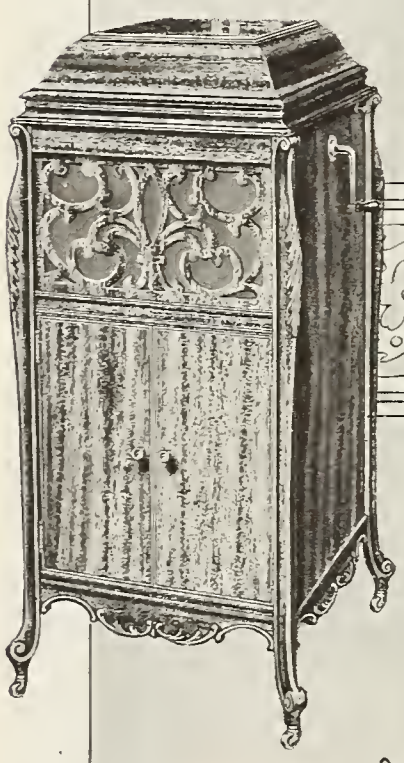
—therefore, there is no phonograph that can compete with Harponola for full-throated tone and faithful reproduction of every note at its exact musical value.

Remove Harponola's grille and note the alluringly beautiful finish of the ideally resonant horn of golden spruce.

This is merely one detail of Harponola superiority. Only one reason why this is the phonograph for you to use in building a bigger business.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

Write for our special proposition on Harponola Phonographs and OkeH Records.



THE Mandel PHONOGRAPH
MANDEL MFG. CO. CHICAGO, ILL.
TRADE MARK REG.

Put Your Efforts Behind this Line

Merit always wins. Merit alone has given the MANDEL line a dominating place in the phonograph field.

The MANDEL Phonograph is not made just to sell. It is built to satisfy the ultimate owner—built to perform efficiently, and to give the pleasure and satisfaction that the owner has a right to expect.

The MANDEL Phonograph is not merely assembled. Each component part is made in the MANDEL factory for the MANDEL Phonograph. Each operation is supervised by an expert in his line. And the result is a phonograph that embodies the best principles known in modern talking machine construction.

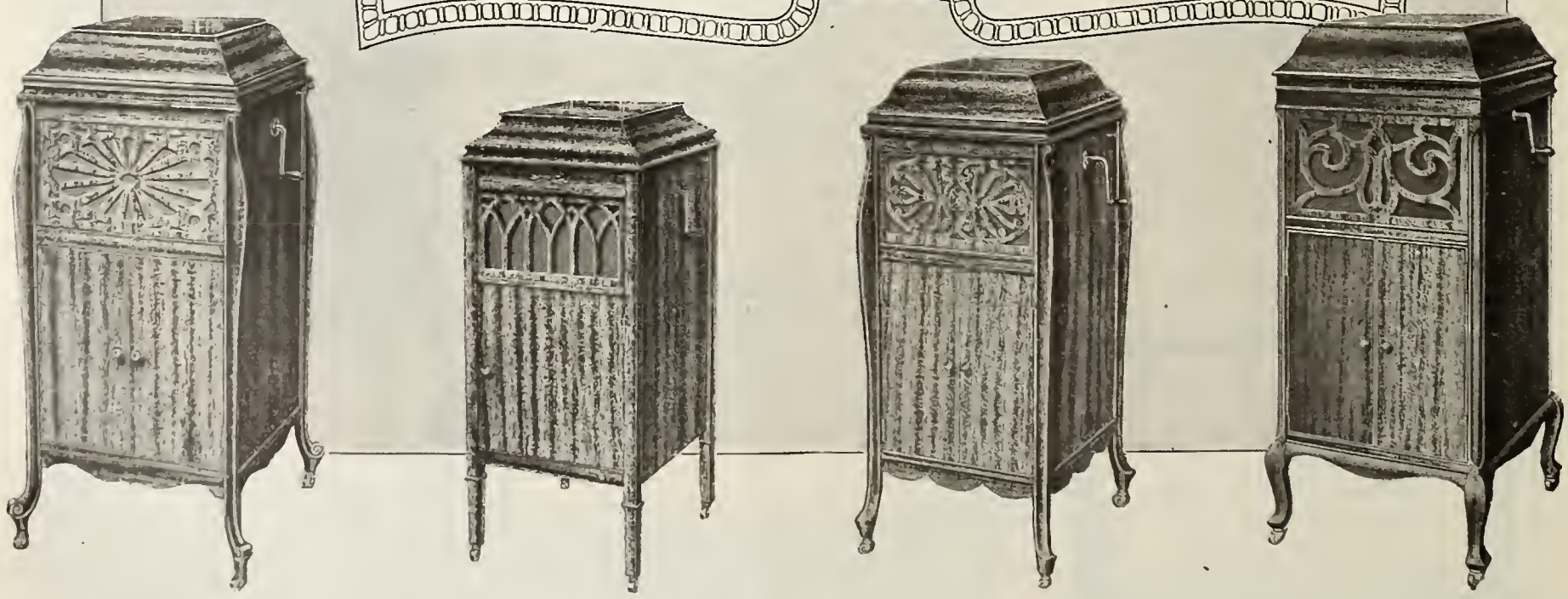
Dealers and Jobbers who are seeking larger fields will find it to their interest to investigate the MANDEL Line of high grade instruments.

Put your efforts behind this line. It will earn big money for you because it will earn the good will of your customers.

Write to-day!

Mandel Manufacturing Company

501-511 South Laflin Street **Chicago, Ill.**



REAL REPAIR SERVICE FOR DEALERS

Stewart Talking Machine Co., Indianapolis, Operates Fleet of Repair Cars, Each Car in Charge of a Competent Mechanician

Indianapolis, Ind., October 2.—The repair service department of the Stewart Talking Machine Co., which has already been referred to in these columns, has developed into a most important feature of the company's business, and the Victor dealers in this territory are taking full advantage of the service that is thus offered to them.

Two service cars and a truck are continuously at the command of the seven Victor dealers in Indianapolis and each car is operated by a man who is capable of making any sort of a Victrola repair, being thoroughly schooled in the most difficult kind of work.

Stewart Co.'s Service Cars for Facilitating Repair Work

When a Victor dealer gets a call from one of his customers asking for the oiling of a motor or the repairing of a broken cabinet he calls the Stewart Service department immediately. A repairman is dispatched to answer the call, performing the service at actual cost, which is far beneath that which would have to be paid to any other organization of mechanics. It means, virtually, equipping every Victor dealer in the city with a competent repair department without the expense and annoyance of creating such a department in each retail store.

Each service car is equipped with a work bench, electric light and tools for any kind of work that may be required. The zone map of the city is divided for each dealer so that at a glance he can determine the cost of ordering a Stewart Service truck to any section of his local territory.

CONTESTS ELECTION OWING TO JAZZ

Houston, Tex., September 30.—Jazz is an "undue influence" in a well-ordered primary election, thinks Ira C. Matthews, of Goose Creek, defeated by John S. Martin of the same town for County Commissioner in the election recently.

Matthews has filed a contest asking that the nomination of Martin be declared annulled by the District Court. His principal complaint is that Martin stationed a negro jazz band within less than 100 feet of the polling place in Goose Creek and conducted an all-day vaudeville show for the delectation of voters. It was the Goose Creek box that gave Martin his victory.

BELL HOOD NEEDLE DEMAND GROWS

New Haven, Conn., October 1.—The Bell Hood Needle Co., of this city, reports the demand for the Bell Hood semi-permanent needle continuing strongly from all sections of the country, with perhaps the heaviest demand coming from its representatives in the West and Middle West. A campaign on these semi-permanent needles was inaugurated several months ago, which has met with very favorable results.

M. Steinert & Sons Co. have featured a window display of these needles in their Church street warerooms for several weeks past. The sales records show that the demand for Bell Hood needles is phenomenal.

MAGNAVOX FOR BYRON MAUZY

San Francisco House Takes Agency for Sound Amplifying Device Which Has Attracted Attention at Public Ceremonies Recently

San Francisco, Cal., October 4.—Byron Mauzy has taken the agency for the Magnavox, or the Great Distance Telemegafone which has materialized the dreams of the imaginative writers. The Magnavox instruments will pick up music, voice or any other desired sound and fling it forth in practically limitless volume. It is not a new and untried instrument, having been used successfully by some of the most prominent men and women of the world. President Wilson, facing a vast outdoor audience in the huge stadium in San Diego, with Magnavox Telemegafones, easily spoke to 50,000 people on September 19, 1919. This gathering of 50,000 was by far the largest number of people ever brought within actual hearing range of a single human voice. In the month of April, 1920, the Prince of Wales, during his stay in California, duplicated the President Wilson performance and 30,000 people enjoyed listening to the Prince's words. As a matter of record a vastly larger crowd could have heard both the President and the Prince of Wales, for the audible distance was more than half a mile from where they stood and spoke. The Magnavox is destined to play an important role in the affairs of mankind in time to come and it is already ranked with the greatest inventions of all time. By aid of this instrument and a hundred-foot cable, Byron Mauzy is playing the record "Whispering" inside the store and having it reproduced on the street for the benefit of the public.

AN OKLAHOMA INCORPORATION

The Oklahoma Phonograph Co., Oklahoma City, Okla, has been incorporated with a capital of $25,000. The incorporators are A. H. Smith, S. L. Harris and J. R. Spielman.

NYOIL FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in Americea.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.

JOINS S. B. DAVEGA SALES STAFF

A recent addition to the sales staff of the S. B. Davega Co., Victor dealer, at 125 West 125th street, New York, is Miss Dorothy Birns, niece of Sol. Birns, the well-known New York dealer. Miss Birns has had several years' experience in the retail field, and is considered one of the most successful members of the local retail trade. She is thoroughly familiar with the Victor field and is a valuable adjunct to the Davega sales organization. The picture shows her with one of her best friends.

Miss Dorothy Birns

The Vero Graf Talking Machine Co., Inc., New York, filed a petition of voluntary dissolution at Albany.

HENRY BURR

ALBERT CAMPBELL

JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers
Bookings now for season 1920-1921
Sample program and particulars upon request
P. W. SIMON, Manager
1514 Broadway New York City

FRANK CROXTON

MONROE SILVER

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

BILLY MURRAY

FRED VAN EPS

FRANK BANTA

Columbia Records Grafonola

Hear Florence Macbeth's coloratura cadenza in "Villanelle" and Gounod's operatic aria "The Waltz Song" from Romeo et Juliette. Get ready for the calls. A-6163.

Columbia Graphophone Co.
NEW YORK

OCCUPY REMODELED QUARTERS

Snyder Piano Co. Now Operates a Most Attractive Aeolian-Vocalion Department

New Castle, Pa., October 2.—The Snyder Piano Co., this city, are now settled in their handsomely remodeled quarters in the Opera House Building on Mercer street, where they have excellent fa-

Aeolian-Vocalion Department of the Snyder Piano Co., New Castle, Pa.

cilities for handling their steadily increasing business.

The store was opened on September 1 of last year, and met with such success that last Spring it was necessary to rent the adjoining storeroom. The basement of the original store was remodeled and fitted up in handsome shape to house the Aeolian-Vocalion department, which is under the management of Mrs. Snyder, who formerly was connected with the W. F. Frederick Piano Co. in Pittsburgh, and most recently had charge of the talking machine department of the McMahon Piano Co. at Youngstown, O. Mr. Snyder was also connected with the W. F. Frederick Piano Co. and the McMahon Piano Co.

The Snyder Co. has had particular success with the Vocalion, which is featured in a big way.

FOLLOWING THE DOCTOR'S ORDERS

Speaking of jazz music which without doubt has a strong appeal to the American public, a writer in Along Broadway, tells of a doctor in New York who believes it helps keep his waiting patients cheerful. This physician said:

"I've watched the crowds in my waiting room and it is most remarkable how music affects them. I've seen ten or a dozen people sitting in the room all staring at the floor or out of the window and getting more morose every minute, when suddenly my daughters would start singing and playing. Almost immediately the atmosphere of the waiting room changes from gloom to joy. My daughters are instructed to play only the latest airs, the jazzier the better.

SEND SPEECHES BY RADIO PHONE

Forty-two Cities Will Hear Addresses Given by Engineers at Anniversary Celebration

Transmission of set speeches simultaneously by radio telephone to forty-two widely scattered cities will be attempted on November 5, when State branches of the American Society of Mechanical Engineers meet to celebrate the fortieth anniversary of the founding of the organization. Electrical and mechanical engineers have informed the executive committee of the society that the science of wireless telephony has progressed so rapidly in the last year that the feat will be entirely feasible.

The speeches will be scattered through the air from Boston on the Atlantic to San Francisco on the Pacific and two-score of intervening cities. Professor H. V. Bozell is aiding in the plans for the feat, and negotiations have progressed favorably for the use of the two great Government radio stations at Arlington and Fort Leavenworth.

Among the speakers whose remarks will be sent by radio telephone are Herbert Hoover, president of the American Institute of Mining and Metallurgical Engineers; Arthur P. Davis, president of the American Society of Civil Engineers and chief engineer of the United States Reclamation Service; Arthur W. Berresford, head of the American Institute of Electrical Engineers, and Fred J. Miller, president of the Mechanical Engineers.

TAKES ON AEOLIAN-VOCALION LINE

Announcement has been made by the Paul, Pickerill Music Co., Evansville, Ind., of the taking over of the interests of C. A. Paul, who is no longer connected with this firm. The present quarters of the company are being remodeled to make room for the increase of business incident to the taking on of the Aeolian-Vocalion line.

Emerson Records

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

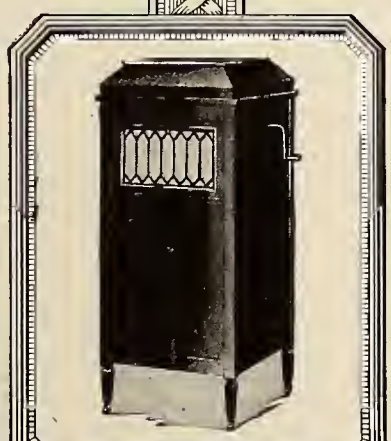
CARPENTER PAPER COMPANY
OMAHA *Distributors* NEBRASKA

STEGER

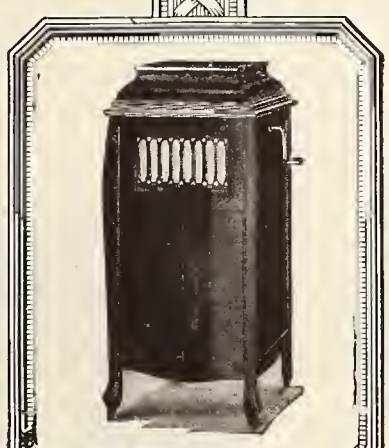
The finest reproducing phonograph in the world

Model 506 - $295.00

Model 502 - $145.00


Model 503 - $165.00

Model 505 - $220.00


Model 504 - $200.00

Model 501 - $115.00

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

It is an exquisite adornment of the home —and more. It is the soul of music.

The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone-arm and tone-chamber, triumphs of human ingenuity and skill.

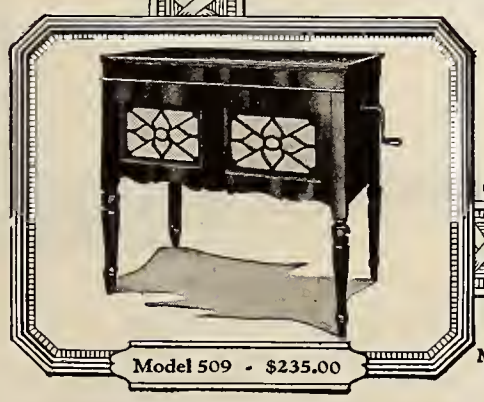
Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

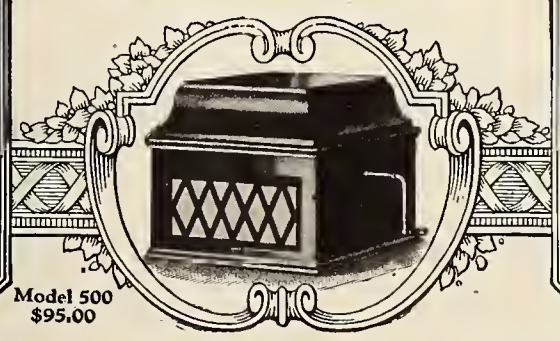
You can make it a big asset of your business because of the quick turn-over —and because we can ship at once upon receipt of order.

Desirable territory open. Write for the Steger proposition today.

STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill.

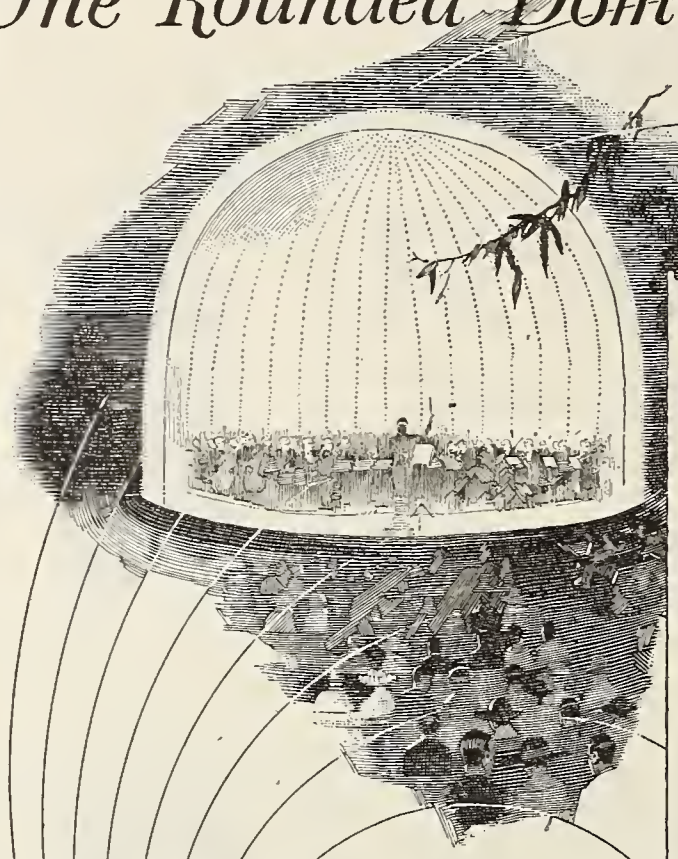

Model 509 - $235.00


Model 500 $95.00

Model 510 - $290.00

THE SATURDAY EVENING POST

The Rounded Dome of the Band "Shell"—Why?



NEXT TIME you hear an open-air concert, note particularly the band "shell"—its concave, rounded dome—the sweeping, circular lines of its back wall.

Never straight, never angular, never flat—always *curving*, always *rounded*, always *circular*.

Have you ever wondered why?

The reason is scientific—involving the troublesome problem of outdoor acoustics.*

If the lines of the band "shell" were straight, plane, right-angled, the music would reach the ears of the favored few—that part of the audience seated nearest the stage. The enjoyment of those farther off would be materially lessened.

By curving the walls and ceiling of the band "shell", the music is amplified. Reflex sounds are eliminated. The music is sent out to the hearers in a smooth, steady stream—not gathered together and flung at them in a confused, echo-y heap.

The proven principle of the curving, rounded band "shell" is the principle of the curving, rounded Emerson Music Master Horn.

Every Emerson Phonograph delivers full, round, voluminous tone, because every Emerson Phonograph is equipped with the Emerson Music Master Horn. And the Emerson Music Master Horn is fashioned of seasoned, kiln-dried, rounded, vibrant spruce,—solid spruce, not veneered.

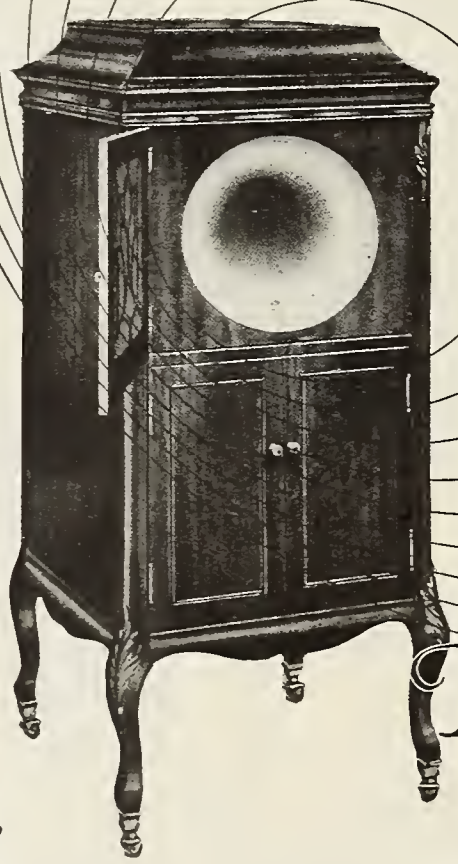
Hear the Emerson Phonograph. Note how pure and clear the tone is—how full and *round*. Notice the absence of annoying echoes—the smooth, *round* quality of each note which flows from the round, flaring, trumpet-like mouth of the Emerson Music Master Horn.

*Elementary Treatise on Physics *(Ganot)* Pages 194-5.

The full line of Emerson Phonographs is shown and described in our loose-leaf catalog, a copy of which will be sent you, on request. In it is explained briefly the natural principle underlying the Emerson Music Master Horn.

EMERSON PHONOGRAPH CO., INC.
NEW YORK, 206 Fifth Ave. CHICAGO, 315 So. Wabash Ave.

Makers of
Standard Emerson 10-inch Gold Seal Records



EMERSON
Phonograph
Standard Model 20
Mahogany
Golden Oak
Fumed Oak
with Emerson Music Master Horn; Emerson Thrush-Throat Universal Tone Arm; Emerson True Tone Reproducer; Emerson Special Gold-Edge Clamp-Ring Turn Table; Emerson New Style Patented 21st Century Filing System; Emerson Perfect Tone Control; Emerson Flush Motorboard.
Other Emerson Models, with Emerson Music Master Horn, $80 to $1,000.

Emerson Records and Phonographs

The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

In the Saturday Evening Post

ISSUE OF OCTOBER 16th

this Emerson advertisement will occupy a full page. It's an ad that calls attention to itself. Queer *picture*, to *begin* with! A band-"shell"! What's a band-"shell," anyhow? Let's find out—maybe it tells in the ad. Presto—first thing you know he (or she) is half-way through the copy and has been reminded that the Emerson Music Master Horn is *round*, because round tone is only possible with a horn shaped round, like a trumpet. With a couple of million people making that discovery at about the same time, something interesting is surely going to happen. It's *got* to!

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT

RIVERDALE, N. J.

Phone
No. 2 Pompton Lakes
N. J.

Telegrams
Prescott, Pompton Lakes
N. J.

DEMAND KEEPING UP IN THE SOUTH

Retailers in Atlanta District Report That Sales Are Keeping Up Well and on Good Terms, Despite Unfavorable Crop Conditions—Those Who Are Active at Present in the Field

ATLANTA, GA., October 5.—Despite the somewhat unfavorable conditions existing in the South at present following the slump in the price of cotton, unseasonable weather for crops and other troubles, the talking machine trade in this city report a continued satisfactory business in talking machines and records.

The Delpheon Shop through Mr. Wilson, firm partner, states that business in Columbia Grafonolas and records is continuing in quite a satisfactory volume. First payments on lease contracts are good, the cash record business is larger than a year ago, and this house is benefiting by a stock ninety per cent complete being carried by the local Columbia wholesale branch in records. The supply of Columbia Grafonolas is adequate at present for all requirements. This firm stands among the first two or three in volume of record sales in the city, and is active, aggressive and growing.

The Carroll Furniture Co., Brunswick dealers, through E. E. Thornton, department manager, reports that it has done the largest single month's business in its Brunswick department this year, and there were during the month four days larger than any similar period in the year. This company is using considerable space in the local papers and the talking machine department is benefiting thereby. An enthusiastic reception on the part of the public is apparent for the Brunswick, and sales of the models from $250 up are running in greater proportion than is usual. This firm expects to remodel its entire furniture store in the immediate future and a new, up-to-date talking machine department will be installed.

Phonographs, Inc., Edison jobbers, and owners of the Edison Shop, are understood to be doing an excellent business. The Edison is firmly established in the opinion of the people, and the output of the New Edison is reaching into new figures.

The Phillips & Crew Piano Co., the oldest Victor dealer in Georgia, now operates three stores in Atlanta, Savannah and Greenville, S. C. Its business is in excellent condition and it is growing and progressing with the growth of the South. It was written in this column recently that the Phillips & Crew Co. sold the Victor line in its Greenville, S. C., store. This was an error, as its store at that place handles the Columbia Grafonola and Columbia records.

The Southern Emerson Co., concerning whom articles have appeared in this column before, is actively soliciting new accounts in the State of Georgia, and recently had a full-page advertisement grouped about its various dealers in this vicinity. It is understood that it will as rapidly as possible develop other Southern States, and hopes to begin delivery of the Emerson phonograph about October 15. The record plant of this company here will be in operation in the near future.

The Brunswick, Victor, Columbia, Edison, Sonora, Pathé, Steger, Paramount and the Emerson record jobbers or distributors are all busy receiving and delivering merchandise for the Fall and holiday trade.

JOHN G. CORLEY RECOVERING

Word comes from Richmond, Va., that John G. Corley, head of the Corley Co., that city, and past president of the National Association of Music Merchants, is slowly recovering from a serious illness, from which he suffered for about three weeks, and is now considered out of danger.

The name of the Invicta Phonograph & Record Co., New York, has been changed to the Standard Phonograph Co., and the capital stock of the company increased from $600,000 to $3,000,000.

BLANDIN

As pianos and violins vary in tone ability, so do phonographs. The reproducing ability of the Blandin Phonograph is controlled by its sound chambers. You will understand why it is advancing to a leadership when you hear a piano, violin or voice reproduced on this instrument.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

TO OCCUPY LARGER QUARTERS

The Columbia Mantel Co., manufacturer of the Recordion talking machine, will occupy new and larger quarters at the corner of Powers street and Graham avenue, Brooklyn, on or about November 1 of this year. The new location is only several blocks distant from the former factory of the company. At the executive offices of the Columbia Mantel Co. it was stated that the increasing demand for Recordions made this change necessary. The new plant is entirely up-to-date in every way and will contribute materially towards the highest class of workmanship. It is stated that the management of the company will remain the same, with W. A. Andresen, president, and C. H. Gudegast, secretary.

CABLE ADDRESS REG'D "FILASSE—PHILA."

THE ARK OF

LONG DISTANCE 'PHONE BARING 535

ANY {Size, Quantity, Quality} SERVICE AND SATISFACTION {Quotation, Delivery, Product} RIGHT

Phonographically Speaking They Talk For Themselves

IMICO MICA DIAPHRAGMS

WE WILL BE MOST HAPPY TO HAVE ONE OF OUR REPRESENTATIVES, WHO ARE ALL PRACTICAL REPRODUCTION EXPERTS, CALL ON YOU WHEN NEXT IN YOUR CITY TO DISCUSS YOUR SOUND BOX PROBLEMS WITH YOU, UPON RECEIPT OF YOUR REQUEST SO TO DO. WE ARE "MORE THAN MERELY SELLERS."

IMICO MICA PRODUCTS

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA., U.S.A.

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

REPRESENTATIVE MONTREAL, CANADA.

WALTER S. GRAY, SAN FRANCISCO, CAL.

REPRESENTATIVE CHICAGO, ILLINOIS.

EXECUTIVE DEPT., 1228 FILBERT ST., PHILADELPHIA, PA.

OUR VERY ADEQUATE AND EXTENSIVE MINING AND MANUFACTURING FACILITIES ARE EQUALLY AT YOUR DISPOSAL. KINDLY FAVOR US WITH THE OPPORTUNITY TO FURTHER ILLUSTRATE THE NECESSARY SUPERIORITY OF IMICO PRODUCTS AND QUOTATIONS, WHICH HAS MADE IT POSSIBLE TO SUPPLY IMICO PRODUCTS TO PRACTICALLY ALL OF THE LARGER TALKING MACHINE AND ELECTRICAL MANUFACTURERS. REMEMBER THE "RUSH"—BE PREPARED THIS TIME. RITE—RITE NOW AND ELIMINATE YOUR DIAPHRAGM DIFFICULTIES. JAMES A. CRABTREE, PRESIDENT OF OUR COMPANY, WILL SHORTLY RETURN FROM EUROPE WITH A WEALTH OF INFORMATION CONCERNING THE TALKING MACHINE INDUSTRY ABROAD, WHICH INFORMATION WE SHALL BE PLEASED TO PLACE AT THE DISPOSAL OF THE INDUSTRY HERE.

"IMICO" and "SERVICE" are SYNONYMOUS

RESULTFUL CONFERENCE OF VICTOR CO. TRAVELERS

Full Week Given Over to Meetings of the Staff of the Victor Co. Traveling Department at Headquarters in Camden—Enthusiasm Over Increased Facilities of Great Plant

PHILADELPHIA, PA., October 4.—During the early part of September the Victory factory at Camden entertained the entire personnel of the traveling department of the Victor Co. and every day of the week was filled to the brim with good times for everyone. The conferences took up the entire week, the sessions covering a greater period of time than ever before in order that the great strides in the production of the Victor product might be fully realized and appreciated by all the travelers. Daily business sessions were held in the Administration Building at Camden, N. J., and a noticeable feature of these gatherings was the spirit of good-fellowship evidenced on all sides. Many visitors took occasion to comment favorably on this opportunity to get better acquainted with their co-workers and the business sessions proved beyond any doubt that the whole number of Victor workers was welded together toward a common end.

The first day of the week was spent in a tour of inspection of the plant and the vast resources of the storehouses. It was on this trip that the real evidences of the growth of the Victor Talking Machine Co. in the past year were brought home to the visitors with striking force. To see before them the results of one day's factory production made a distinct impression and told truths in a clearer way than hours of narrative could have done. The vast lumber yard, where is stored more than $7,000,000 worth of lumber for the Victor cabinets, was a source of interest to all the visitors who were piloted through the many paths by E. E. Schumaker, one of the directors of the Victor Co. and supervisor of purchases. He explained the policy of the Victor Co. in holding such quantities of raw material in reserve in order that the output of Victrolas might not be interrupted by fluctuations in the market and in the sources of supply. Uncertainty in both transportation and supply these days makes huge reserves necessary, he pointed out.

On each day of the week the travelers were assembled to hear talks by officials of the company outlining new or established policies, and by heads of the various departments who spoke in an inspiring manner about their work, explaining the duty of every Victor man to maintain the standard set by the slogan of "Victor Supremacy." As a result of these daily meetings the travelers felt ready to carry out new and more intensive plans for the coming year's work in every part of the country.

While business was much in evidence, fun was by no means forgotten and the travelers had ample opportunity to indulge in their favorite sports. On Wednesday afternoon a large gallery followed the golf tournament held on the links at Cobb's Creek Park, Philadelphia. The winner of first honors was C. Lloyd Egner, who displayed remarkable form and even negotiated the difficult fourth hole in two. Following the tournament dinner was served in the club house and this in turn was followed by a theatre party to see the popular Geo. M. Cohan musical comedy, "Mary," which is winning laurels for itself on its devious way to Broadway.

The Victor Co. tendered its guests a dinner on Friday evening at the Bellevue-Stratford Hotel. The affair took place in the North Garden on the roof of the hotel and was preceded by an informal reception held by Ralph L. Freeman, director of distribution. Mr. Freeman discussed with the travelers the problems of his department and outlined the plans by which the company hopes to increase the efficiency of the distributing machinery.

Musical entertainment was furnished by several of the popular Victor artists, among them being Billy Murray, Ralph Bingham and others. The travelers themselves were not to be outdone by their professional friends and several volunteers did their stunts and brought forth loud applause from their friendly audience.

At the close of the week of activity and pleasure a hearty vote of thanks was given to Traveling Department Manager Harry A. Beach and his assistants, C. Lloyd Egner, W. G. Garlan and W. E. Witham.

MADE DISPLAY AT COUNTY FAIR

J. H. Mitchell had an elaborate display of Pathé phonographs and records at the fair held in Hornell, N. Y., recently.

CABINETS WITH OR WITHOUT EQUIPMENT

WE CAN SHIP IMMEDIATELY LARGE or SMALL QUANTITIES

These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted

For Descriptive Matter Address

FUEHR & STEMMER PIANO CO., 2701 So. Wells St., Chicago

OKeh Records

To Hear is To Buy!

Mamie Smith

Singer of

"BLUES"

The music of so new a flavor

Exclusive OKeh Artist

4113 10-in. $1.00	THAT THING CALLED LOVE	Mamie Smith with Orchestra
	YOU CAN'T KEEP A GOOD MAN DOWN .	Mamie Smith with Orchestra
4169 10-in. $1.00	CRAZY BLUES—Popular "Blues" Song .	Mamie Smith and Her Jazz Hounds
	IT'S RIGHT HERE FOR YOU (If You Don't Get It—'Taint No Fault O'Mine)	Mamie Smith and Her Jazz Hounds

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

WINDOW DISPLAY FEATURING TWELFTH OKEH BULLETIN

The accompanying illustration features the window display prepared by Einson Litho, Inc., in connection with the twelfth bulletin of Okeh records, which the General Phonograph Corp. is now sending to its dealers. This display features new standard Okeh records, including renditions of famous old melodies that will always retain their popularity. The color scheme is a medley of attractive designs that will show up to advantage in the dealer's window. Einson Litho, Inc., has prepared a series of exceptionally attractive displays for Okeh records that are being used generally by Okeh dealers everywhere. They have not only attracted the attention of passersby, but have produced tangible sales results for the dealers—a point worthy of consideration.

Special Okeh Window Featuring Late Record Supplement

REPORTS UNUSUAL PROGRESS

San Francisco, Cal., October 3.—The Mercantile Finance Co. of this city, which is handling commercial paper and collateral loans, is growing rapidly, and the officers of the company stated recently that the demand for the company's stock has increased so tremendously that the price of the stock is now $1.50 per share, whereas last July it was selling at $1 per share.

W. A. Miller, secretary of the company, states that this increase of 50 per cent in such a short while may well be considered remarkable, but that the earnings of the company have more than warranted this increase, and within a short time the price of the stock will probably go higher.

Hutoff & Carlquist, Dunsmuir, Cal., have recently secured the agency for the Aeolian-Vocalion and plan to feature that instrument, together with Vocalion records, in a big way.

It's nice to have a good berth, but don't make the mistake of thinking it is a good place to sleep in.

BANQUET FOR A. J. KENDRICK

General Sales Manager of Phonograph Division of Brunswick-Balke-Collender Co. Honored Upon His Recent Visit to California

Los Angeles, Cal., September 25.—A very well attended and successful dinner and banquet was held in the Hotel Clark in honor of the visit of A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co. About seventy guests sat down, consisting of Brunswick dealers from all over southern California, together with several special guests, including Madame Irene Pavloska, of the Chicago Grand Opera Company; Miss Gertrude Huntley, gifted pianist; Leopold Godowsky, famous pianist and composer; Milton Diamond, director of the International Concert Bureau, and L. E. Behymer, noted impressario. The banquet was given by the local branch of the Brunswick-Balke-Collender Co. Howard Brown was toastmaster and, as local phonograph sales manager, was well qualified to introduce everybody. Songs were sung by Madame Pavloska and heartily applauded. Miss Gertrude Huntley, who was introduced by Milton Diamond as a great artist of the near future, played several beautiful selections on the piano. Speeches were made by Julius Balke, vice-president of the company; Sales Manager Kendrick, Milton Diamond, L. E. Behymer, General Manager Anrhys, of the Wiley B. Allen Co. The meeting adjourned early in order to enable dealers who came from a number of nearby towns to return home.

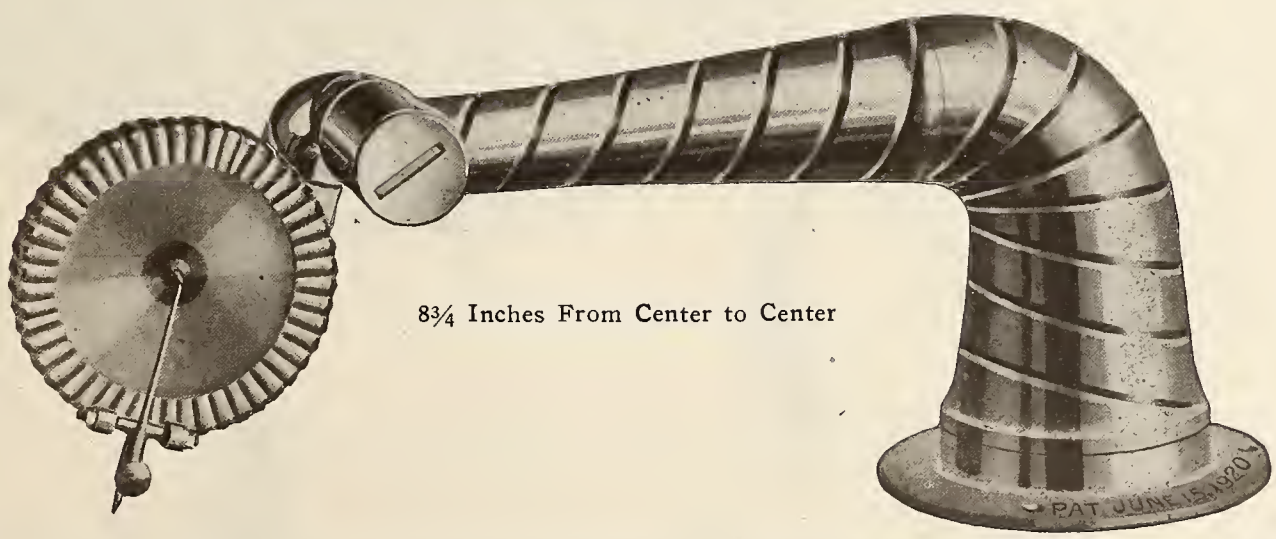
REMOVES TO NEW QUARTERS

Albert Willemin, resident partner of Moser & Co., Bienne, Switzerland, manufacturers of jeweled points for the talking machine industry, has removed his headquarters from 1977 Broadway to 303 Fifth avenue, New York City, where he has opened attractive offices on the sixteenth floor.

No. 25 PERIOD UNIVERSAL TONE ARM

BALL BEARING PLAYS ALL RECORDS

Sample Orders Solicited



8¾ Inches From Center to Center

Quantity Prices on Request

FINISHED IN HIGHLY BURNISHED NICKEL AND GOLD
SUITABLE FOR HIGH CLASS AND MEDIUM PRICE TALKING MACHINES

The Period Tone Arm operates on a frictionless swivel connection with ball bearings, which give regularity of movement and prevent sticking.

A simple turn makes this sound box universal without the necessity of extra attachment.

The construction of the Period Tone Arm is made without adjustment screws or springs, thereby eliminating unnecessary small parts.

OUR TONE ARM NO. 30 IS SUITABLE FOR PORTABLE TALKING MACHINES

The Period Tone Arm Corporation, 55 West 17th Street, New York

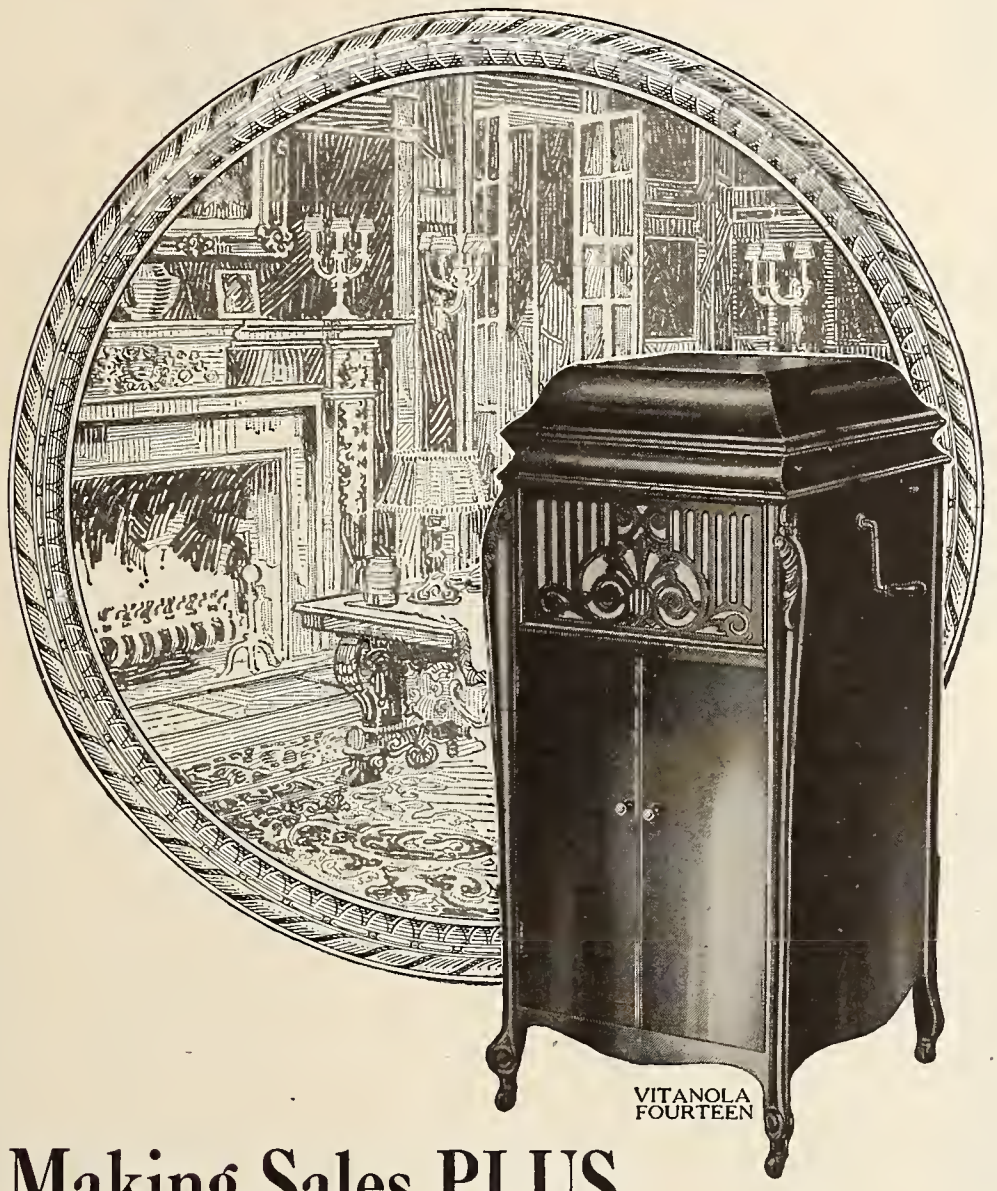
VITANOLA

QUALITY
SERVICE

Distributed in the Metropolitan District & New York State by
M. M. ROEMER SALES CORP.
1123 BROADWAY at 25th Street
New York

VITANOLA

The Phonograph of Marvelous Tone



VITANOLA FOURTEEN

Making Sales PLUS In Your Phonograph Department

Why be satisfied simply with a "good average trade" when you can run your phonograph sales up without adding to your selling cost?

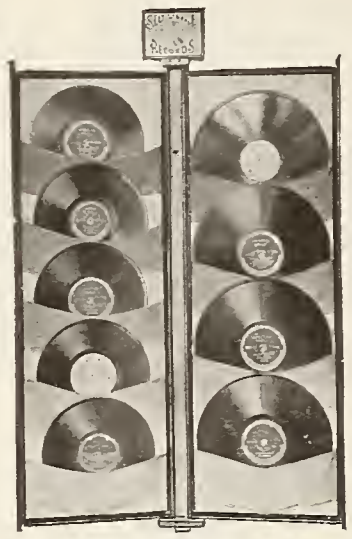
It's proved by dealers everywhere that the Vitanola quickly puts "Pep" into business and brings the quick turnovers which mean better profits.

You will find the secret of bigger sales in our booklet "How to Make a Phonograph Department Pay." Send for this and sample *vest pocket* Catalog.

VITANOLA TALKING MACHINE COMPANY

Executive Offices, 1918 South 52nd Avenue, CICERO, ILLINOIS

Universal Displayors—Talking Machine and Music Trades



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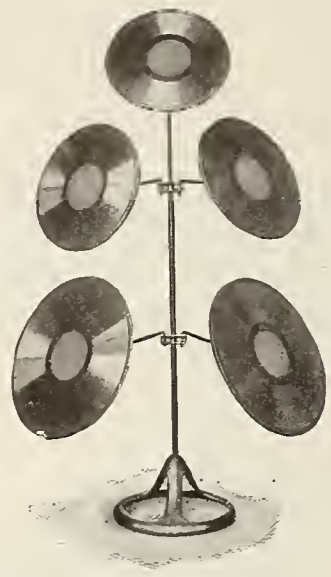

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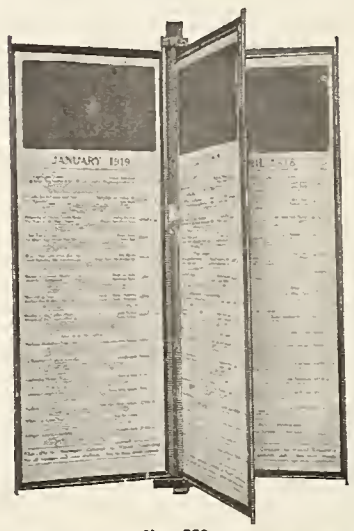

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WE MANUFACTURE OVER FORTY DIFFERENT MODELS

Order Through Your Distributors

ATLANTA, GA.
I. W. Becker
Elyea T. M. Co.
Sonora Dist. Co.

BALTIMORE, MD.
Cohen & Hughes
E. F. Droop & Sons
Eastern Music Shop

BOSTDN, MASS.
Eastern T. M. Co.
Kraft, Bates & Spencer
Musical Products Co.
F. C. Henderson
National T. M. Co.
New England Phono. Co.
Phono. Equipment Co.
Phono. Supply Co.
S. W. Sharmat & Son
M. Steinert & Son Co.

BROOKLYN, N. Y.
American T. M. Co.
Esco Co.
Grand T. M. Co.
Metropolitan M. R. Co.

BUFFALO, N. Y.
W. D. & C. N. Andrews
Buffalo T. M. Co.
Buffalo Whsle. Hdwe. Co.

BURLINGTON, VT.
American Phono. Co.

CAMDEN, N. J.
Victor T. M. Co.

CEDAR RAPIDS, IA.
Churchill Drug Co.

CELINA, D.
Harponola Co.

CHICAGD, ILL.
Butler Bros.
Chicago Mus. Sales Co.
Chicago T. M. Co.
Cole & Dunas Co.
Consolidated T. M. Co.
Cummings, Forster Co.
Empire T. M. Co.
F. J. A. Forster Music Co
Fuller, Morrison Co.
Lakeside Supply Co.
James I. Lyons
McKinley Music Co.
Noble Supply Co.
Phonograph Co.
Van Houten & Zoon Co.
Wade T. M. Co.
R. Wurlitzer Co.
H. A. Weymann Co.

CINCINNATI, O.
Aeolian Co.
Asso. Music Pub. Co.
Phonograph Co.
R. Wurlitzer Co.

CLEVELAND, D.
Cleveland T. M. Co.
Fischer Co.
Phonograph Co.

COLUMBUS, O.
Perry B. Whitsit Co.

DALLAS, TEX.
Harbour, Longmire Co.
Sanger Bros.
Sonora Dist. Co.
Geo. W. Stolte Co.
Walthall Co.

DENVER, COLO.
Columbia Stores Co.
Knight, Campbell Co.
Moore, Bird & Co.

DES MDINES, IA.
Mickel Bros.

DETROIT, MICH.
Wallace Brown
Dkeh Record Dist. Co.
Phonograph Co.

ELMIRA, N. Y.
Elmira Arms Co.

EL PASO, TEX.
W. G. Walz Co.

GRAND RAPIDS, MICH.
Chas. W. Kalder, Inc.

HOUSTDN, TEX.
Southern Drug Co.
Talking Mach. Co.

INDIANAPDLIS, INO.
Stewart T. M. Co.

JACKSONVILLE, FLA.
Florida T. M. Co.

KANSAS CITY, MO.
J. W. Jenkins Sons M. Co.
Richardson, Conover Hdwe. Co.
Schmelzer Arms Co.
Phonograph Co.
Wm. Voelker Co.

LINCOLN, NEBR.
Ross P. Curtice Co.

LOS ANGELES, CAL.
Starr Piano Co.
Southern Cal. Music Co.

MEMPHIS, TENN.
Hessig-Ellis Drug Co.

MILWAUKEE, WIS.
Badger T. M. Co.
E. R. Godfrey & Sons
Hoeffler Phono. Mfg. Co.
Yahr & Lange Drug Co.

MINNEAPOLIS, MINN.
Beckwith, D'Neill Co.
Minneapolis Drug Co.
Stone Piano Co.

NASHVILLE, TENN.
Gray & Dudley Hdwe. Co.

NEWARK, N. J.
Collings & Co.

NEWBERN, N. C.
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NEW ORLEANS, LA.
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NEW YDRK, N. Y.
Aeolian Co.
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C. Bruno & Sons
Century Music Pub. Co.
Crown Music Co.
Columbia Graph. Co.
Chas. H. Ditson Co.
Emerson Phono. Co.
Enterprise Music Co.
Knickerbocker T. M. Co.
Plaza Music Co.
New York T. M. Co.

OKLAHOMA CITY, OKLA.
Alexander Drug Co.
Harbour, Longmire Phono. Co.

DMAHA, NEB.
Beebe & Runyan Furn. Co.
E. E. Bruce & Co.
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A. Hospe Co.
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Paxton, Gallagher Co.
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PEDRIA, ILL.
Putnam, Pago Co.

PHILADELPHIA, PA.
Emerson Phono. Co.
Girard Phono. Co.
Heath & Gorham
Interstate Phono. Co.
Penn Phono. Co.
Philadelphia Showcase Co.
M. D. Swisher.

PITTSBURGH, PA.
Buehn Phono. Co.
Clarke Musical Sales Co.
W. F. Frederick Co.
National Phono. Co.
Reed Co.
Standard T. M. Co.

PORTLANO, ME.
Cressey & Allen

PORTLAND, ORE.
Sherman, Clay Co.

RICHMONO, VA.
Corley Co.
Crafts, Starr Phono Co.
C. B. Haynes & Co.
Roundtree Corp.

RDCHESTER, N. Y.
E. J. Chapman

SALT LAKE CITY, UTAH.
Columbia Stores Co.
Salt Lake Hdwe. Co.
John Elliot Clarke Co.
Strevell, Paterson Hdwe. Co.

SAN FRANCISCO, CAL.
Sherman, Clay & Co.
Stern T. M. Co.

SEATTLE, WASH.
Sherman, Clay & Co.

SIOUX CITY, IDWA
Harger & Blish

SPRINGFIELO, MASS.
Commonwealth Phono. Co.

SPRINGFIELD, MD.
L. E. Lyons Music Co.

SPOKANE, WASH.
Emerson Washington Sales Co.
Northwest Phono. Jobbers.

ST. LDUIS. MO.
Associated Furn. Mfgrs.
Koerber-Brenner Co.

SYRACUSE, N. Y.
W. O. Andrews Co.

TAMPA, FLA.
Tampa Hdwe. Co.

WASHINGTON, O. C.
Cohen & Hughes
O. J. DeMoll & Co.
E. F. Oroop & Son
R. C. Rogers Co.

WHEELING, W. VA.
Hillman Phono. Co.
R. W. Tyler Co.

CANADA
Berliner Gramophone Co.
Columbia Graph. Co.
His Master's Voice, Ltd.
Western Gramophono Co.

CUBA
A. Melendez

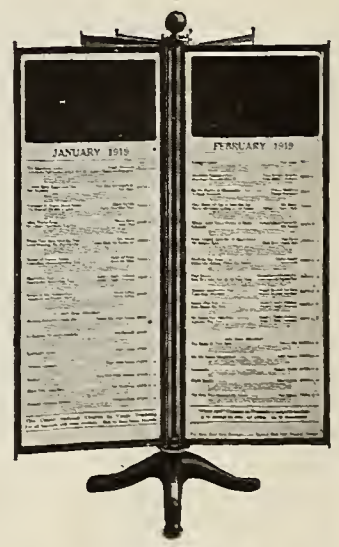
HOLLANO
Fr. Waldthausen Co.

NEW ZEALAND
E. J. Hyams, Ltd.

SOUTH AMERICA
Lajous Althoff Co.
Pratt & Brako Corp.
Wm. H. Howard

No. 563

No. 560



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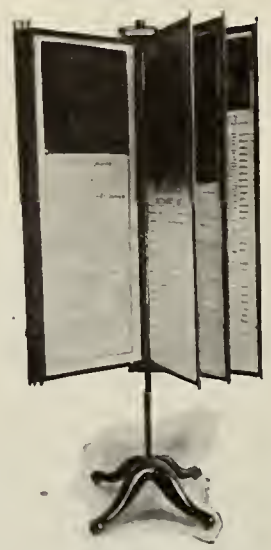


No. 505

Universal Fixture Corporation

133 WEST 23rd STREET
NEW YORK CITY

When Crumit sings "My Little Bimbo Down on the Bamboo Isle" everybody's going to laugh. You'll laugh again with him in "She Gives Them All the Ha-Ha-Ha." Order early. A-2981.

Columbia Graphophone Co.
NEW YORK

Columbia Records TRADE MARK Grafonola

NEW CONCERN OPENS IN NEW YORK

Eastern Phonograph Corp., of Which Geo. Seiffert Is President and Manager, Opens at 100 West Twenty-first Street as Wholesalers for Pathé, Actuelle and Modernola Lines

The Eastern Phonograph Corp. has been recently formed to wholesale the Pathé and Actuelle machines and records and the Modernola. Attractive headquarters for the new corporation have been fitted out at 100 West Twenty-first street, New York City. No expense has been spared in providing a suitable setting for the display of these well-known lines and in providing facilities for giving maximum service to the many dealers served. The main entrance opens into the general offices of the company adjoining which is the private office of George Seiffert, president and general manager, and which has been fitted out richly and with every convenience for his efficient handling of the executive end of the business. Opening from Mr. Seiffert's office is an equally sumptuous conference room which will be placed at the convenience of visiting dealers. To the left of the office is a display room where a complete line of Pathé phonographs, Actuelles and Modernolas are on display at all times. Exceptional taste has been taken in providing harmonious decorations for this room and the effect is very pleasing. Across the hall is a spacious stock room for machines. A system of record racks has been installed for the keeping of records. Large windows in every room make the maximum amount of daylight possible and the headquarters of the Eastern Phonograph Corp. may well be included among the most attractive.

George Seiffert needs no introduction to the trade. Through the period of time that he represented the Modernola Co., of Johnstown, Pa., he built up not only a substantial volume of business for this company but made many firm friends for himself throughout the trade. Mr.

George Seiffert

Seiffert is also an enthusiast over the Pathé line and with two well-known lines of phonographs expects to build up big business for the Eastern Phonograph Corp. In anticipation of this business a well-organized sales staff and sales plan has been inaugurated. Mr. Seiffert has already well developed the field for the Modernola Co., and although he has only handled the Pathé line for a short time he reports that he has been successful in opening a substantial number of new dealers for Pathé products. This organization has the exclusive distributing rights for the Modernola Co. in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware and eastern New York, including New York City and Philadelphia.

FIRST RECORDS BY JOHN C. THOMAS

Popular Baritone and Star of "Apple Blossoms" Makes First Vocalion Records

The features of the Vocalion record bulletin for October are the first recordings by John Charles Thomas, the noted baritone and latest addition to the list of Vocalion artists. The first of Mr. Thomas' records are "Little Girls, Good-bye" and "You Are Free," in which Mr. Thomas sings a duet with Lucille Rene. Both numbers are from the operetta "Apple Blossoms," for which Fritz Kreisler supplied the score, and are particularly fitting selections inasmuch as Mr. Thomas created the leading role in the production.

THE AEOLIAN-VOCALION IN OREGON

Weeks & Orr, Medford, Ore.; H. J. Winters, Klamath Falls, Ore., and W. C. Crawford, Pendleton, Ore., are numbered among those who have taken the agency for the Aeolian-Vocalion in that State recently through the Aeolian Co. of California.

R. L. Reed has just opened a new talking machine store in Redlands, Cal.

The Sort of Service

THAT MAKES FOR

Better Victor Merchandising

DITSON

VICTOR EXCLUSIVELY

OLIVER DITSON CO.
Boston - - - Mass.

CHAS. H. DITSON & CO.
New York - - - N. Y.

THE PHONODEIK MAKES ACCURATE SCIENTIFIC TESTS

Use of Prof. Miller's Invention in Perfecting Vocalion Records Being Brought to the Attention of Salesmen and Dealers by Thos. P. Ratcliff, of the Vocalion Laboratories

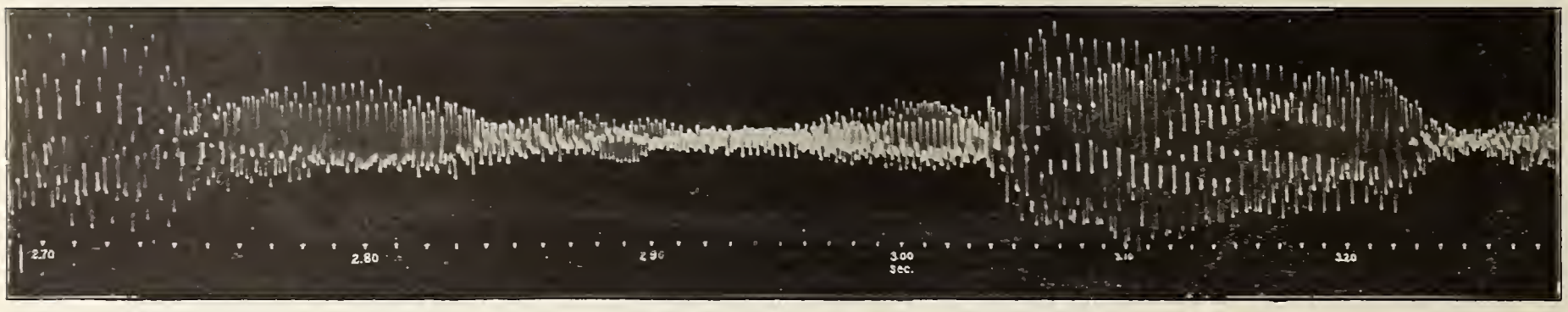
One of the features of Vocalion record production that is proving of particular interest to an increasing number of Vocalion dealers throughout the country is the use of the apparatus known as the Phonodeik, for the purpose of making accurate scientific tests of the reproductive qualities of each Vocalion record in order to insure the greatest possible accuracy.

The constant use of the Phonodeik in the Vocalion laboratories was not particularly emphasized until recently, when representatives and salesmen have been made acquainted with the process through a series of illustrated lectures given before conventions of salesmen and dealers by Thomas P. Ratcliff, of the Vocalion laboratories.

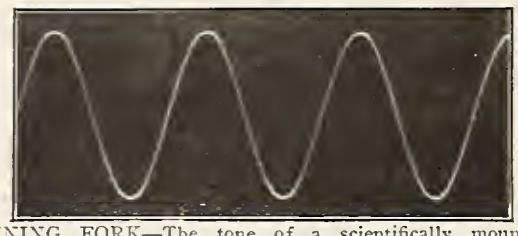
The Phonodeik itself is the invention of Prof. Dayton Miller, and the apparatus has already been described in detail in The World from a purely scientific angle. The practical application of the principle, however, makes an understanding of it particularly desirable just now.

Mr. Ratcliff in his lectures uses tuning forks, a Vocalion and human voices to show the distinctive features of the various sound waves. Sound, as is generally known, is produced by vibrations, which disturb the air particles to certain degrees of intensity and force the sound waves against the ear drum. The Phonodeik is an apparatus that photographs the sound waves, the loudness of the sound being represented by the height of the waves. The pitch in turn is represented by the wave length.

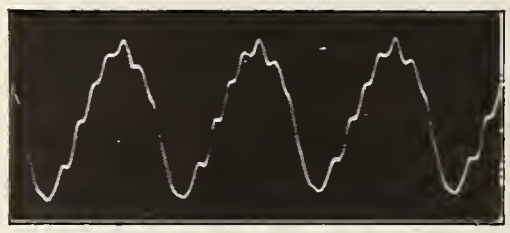
Mr. Ratcliff tells in an interesting way of the building up, and in turn the analysis, of certain tones in order to determine the fundamentals upon which all calculations are based. The simplest possible musical tone has a sound wave that corresponds nearly to a tuning fork wave, while complicated tones are made up of a combination of tuning fork tones of various pitches and intensity. With the Phonodeik it is possible to photograph the tone in order that it may be analyzed into its component parts. If the phonograph is reproducing an oboe tone it is possible by the comparison of its analyzed components to tell whether they are true to the standard components of the oboe tone. If the



Tone wave of an orchestral record of Tschaikowsky's "Marche Slav" made visible to the eye by means of the Phonodeik, an apparatus developed by Prof. Dayton C. Miller, the noted acoustician. It was taken at the Case School of Applied Science, Cleveland, O.



TUNING FORK—The tone of a scientifically mounted tuning fork is absolutely devoid of partial tones. Hence the tone wave it creates is entirely free from the irregularities found in other tone waves which are caused by their partial waves.



VIOLIN—The tone of the violin has many partial tones. None of these are aggressively dominant, however, hence the fluent, smooth quality of the instrument. This is shown in the photograph of its tone wave.

HUMAN VOICE—This tone wave was created by pronouncing the vowel sound "Ah." The voice is particularly rich in partial tones, some voices, indeed, containing as many as forty that are appreciable.

(Continued on page 74)

Do you want these good Customers?

Playing hill-and-dale record

Edison Owners are good Customers for YOU if you sell them the

KENT Master Adapter

The illustrations show how it is instantly adjusted to play ANY kind of disc record.

And when these Customers come back for more and more records they'll tell you that the **"Kent Master"** plays each record ***at its best.***

That pleases ***them*** and pays ***you.***

May we tell you about it?

Playing lateral-cut record

Here is another message to
DEALERS *and* ***MANUFACTURERS***

Besides the Kent Master Adapter we manufacture several other attachments for Edison and Victor Machines, as well as Tone Arms and Sound Boxes. When you know about these you will agree that they "*Win their way by their play.*" Furthermore, we carry large stocks of steel, sapphire and diamond points.

KENT

Registered in U S Pat Office

F. C. KENT COMPANY

IRVINGTON, N. J.

The Windsor Phonograph

THIRTY-FIVE YEARS

of endeavor for and
attainment of

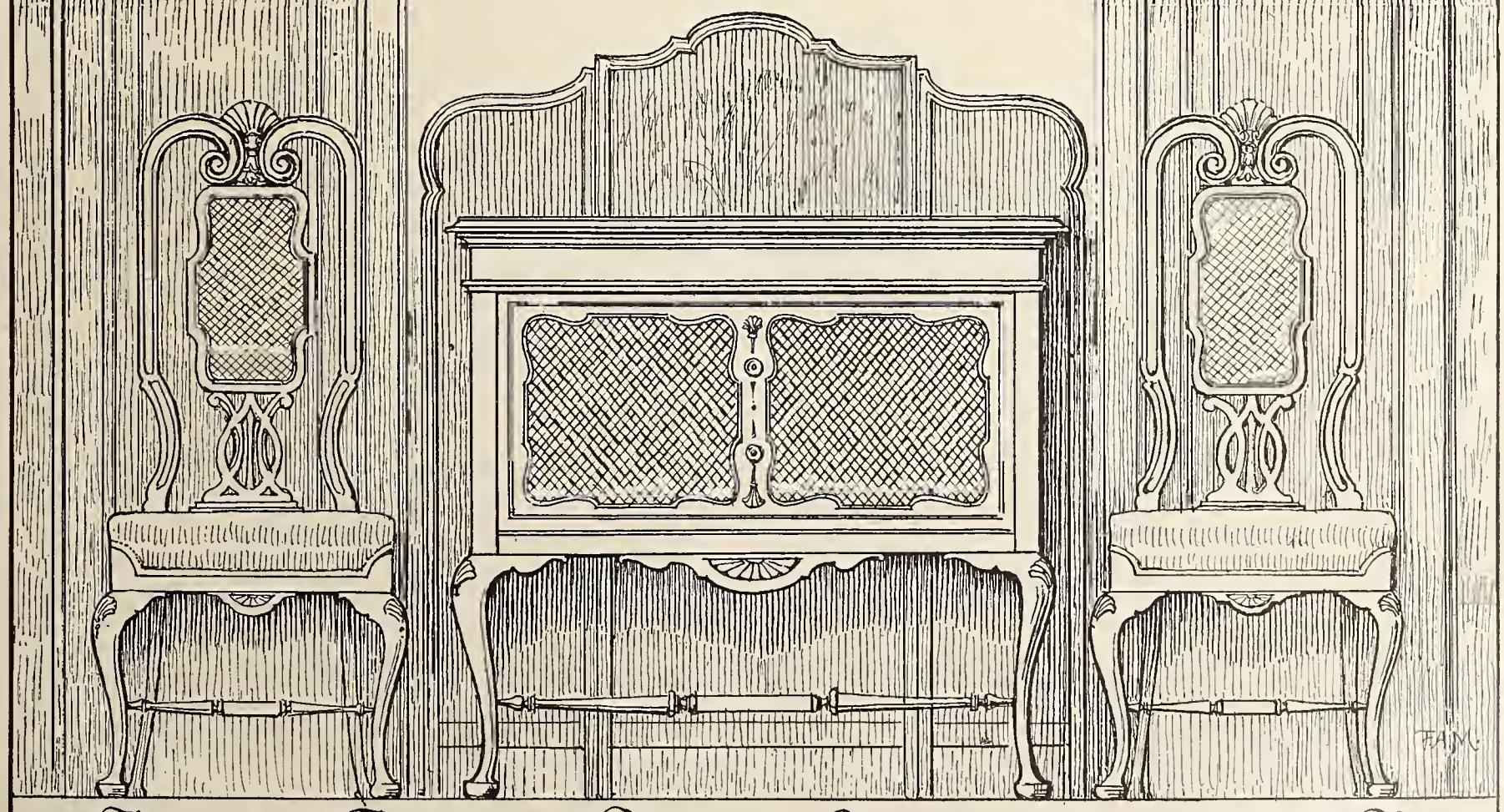
Quality

is built in every piece of work which
leaves our factory—

We make a Phonograph
you can be proud of—

THE WINDSOR FURNITURE COMPANY

CHICAGO - - - U. S. A.



Made by the Windsor Furniture Company, Chicago, U. S. A.

PHONODEIK MAKES ACCURATE TESTS

(Continued from page 72)

phonograph tone is untrue the experimenter has a remedy by varying the size of the diaphragm and the shape of the sound chamber or horn until true results are obtained.

The diaphragm in itself corresponds with the resonator box of the tuning fork or the sounding board of the piano, and when a large diaphragm is combined with proper sound-box construction, it brings out the fundamental and lower partials in due proportion. The air space in the tone arm and horn takes the place of the air space in the tuning fork resonator, or in the body of the violin. A regular shaped resonator will reinforce only a single pitch, while a flaring resonator will reinforce a range of pitches.

In his lectures Mr. Ratcliff points out that the best horn has rigid, unyielding walls, for

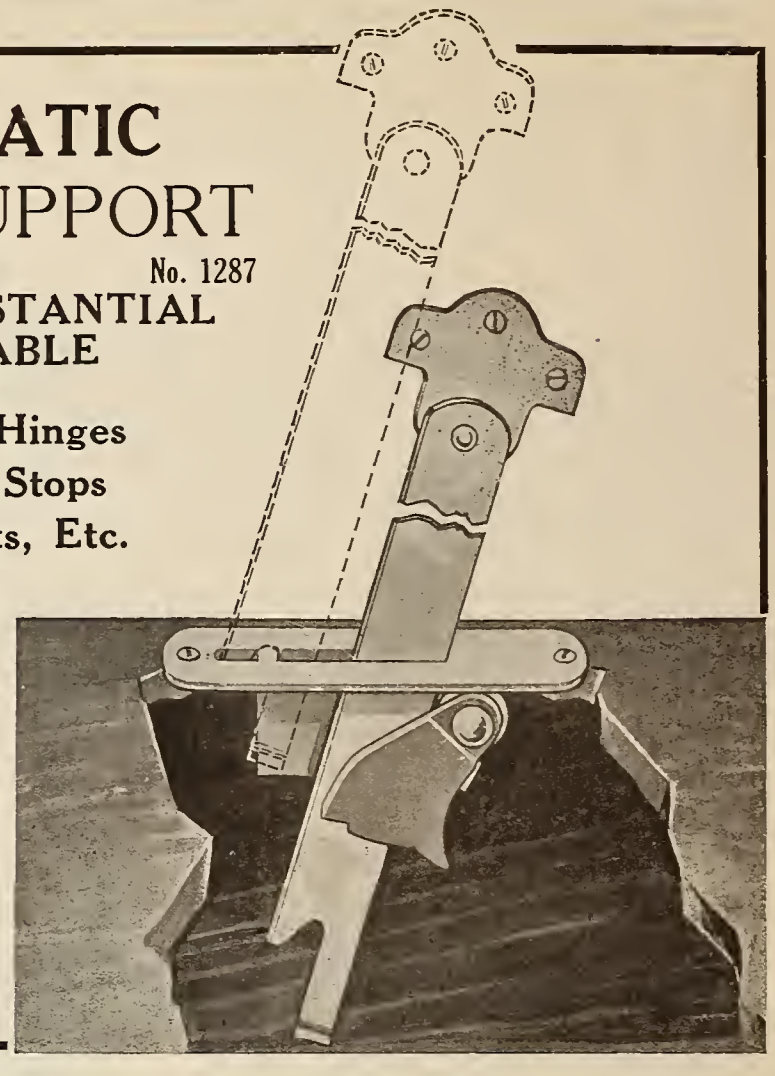
Thomas P. Ratcliff

it is not supposed to act as a sounding board and serves merely to resist the compression of the contained air due to passing sound waves. He takes pains, of course, to describe wherein the entire Vocalion reproducing apparatus is built for the purpose of making the reproduction clear and natural rather than loud.

Dealers who have heard the lecture have in many instances been able to use the information thus gained to distinct advantage in selling talks concerning Vocalion records, emphasizing particularly the scientific accuracy with which the tests are made.

During the next few months Mr. Ratcliff will appear on several occasions before the public to explain the Phonodeik and its practical use in testing the Vocalion records. Early this month his lecture was one of the features of the opening program of the new Vocalion department in the Kaufmann & Baer department store, Pittsburgh, Pa., and aroused much interest.

AUTOMATIC
COVER SUPPORT
No. 1287
SIMPLE—SUBSTANTIAL
DEPENDABLE
Continuous Hinges
Automatic Stops
Needle Rests, Etc.
Finished in
GOLD
SILVER
NICKEL
COPPER
BRASS
Write for Catalogue
WEBER-KNAPP CO.
JAMESTOWN, N. Y.



NEW FACTORY FOR PIKNIK

Active Demand for Piknik Phonograph Necessitates Purchase of New Plant—Heavy Export Trade—New Distributors Recently Appointed

The Piknik Portable Phonograph, Inc., of Lakewood, N. J., reports that the demand for its instrument has become so active that it is completing plans for the leasing of another factory at Lakewood in order to take care of Christmas business. The Piknik is unique in its design, and embodies many distinctive features that have won the approval of the dealer.

One of the most interesting factors of the company's business is the steady growth of its export trade. Among the companies who are handling the line for export are the Charmel Trading Co., Melchior, Armstrong & Dessau and the Delpheon Sales Co. of New York. Recent appointments of distributors include Ziegler, Baker & Johnson, New York, and J. H. Cummings, of Chicago.

One of the company's traveling representatives returned recently from a trip through Pennsylvania, and reports excellent conditions in this State. Another member of the traveling staff is now visiting the trade in the South in response to many inquiries that have been received for Piknik representation in this territory.

MUSIC SCORE IN BRAILLE

A blind man's band in Toronto, Canada, is composed of twenty-six men, each of whom prepares his own music score in Braille characters, first having listened to the playing of it by a seeing musician. The leader adopts this method with every member. Everything practiced and played by the band is memorized as a matter of necessity. Some of the musicians are soldiers who lost their sight in the late world war.

Check Up These Features—
Sell the Only Phonograph That Has Them All

Don't waste your time trying to sell a phonograph with only one or two claims to distinction— Sell the "Wonder Instrument" that combines all the best points of all other machines, and has additional features possessed by no other.

The Brooks Automatic Repeating Phonograph

1. Plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air.
2. Plays 6 to 8 ten-inch records with one winding.
3. Has a tone quality not excelled by any other machine, regardless of price.
4. Has the most accessible working mechanism. It can be removed for oiling by loosening 4 thumb screws.
5. Has a counterbalanced lid support (no braces needed).
6. Has large, easy-rolling casters.
7. Has doors equipped with ball catches.
8. Is finished equally well back, front, sides and top.
9. Has ample space back of the shelves, accessible through rear door.
10. Has an efficient tone volume regulator.
11. Is equipped with a lever device permitting use with or without automatic repeating feature.

Dealers in New York State and immediate vicinity are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

The Walters & Barry Corporation
256 Main Street BUFFALO, N. Y.
We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States.

The First Really Complete Phonograph

SPHINX GRAMOPHONE MOTORS INC.
NEW YORK, N.Y.

REG. U. S. PAT. OFF.

The Standard by Which All
Phonograph Motors are Judged and Valued

The Principles and Practice Which Govern Sphinx Production

While the phenomenal service rendered by the Sphinx would be impossible were it not for the scientifically correct engineering principles embodied in its design, the perfect reproduction of that design on a quantity basis is of equal importance.

Every step in the production of the Sphinx is governed by fixed and inflexible manufacturing practice. No deviation from the established standardization of materials is allowed. No slightest departure from absolute precision of workmanship is tolerated. No relaxation from the untiring vigilance exercised in the supervision of every phase and process of its production is permitted. By these methods, and these alone, is made possible the absolute and permanent uniformity of results demanded and secured.

Investigate the Sphinx NOW; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- **New York**

EUROPEAN CONDITIONS CAREFULLY ANALYZED

Jas. A. Crabtree, Vice-president of the International Mica Co., Makes Report Regarding Conditions in Talking Machine Industries in England, France and Belgium, Where He Has Been Traveling Extensively

James A. Crabtree, vice-president of the International Mica Co., Philadelphia, Pa., who is visiting the various European industrial centers, has sent The Talking Machine World a valuable and interesting report on foreign trade conditions.

Up to the time of his report Mr. Crabtree had visited England, France and Belgium. In all of these countries he reports the talking machine industry very active. This condition he believes has been caused by the inhabitants, as an aftermath of the war, turning to the lighter pleasures, such as music, cabarets, dancing, etc., resulting in an increased demand for the talking machine and other musical instruments. Mr. Crabtree further reports that the native products have not improved noticeably within the past five years and are still somewhat undeveloped. This is evidenced by the fact that practically few of the machines are cabinet models, but merely the smaller and cruder designs.

James A. Crabtree

"The European field at this time affords a particularly good opportunity for the American manufacturer for export business," Mr. Crabtree states, "because of the demand being considerably greater than the supply and labor conditions being in such very bad shape that quantity and quality production is impossible. It is an exceedingly difficult matter to obtain labor and impossible to have it work conscientiously. Labor conditions in England and France are very poor, with a slight improvement noticeable in Belgium, and wages remain excessive."

Mr. Crabtree reports that the export business is practically all done on a cash against document basis, and quotations may be based f. o. b. seaboard, either country, and with or without c. i. f. (cost, insurance, freight). It is preferable, however, to base quotations as near as possible to the consumer. He remarks further:

"The matter of placing the various talking machine products in these countries is as follows: First, through the various export houses; secondly, through the various dealers in the important cities; thirdly, by establishing a central agency in each of the respective countries, with exclusive right to place the products with the various dealers in said countries. There are also several publications and other mediums available for fostering the export business, such as the Bureau of Foreign and Domestic Commerce, Nineteenth and Pennsylvania avenues, Washington, D. C.; Foreign Bureau of the Commercial Museum, Thirty-fourth and Spruce streets, Philadelphia, Pa.; the American consulates in the respective cities and the various American Chambers of Commerce, such as exist in Brussels, Belgium, etc. All of the above institutions, I found most happy to assist American manufacturers wherever and whenever possible.

"Some idea as to the tremendous importance of export business can be obtained by referring to the total exports from this country for the month of March of this year, which totaled over $820,000,000 for this one month alone, while exports of musical instruments in June, a comparatively poor month, totaled considerably over a million dollars.

"It is therefore noted that we have a substantial hold in the foreign countries, and that 'Made in America' is slowly but steadily replacing the previous trade-marks, and it is my firm belief that with the proper amount of American business 'pep' and energy the American talking machine and accessory exports should show remarkably increased totals one year hence. The International Mica Co. is ready to place its knowledge of conditions at the disposal of the industry and to assist in any way possible in promoting a good, healthy and steady export business for the talking machine industry."

CUT YOUR COST IN HALF

USE PAPER

H. G. NEU & CO.

PAPER TWINE ENVELOPES

108 Worth Street New York

Franklin 2049

NEW VICTOR TRAVELER IN OHIO

F. C. Erdman has been appointed traveling representative for the Victor Talking Machine Co. in the Ohio territory, of which Cleveland is the center. He succeeds Otto May, who was recently transferred to the California district. Prior to leaving Cleveland Mr. May was tendered a theatre party and supper by his many friends in the local trade.

The value of salesmen must be measured by definite facts and definite figures. No matter what conditions are, it is the result which must in the end count.

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible. The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 **Refiller Points 25 cents each**

JOBBERS AND DEALERS WRITE FOR QUOTATIONS

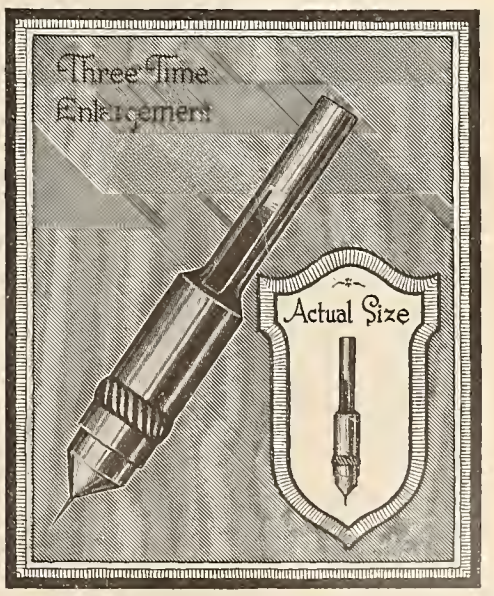
Sole Distributors

The Don TRADE MARK

FRANK J. HART SOUTHERN CALIFORNIA MUSIC COMPANY

332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: –
—For Medium Tone extend point thus: –
—For Loud Tone extend point thus: -



FOR
Steamships,
Theatres and
Dancing,
Entertainment
or Novelty
and Numerous
Other Purposes

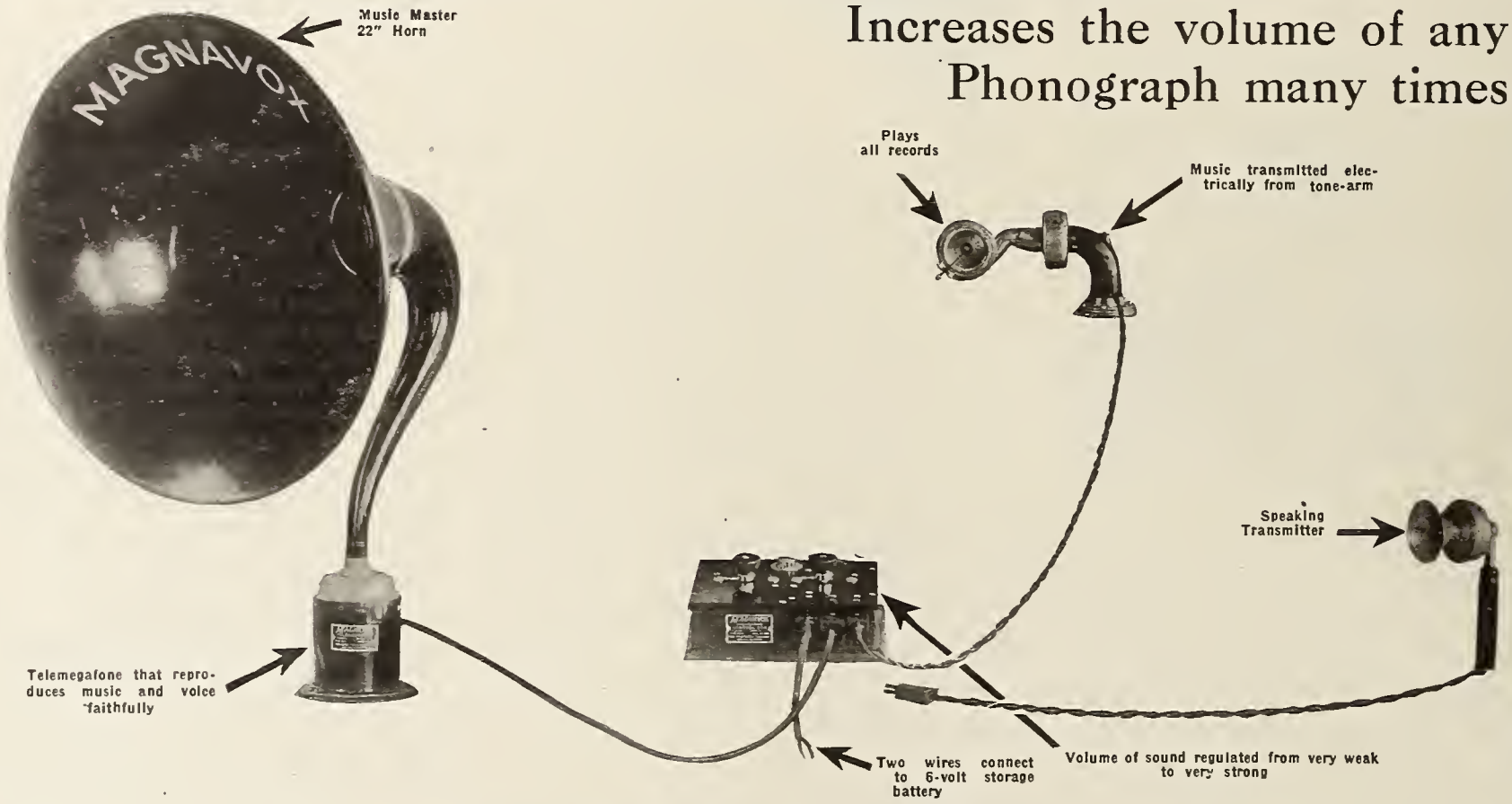
THE MAGNAVOX CO.

PATENTED IN U.S.A. AND FOREIGN COUNTRIES

FOR
Schools,
Clubs and
Colleges, or
Parks, Camps,
Summer Resorts,
Public Speaking
and Announcing

Music and Voice Telemegafone

Increases the volume of any Phonograph many times



Territory Rights Available in all parts of United States

President Wilson
used the Magnavox Telemegafone to talk to 50,000 people at San Diego

Vice-President Marshall's
voice was carried to the tower of the Trinity Church in Washington, D. C., and reproduced with sufficient volume to be heard over the greater part of the city.

The Home of Magnavox Telemegafones, and the famous anti-noise Marine, Commercial and Airplane Telephones

The President's Victory Loan
message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D. C.

This Instrument
has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY

2701-2765 East 14th Street Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS

MAGNAVOX DISTRIBUTORS
FOR MV-1 EQUIPMENT

DISTRIBUTOR	TERRITORY
GRIFFITH PIANO COMPANY 605 Broad Street Newark, New Jersey	In the State of New Jersey, counties of: Monmouth, Union, Essex, Bergen, Warren, Morris, Somerset, Hunterdon, Middlesex, Hudson, Passaic and Sussex
THE MUSICAL SUPPLY & EQUIPMENT COMPANY, INC. 221 Columbus Ave. Boston, Mass.	States of Connecticut, Rhode Island, all of Massachusetts except counties of Berkshire, Franklin, Hampshire and Hampden, west of Westfield
PHILADELPHIA SHOW CASE CO. 123 North 13th Street Philadelphia, Pa.	Pennsylvania, Maryland, Delaware, District of Columbia, New Jersey south of and including Trenton
SONORA DISTRIBUTING CO. 1707 Elm Street Dallas, Texas	Entire state of Texas
MINNEAPOLIS DRUG COMPANY Minneapolis, Minn.	Montana, Minnesota, North Dakota and South Dakota
I. MONTAGNES & CO. Ryrie Bldg. Toronto, Canada	Dominion of Canada
C. L. MARSHALL & COMPANY 82-84 Griswold Street Detroit, Michigan	Lower Michigan
J. W. SANDS CO. 123 East 5th Street Dayton, O.	State of Ohio
KIEFER-STEWART COMPANY Indianapolis, Ind.	State of Indiana

SPECIAL MARION HARRIS WINDOW

Melody Shop, Fort Smith, Ark., Features Marion Harris Week—Progressive Columbia Dealer Secures Results From Publicity

The Dealer Service department of the Columbia Graphophone Co. received recently an interesting photograph from the Melody Shop, Columbia dealer at Fort Smith, Ark. This enterprising dealer prepared an attractive window display featuring Marion Harris week, and the accompanying illustration will give some idea of the effectiveness of this display.

Special Window of Melody Shop, Fort Smith, Ark.

When sending this photograph to the Dealer Service department, the owner of the Melody Shop stated that this window had not only produced splendid results from a sales angle, but had also acted as a prestige builder, in view of the fact that Marion Harris is well known throughout the country.

This window is but one of many that were used by Columbia dealers everywhere featuring Marion Harris week, and the first records issued by this popular exclusive Columbia star have met with phenomenal success among music lovers throughout the country.

A smile is cooler in Summer than a frown. Likewise it is warmer than a frown in Winter.

OPTIMISTIC REGARDING OUTLOOK

Pathé Dealer on Pacific Coast Enthusiastic in Discussing Business—Dealers Placing Large Orders, Which Indicate Fall Activity

SAN FRANCISCO, CAL., October 3.—In a recent chat with The World, Frederick Stern, president of the Stern Talking Machine Corp. of this city, well-known Pathé dealers, commented as follows regarding general conditions:

"While this company is very well satisfied with the business which it has done during the past year, which, by the way, exceeded even our fondest expectations, we look for even a larger volume of sales during the coming year. From our observations, we feel that each day more and more people are being impressed with the superior features of the Pathé phonograph and that the public is finally becoming convinced that the Pathé records are put on the market at a time when hits are hits.

"To back up our convictions as outlined in the foregoing, the company has not only accumulated a stock of phonographs and records which is second to none on the Pacific Coast, but has also placed heavy orders with the factories for future deliveries."

DAVID KAHN OPENS SECOND STORE

David Kahn, who six months ago opened Kahn's Grafonola Shop at 676 Third avenue, New York, has opened a second Columbia store in East New York at 1828 Douglas street. This ambitious Columbia man has succeeded well since he has been in business for himself.

Fall weather has put an end to the out-of-door parties at which the talking machine has assisted so often. Now the dealer can concentrate on music for indoor affairs.

NEGROES AS RED SEAL BUYERS

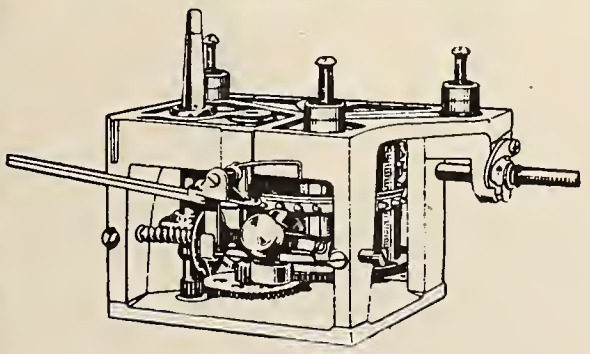
Natural Love for Music Could Be Led Into Proper Channels by Dealer and Red Seal Records Could Be Sold in Place of Usual Blues

The question of the relation of the negro trade to the sale of Red Seal records, especially in the Southern States, has often been discussed by talking machine dealers, and opinions seem to vary widely on the subject. An expression of views from B. F. Bibighaus, manager of the Victor department of the Elyea Talking Machine Co., Victor distributors of Atlanta, Ga., will be of interest to members of the trade. In discussing the negro trade in the South, and the Red Seal record trade particularly, with a representative of The Talking Machine World Mr. Bibighaus said:

"I do not believe anyone has ever tried out the negro seriously on the Red Seal catalog. But in spite of haphazard cultivation I have frequently in my travel run across dealers who had individual negro customers who were good and discriminating Red Seal buyers. I have always contended that the negro should be a good buyer of Red Seal records, as he is naturally musical and will often buy music before he will buy bread. It is strange to note that when the negroes do buy they buy regardless of tongue. For example, the records I have in mind were purchases of Galli-Curci's 'La Capinera' (in Spanish), Elman's 'Kol Nidrei' and other numbers just as unusual, apparently, to this class of trade. I believe that if a dealer catered to the natural cravings of the negro for 'close harmony' and aimed his Red Seal drive by selecting music distinguished by striking harmonic treatment he would go far toward supplementing the present craze for blues by a more tractable demand for Red Seal and other records. But, as I said before, I have never found anyone who has made a determined and intelligent effort in this direction."

The Leavitt Music Co., dealer in Aeolian-Vocalion and Aeolian records in St. Paul, Minn., has recently incorporated. The business was formally opened on September 4 in the Hamm Building, with Thomas Leavitt as manager. This company expects to build up quite a business in the territory which it operates.

"FAVOROLA"



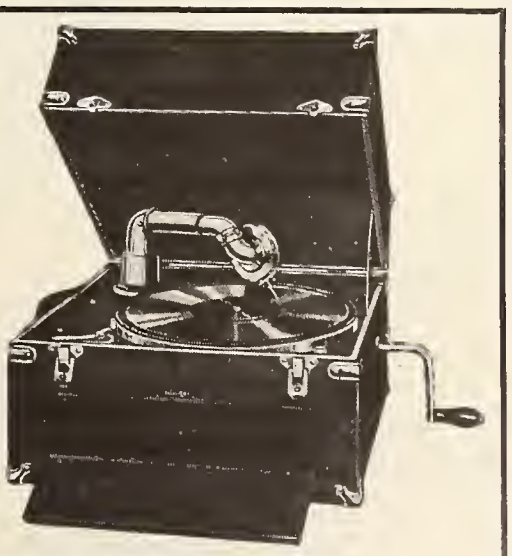
CAST IRON FRAME
DOUBLE SPRINGS
ECCENTRIC BEARINGS

THE POPULAR PORTABLE
PHONOGRAPH
MANUFACTURED BY
BON-TON MFG. CO.

211 SO. BROADWAY
ST. LOUIS, MO.

Retails for $36.00, usual discount to dealers, no restrictions. Terms on application.

TONE ARM: "SUPREMO" UNIVERSAL
PLAYS ALL RECORDS
REPRODUCER: MICA DIAPHRAGM
RUBBER CUSHIONS



LEATHERETTE COVERING
NICKELED TRIMMINGS
12-INCH TURNTABLE

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10-inch records, $4.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records. $5.50; with 12-inch turntable. $5.75.

No. 6—Double-spring, $6.85.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{3}{16}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.

No. 135—Price $135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	11c
Hundred Lots	9c
Thousand Lots	8c
5-Thousand Lots	7c

SAPPHIRE POINTS

	Each
Dozen Lots	12c
Hundred Lots	10c
Thousand Lots	9c
5-Thousand Lots	8c

GENUINE DIAMONDS

	Each
Dozen Lots	$1.00
Hundred Lots	.90
Thousand Lots	.75

Model 175—Price $175

Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

503 East 19th Street

310-312-314 Avenue A New York, N. Y.

NEW TONE-TEST ARTIST

Miss Proudfit, Daughter of an Edison Jobber in Ogden, Utah, and Clever Violinist, Being Heard in Recital—Wins Great Success

Reports received from British Columbia are highly gratifying as the result of the appearance in Edison tone-test recitals there of Doris Proudfit, talented young violinist and daughter

Doris Proudfit

of Robert L. Proudfit, prominent Edison jobber in Ogden, Utah.

This is Miss Proudfit's first season in Edison tone-test recital work, having begun her first tour on August 30, appearing in joint recital with Marion Evelyn Cox, well-known contralto. It is said that her first real desire to appear before the public was aroused some years ago upon hearing an Edison tone-test in her home town. Several years of ardent study in the East under noted masters and intense application to her art have enabled her to reach her present position, in which she is meeting with marked success.

Her father, who is president of the Proudfit Sporting Goods Co., at Ogden, has been an Edison jobber for more than a decade.

NEW TYPE OF SERVICE STATION

Lesley's Chemical Co. Arranges for Instruction of Dealers in High Speed Varnish Patching

Indianapolis, Ind., September 30.—Lesley's Chemical Co. has recently opened a service station at 10 South New Jersey street in the downtown section of the city. Lesley's Chemical Co. reports that it is frequently called upon by dealers desiring to learn its high speed method of varnish patching or who have employes whom they want taught this method. The logical sequence of these repeated requests was the establishment of this service station. Motor and sound box repairing, cabinet repairing and refinishing, rebuilding and refinishing of pianos, players, talking machines, orchestrions and stringed instruments will be taught.

The location of this station will be convenient for dealers and repairmen in the Central States and it is planned to give practical lessons on actual jobs taken to be repaired and not on specimens held for this section. It is believed that the Lesley's Chemical Co. has struck a forward note in the establishment of this service station which will be much appreciated by the trade in that locality.

WHITESIDE TO OPEN IN COLTON

Colton, Cal., September 25.—The Whiteside Music Co., of San Bernardino, has just closed a deal for a two years' lease of the premises at 117 East I street, and will open a new music store here.

The Colton store will be up to date in every way, with a stock of new Baldwin pianos and player-pianos, Pathé phonographs, Victor talking machines, all kinds of string instruments, the latest records and sheet music.

NEW QUICK SERVICE RECORD BOOTH

Foster & Waldo Co., Minneapolis, Uses Audiphone Attachment to Good Effect at Service Counter in Store—One Clerk Can Wait on Five Customers at Once at One Counter

Minneapolis, Minn., October 5.—Hie yourself to the Foster & Waldo Co. on Nicollet avenue, this city, ye talking machine dealers who want to get in touch with one of the cleverest merchandising contrivances that has been presented here in years. By this arrangement one bright little lady may demonstrate and wait on five record customers at one time in a space smaller than the average talking machine booth. It's a fact. Physically, it is a success, but it only remains to be seen whether or not the public will take to it.

The arrangement is called—for lack of a better name—a quick-service record counter. This particular one is fitted with five talking machines, electrically operated and equipped with a double audiphone attachment, which fits into the ears when a person bends forward to receive the projecting nodes. With a stock of quick-sellers and new monthly records on hand one clerk can handle five customers with ease.

The counter is on the ground floor within a few feet of the main entrance, but so carefully is it arranged that the noises of the street and the store and the operation of all the other phonographs in no wise affect the listener.

"This counter," explained R. O. Foster, "is intended mainly for the customers who are after the new monthly hits and wish to be served in a hurry. Any record that may be desired is put on a machine in a hurry, the patron takes a seat at the corner, bends over a little and instantly hears the music from the record desired. All this obviates a walk and a hunt, and sometimes a wait for a booth and the other operations of demonstrating.

"Should the public take readily to this method of demonstrating records, as we believe it will, there should be a great saving in space now used for booths."

It is understood that the Foster & Waldo Co.'s quick-service record booth is the first of its kind in this section and is a distinct innovation in retail record merchandising.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

SECURES AEOLIAN-VOCALION AGENCY

T. S. Martin Co., Sioux City, Ia., Opens Large New Phonograph Department

Sioux City, Ia., October 1.—The T. S. Martin Co., which is known as the "Fastest-growing store in the Northwest," has taken the agency for the Aeolian-Vocalion in this city. This company was founded forty years ago by the late T. S. Martin. Originally the T. S. Martin Co. was a dry goods store, developing as it grew into a department store doing business in the four great States of Iowa, South Dakota, Nebraska and Minnesota. During those forty years the T. S. Martin Co. has built up its business on a high quality standard. It aims to serve its community with the best things the earth affords, and at prices that are always fair.

The T. S. Martin Co. moved into its present location on March 19, 1918, doubling its floor capacity, and throwing open to the public a store whose equipment has been termed by experts "as fine as any in the United States." This store is now directed by the three sons of the original founder and affords a fitting setting for the high quality merchandise the Aeolian Co. distributes.

ALFRED A. BATKIN PROMOTED

Now Holds Position of Assistant to General Manager of House of Byron Mauzy

San Francisco, Cal., September 25.—Alfred A. Batkin has been promoted to the position of assistant to the general manager, C. S. Mauzy, Mr. Mauzy taking the active management of both the San Francisco and Oakland stores. In addition to his many new duties Mr. Batkin is handling the advertising and has handled the same for the past few months to the satisfaction of all concerned. Mr. Batkin's long experience in the music business is a very valuable assistance in this line and his wide acquaintance with the newspaper advertising men and solicitors has also been a great help to him. He has produced several very new and striking advertisements.

"TONAR"

TRADE MARK

RECORD BRUSHES ARE PROFITABLE

They pay JOBBER and RETAILER each a good working profit

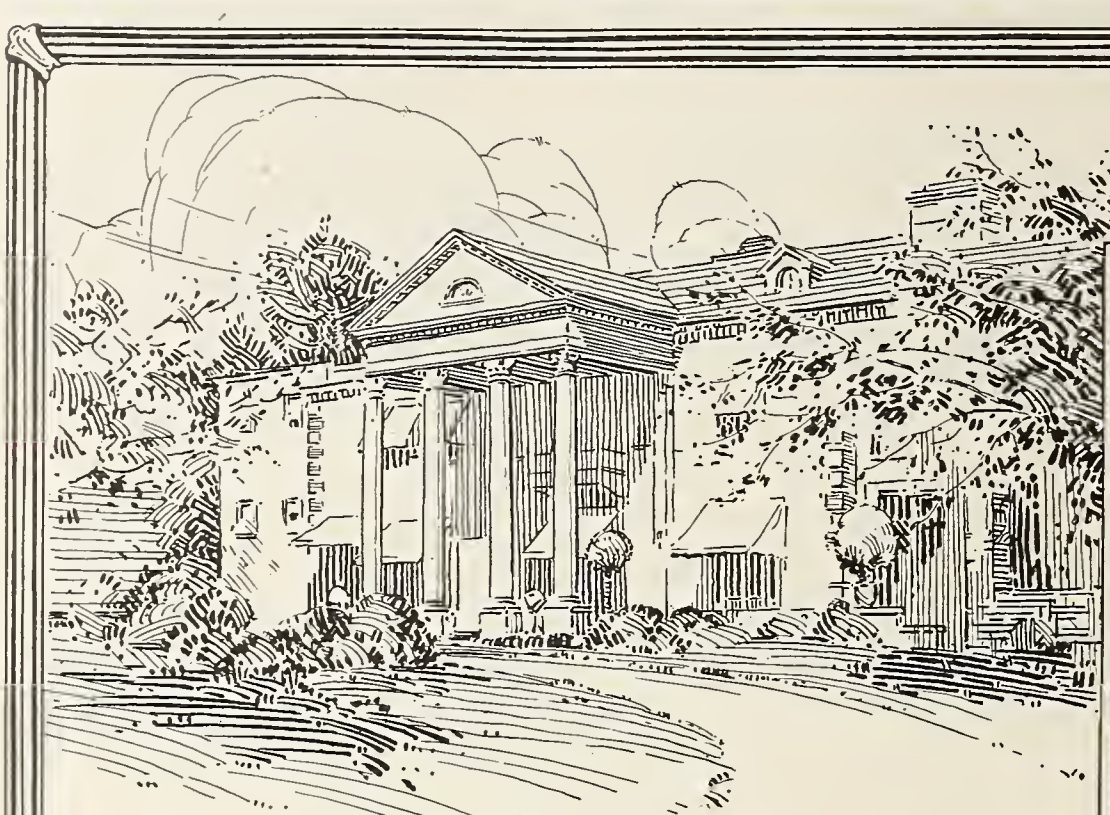
They earn your support

Write to-day for sample and prices

PARKS & PARKS, Inc. **TROY, N. Y.**

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

Southern Representatives: I. W. Becker & Co., 97 Walton St., Atlanta, Ga.



In Homes Like This

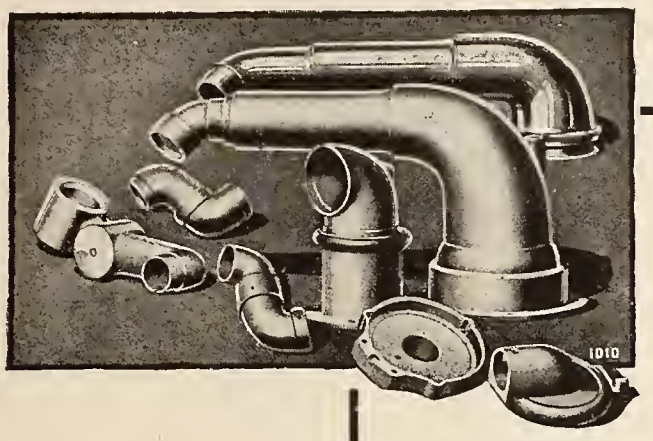
In the hearts of many of the finest homes, there's an honored place for the Bush & Lane Phonograph.

The confidence that these homes repose in their phonographs reflects their confidence in the name of Bush & Lane. Careful, "slow-but-sure" buyers, who want the best phonographs, are quick to see the value of this name. They realize that the same great organization that makes Bush & Lane Pianos also produces the Bush & Lane Phonograph.

Made by a house that is so solidly established in the confidence of the people, these phonographs *simply must be good!* You can rely on that absolutely—without any "reservations."

BUSH & LANE PIANO COMPANY
HOLLAND, MICHIGAN

Bush & Lane



Die-Castings
that you can buy safely

The *quality* of the die-casting you build into your product is most important. Whether the die-casting is a major or a minor part of the assembled unit, it must be *good.*

Absolute reliability is imperative—in accuracy, strength and uniformity. You cannot risk a flaw that may reflect on the merit of your own product. You must have the best.

Doehler make is a certain guarantee of service satisfaction. You chance nothing in entrusting your die-casting to *the world's largest manufacturer of die-castings.*

Catalog on request

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. — CENTRAL PLANT TOLEDO, OHIO. — WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

SURVEY OF TALKING MACHINE MARKETS IN MANCHURIA

American Consul Finds Chinese Use Instruments to Attract Customers to Stores—American Product, Because of High Price, Finds Little Sale—Horn Models Most Popular

The market for talking machines in Mukden, Manchuria, has just been surveyed by Consul General Albert W. Pontius, who declares that talking machines are now well known and popular throughout this district, and their sale could be greatly extended if the manufacturers and foreign importers would handle and push the trade themselves instead of leaving it to Chinese middlemen. The Chinese use talking machines not only for purposes of entertainment, but also install them in shops to attract customers by playing well-known and popular pieces of native music. When a native shop is opened, the talking machine plays a prominent part in the ceremony. On the public streets, in tea houses and other places of public entertainment, men carry instruments and records on their backs offering to play records for a very small fee.

A French machine finds a ready sale in this market, and is well known among the Chinese for its good quality. A few American machines are to be found in the local stores, but, owing to the rather high prices, do not find a ready sale. A few years ago an endeavor was made to introduce machines of Japanese manufacture to the local trade, but the effort met with small success in spite of the favorable terms offered, owing to the inferiority of the instruments and the comparatively high prices asked.

Because of a very small foreign population, there is little or no demand for the higher-priced cabinet machines. The most popular styles of instruments among the Chinese are those of the box-shape variety of medium size, with horn using disk records. No doubt a cheap cabinet "talker" would also find a ready sale. Double records are the only kind in demand, and these must be of native popular and patriotic music, either vocal or instrumental. Records containing dialogues on educational subjects are in demand among the student class. Records intended to be used in North China and Manchuria must be in the northern dialects, as southern dialects are quite unintelligible to the people of the North.

Permission could readily be obtained for demonstration purposes in various local stores or premises on a main thoroughfare might be rented for the purpose. Since the class of people who can afford to buy talking machines are all able to read, literature printed in Chinese could be distributed and posters used in order to attract public attention.

If machines were sold on cash payments of about 20 per cent, the balance in monthly instalments, undoubtedly many people would buy instruments who now feel they can not afford to pay all cash. It would be advisable to include a certain number of records with every machine sold. A good stock of records should be kept on hand either in Mukden or some nearby distributing center in order to supply the needs of sellers.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

WALTER S. GRAY COMPANY
THE BEST IN THE WORLD

Jobbers' Talking Machine Accessories

SAPPHIRES
IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

A FINE TRIBUTE TO C. G. CHILD

The Total Eclipse Does Honor to the Recording Director of the Victor Co.

A pleasing and at the same time well-deserved tribute to C. G. Child, director of recording for the Victor Talking Machine Co., appeared in the September issue of The Total Eclipse, house organ of the Eclipse Musical Co., Cleveland, in connection with the reproduction of Mr. Child's portrait on the front cover of the publication. The tribute is so interesting that The World takes the liberty of printing it in full herewith:

"C. G. Child is one of the controlling personalities of the modern musical world. He is the man who exercises the function of mediator between the great recording artists of to-day and to-morrow, and the Victor Talking Machine Co., through whose records they most widely—and most certainly—reach the public.

C. G. Child

"Mr. Child's position is unique. The great musical artists of two continents pass before him for judgment—a judgment far more delicate, and almost infinitely farther reaching, than that of any mere critic of music. This judgment at times has acted directly against contemporary opinion; yet in the long run it has never failed of public confirmation. He has accepted artists of proven power, long before public recognition, and in many cases even before they have had a fair public hearing. And the private records of the Victor Co. reveal many a distinguished name in the world of the arts, which has been submitted to his judgment, been given its tests, been weighed in the balance and found wanting.

"Every artist in the Red Seal list—which includes practically every great name in music for the last twenty-five years—was engaged by Mr. Child. He has sought out artists who never would have become known through their own initiative, and found them a greater public than they, perhaps, might ever have dreamed of, and he has been equally quick to see traces of insincerity or bad art even in the acceptedly great.

It was Mr. Child who, in the early days of the talking machine, first induced artists and musicians to take with its due seriousness the 'interesting toy' which developed such an immense industry and which went so far in raising the standards of musical appreciation the world over.

"Mr. Child has been connected with the Victor Talking Machine Co. since its incorporation in 1901. In 1902 he went to Europe and secured the first Red Seal records. He since has made a number of trips abroad, every one producing results which have helped to change the whole complexion of musical art in the world. He has enjoyed the friendship of almost every great virtuoso of his time. His knowledge of operas, of operatic music, of music generally, and of the men and women who compose and produce it, is enormous.

"More than thirty-two years ago, in Boston, he was one of the first to take up seriously the art of making musical records. Practically all of his business experience has been in connection with the talking machine industry, and the making practicable of the various methods and processes connected with it.

"In 1920 the Victor Company conferred upon him the highest honors of the organization by making him a director, and thereby a shaper of its vast business policies as well as a discoverer and a cultivator of new fields in the world of pure art."

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**
Motor Brake Felts
Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

ONE GRADE
"The Best"

ONE STYLE
"Straps attached" with handles

Reed's "Pittsburgh" Khaki Moving Cover

The use of this cover will save sending a man to retouch the scratches

MEDIUM SIZE, . . $10.50
LARGE SIZE, . . . $11.00

THE REED COMPANY *INC.*

"The Music House of Service"

5748-50 Ellsworth Avenue PITTSBURGH, PA.

REPAIRS

24 Hour Service

Largest and best equipped shop in New York
We call for and deliver in New York
Outside of New York, Send by Express or Parcel Post

W. BAHR
336 East 87th Street New York
Tel. Lenox 7156

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

To Jobbers

Write for our attractive

NEEDLE

proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our "Needle of Quality," Truetone, or Puritone envelopes.

All tone variations:—The famous PETMECKY needle.

Our proposition affords handsome margins of profits.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., October 8.—For the time of year, a season that is often dreaded by the dealers because of the difficulty experienced in securing enough goods to supply the Fall trade and the naturally increasing holiday business, machines and records are coming along surprisingly well. For a number of years the slogan of the jobbers has been "order your goods early." This season the trade for the most part has done so, and in fact dealers began early to place their orders so that they might be fairly well assured of a large supply—at least a generous percentage of their orders, for time was when the percentage for late comers was small. The situation, therefore, is most promising and goods from the factories are reported as coming in with marked regularity and in large lots, which means that they are gotten away to the dealers with the least possible delay.

Trade Welcomes Odd Fellows

It has been most interesting to see how extensively the talking machine trade recognized the visit of the Odd Fellows on the occasion of their centennial observance the latter part of September. On the day of the great parade which passed through Tremont and Boylston streets the stores gave undivided interest and naturally there was little business done. The establishments making generous display of bunting included the Grafonola Co. of New England, Tremont Talking Machine Co., the Oliver Ditson Co., Charles S. Norris, C. C. Harvey Co., Hallet & Davis Co., and the M. Steinert & Sons Co., which especially did itself proud in the elaborateness of its decorations.

Dealers' Meetings to Be Resumed

Business at the Columbia headquarters is booming merrily along and Manager Fred E. Mann is well satisfied at the prospects for a big Fall trade. He says that though shipments of goods from the factory have been coming along splendidly he is very short of the adequate amount to satisfy dealers, in fact he is hundreds of machines behind. He added that the company had just wound up a splendid business month in September. Mr. Mann states that the dealers' meetings which have been such a successful feature of the business here for the past several seasons, are to be resumed about the middle of the month and that they will be held as last year in the Swiss room of the Copley-Plaza and that some of the talent from the Ziegfeld "Follies," who are Columbia artists, may be able to come over from the Colonial Theatre to take part.

Several Columbia Men in Town

Robert Porter, the Columbia field sales manager, was over here for a week, spending his time with Manager Mann. He left the first of the month for a Western trip. Another local caller from the Columbia forces was J. W. Baylis of the general manager's office. O. F. Benz, manager of the record department of the Columbia executive offices, who, with Mrs. Benz, had been spending two weeks in Maine, stopped over en route home to New York and made Manager Mann a pleasant visit, remaining in town long enough to take part in the sales conference over which Mr. Mann presides at periodic intervals.

J. F. Carr on His Honeymoon

And speaking of the Columbia New England family, it is learned with considerable interest that J. F. Carr, of the Springfield department, was recently married to Miss Frances Ring and at the present time is enjoying a honeymoon trip through the South. Trot out the wedding cake or the cigars, Carr, for we haven't seen either yet.

Beacon Co. Elects Officers

Several changes have been effected in the personnel of the Beacon Co. and the new officers of the organizations are now as follows: Walter A. Hopkins, president; Richard M. Nelson, vice-president; Alvah L. Falla, vice-president; John A. Easton, treasurer, and Arthur R. Logan, secretary.

More Beacon Territory for Reilly Co.

It is announced from the local offices of the Beacon that W. J. Reilly & Co., Inc., of 25 Sudbury street, who have been acting as distributors for Maine, New Hampshire and Vermont, have been given the rest of New England which heretofore has been handled by the Beacon Phonograph Co., Inc. In the future the Reilly Co. will have its own men in this entire territory.

George Moeller Now With Beacon

George Moeller, of Moeller-Waters, Inc., has retired from the firm, and has been appointed Western sales manager of the Beacon Phonograph Co., Inc. He will operate from Chicago, opening up jobbers throughout the Middle and Far West field.

Walter Sees Big Year for Brunswick

Wholesale Manager Walter of the Brunswick is one of those who sees a big season ahead and one thing that makes him especially jubilant is the way that the dealers are just "eating up" the monthly consignment of records which the Brunswick has now been putting out less than a year. Manager Walter is receiving many ap-

(*Continued on page* 85)

Steinert Service Serves

WHOLESALE

HEADQUARTERS

M. STEINERT & SONS CO.
35 Arch Street :: :: :: :: :: :: Boston

"New England Service for New England Dealers"

IT is gratifying to hear dealers express admiration for Eastern Service. It proves in spite of present handicaps that men do appreciate our efforts in bringing our work to its present valuable state.

The Eastern Talking Machine Co.
VICTOR WHOLESALERS
85 Essex Street BOSTON

1870
1920

Established 1870

Oldest and Largest Manufacturers of Talking Machine NEEDLES in the World

"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W.H. BAGSHAW COMPANY LOWELL, MASS.

Pathé Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealer is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

plications from would-be dealers of this line, but as things now stand he is able to take pretty good care of those with whom the house has connections which might not be possible if very many more dealers were allowed to handle the Brunswick proposition.

New Sonora Dealers Signed Up

The Musical Supply & Equipment Co. has lately signed up several new dealers and they are all getting a good share of the Sonoras as they are shipped along. Among these new dealers are the Kane Furniture Co., of Woonsocket, R. I.; Modern Furniture Co., of Fall River; Reliance Furniture Co., of Boston; Gookin Furniture Co., Lowell; Westerly Furniture Co., Westerly, R. I.; the Joseph Marcus Furniture Co., of Providence, R. I.; Fox Furniture Co., of Newton, and the Hirshberg Furniture Co., of Malden. Manager Joseph Burke, of the Musical Supply Co., is away on a business trip at this writing, most of his time during the fortnight being spent in central and western New York.

J. N. Blackman and Louis Buehn Visitors

J. N. Blackman, of the Blackman Talking Machine Co., New York, and Louis Buehn, Philadelphia, one of the prominent Victor dealers of that city, were in town the first of the month and were entertained by some of the officials of the Eastern Talking Machine Co. The visitors were traveling by motor and their extended trip took in the White Mountains and was to consume about two weeks.

Shoemaker Wins in Charles River Regatta

Herbert Shoemaker, of the Eastern Co., came out a winner in the Labor Day regatta on the Charles River. He entered as an enthusiastic oarsman but did not look for the honors that came to him, for he won out in the junior singles by six lengths. Encouraged by his success Shoemaker will enter for other competitive races when the season opens in 1921.

W. D. Easton Here to Study Business

W. D. Easton, son of President Easton of the Columbia Co., who has been associated with the executive offices of the company in New York, has come to Boston and is to be with Manager Erisman at the Grafonola Co. of New England's Tremont street store. He is here to study the retail end of the business and is likely to remain through the Winter. He is a veteran of the war and was in France for some time.

Another Store Link in Columbia Chain

A new Columbia shop has just been opened at 45 Boylston street and is another in the chain of stores operated by the Grafonola Co. of New England, of which Arthur C. Erisman is the active head. This new store is in an excellent location and is handsomely equipped. It is in charge of James McDonald, who is thoroughly familiar with the Columbia business. The other associate stores now conducted by Mr. Erisman are at 3 Central square, Cambridge; 1538 Dorchester avenue, Field's Corner; Upham's Corner in the Strand Theatre building, Dorchester; 458 Broadway, Everett; 17 Shawmut avenue, Winthrop; Poplar street, Roslindale; 1618 Blue

(*Continued on page 87*)

Send for Descriptive Circular

Curry "SOUND PROOF" DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LONG TRADE MARK

MUSIC CABINETS
See Display Ad in This Issue

Peerless Record Album
See Display Ad in This Issue

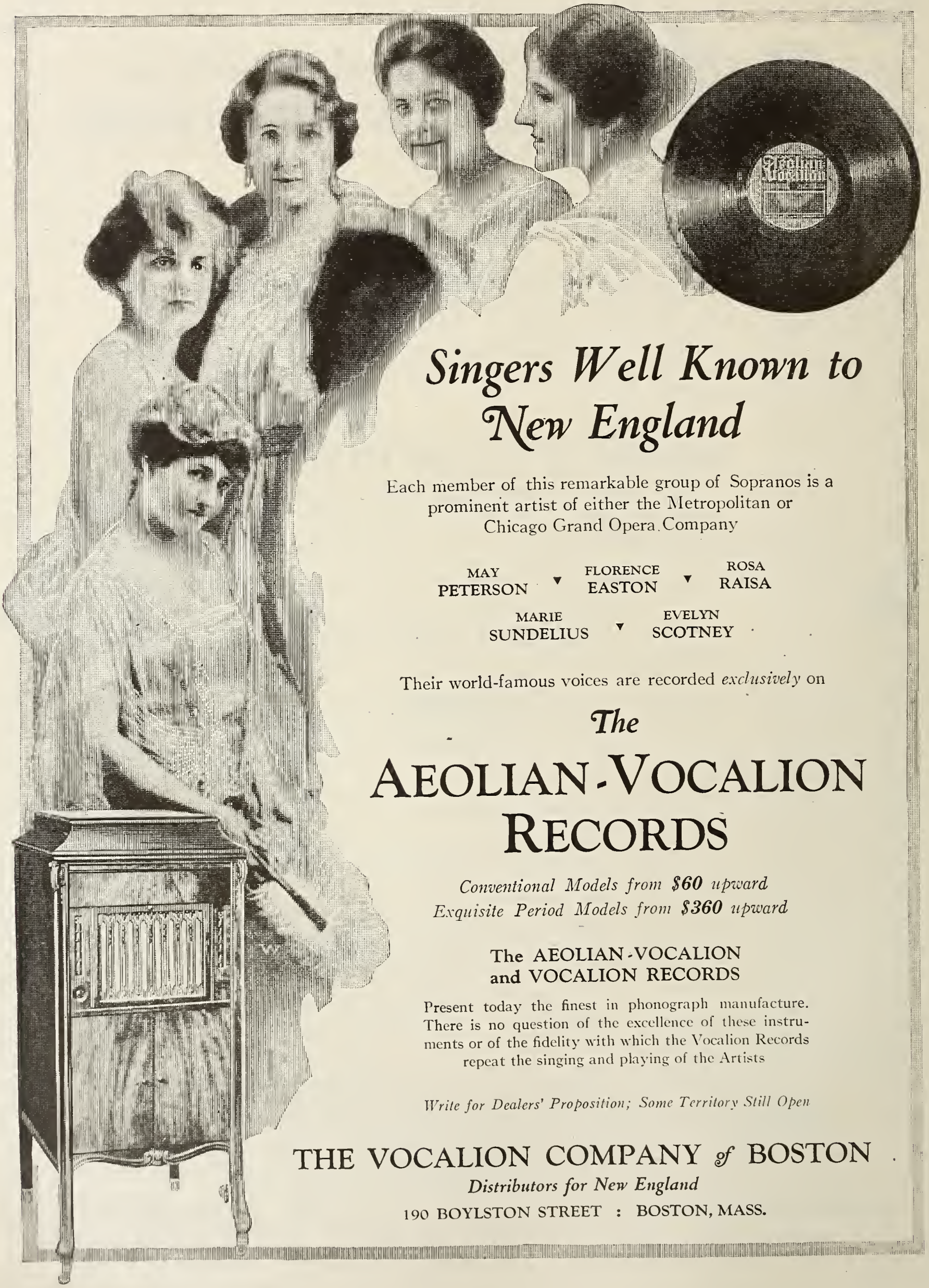
SPECIAL
I am prepared to ship all orders on either line promptly.
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

SHEET MUSIC
Musical Instruments
Phonographs

KIMBALL PHONOGRAPHS
Made by the makers of the famous
"KIMBALL PIANOS"

New England shipments made from Boston

New England Piano & Phonograph Co.
"Everything in Music"
405 Boylston St., Boston, Mass.



Singers Well Known to New England

Each member of this remarkable group of Sopranos is a prominent artist of either the Metropolitan or Chicago Grand Opera Company

MAY PETERSON ▼ FLORENCE EASTON ▼ ROSA RAISA

MARIE SUNDELIUS ▼ EVELYN SCOTNEY

Their world-famous voices are recorded *exclusively* on

The AEOLIAN-VOCALION RECORDS

Conventional Models from ***$60*** *upward*
Exquisite Period Models from ***$360*** *upward*

The AEOLIAN-VOCALION and VOCALION RECORDS

Present today the finest in phonograph manufacture. There is no question of the excellence of these instruments or of the fidelity with which the Vocalion Records repeat the singing and playing of the Artists

Write for Dealers' Proposition; Some Territory Still Open

THE VOCALION COMPANY *of* BOSTON

Distributors for New England

190 BOYLSTON STREET : BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Hill avenue, Mattapan; at Hyannis, down on Cape Cod; Krey Music Co., 361 Washington street, Boston, and Providence, R. I.

The Grafonola Co., whose head office headquarters are at 174 Tremont street, has been having a marked success in handling the Bubble Books and Mr. Erisman is looking for a particularly heavy demand as the holiday season approaches.

Aileen Stanley, Pathé Star, Coming

Stephen A. Colahan, manager of the retail department of the Pathé, with headquarters at the Hallet & Davis Boylston street store, is making extensive plans for the Winter programs of recitals. Among the Pathé stars whom he is going to feature when next she comes to Boston is Aileen Stanley, who lately was at Keith's and is coming here again later in the season.

Vocalion Men Nearly All Back Again

E. M. Wheatley, manager of the Aeolian-Vocalion Co., has had his last week-end trip to Vermont where his family have been during the Summer. Albert Feldman, who formerly was with the Vocalion, is back again with the company, making a valuable addition to the staff of retail salesmen. Albert Ferris is the only member of the staff now on a vacation and he is expected back in a few days. H. G. Sheldon, lately of Lowell, has joined Manager Wheatley's family and will devote his attention to the wholesale end of the business.

Columbia Model Shop Ready Soon

After a long wait, due in large measure to the non-arrival of the materials, the model shop to be set up in the Columbia wholesale headquarters in Washington street bids fair to soon be a reality. All the necessary parts are on the scene and work will be begun immediately toward getting it into complete shape. When this is ready the interior of the Columbia quarters, which have now been occupied a number of months, will be ready for photographing, something that Manager Mann has been eager to have done for some time.

Death of John F. Luscomb

John F. Luscomb, traveling sales associate of the Columbia Graphophone Co. in southern Massachusetts and Rhode Island, died Friday morning, September 10, at his home, 83 Manton street, Fall River, after an illness which had kept him confined to his bed the larger part of eight months. There is probably no man associated with the industry in New England who enjoyed a wider circle of friends and acquaintances than John F. Luscomb. For many years

(*Continued on page* 89)

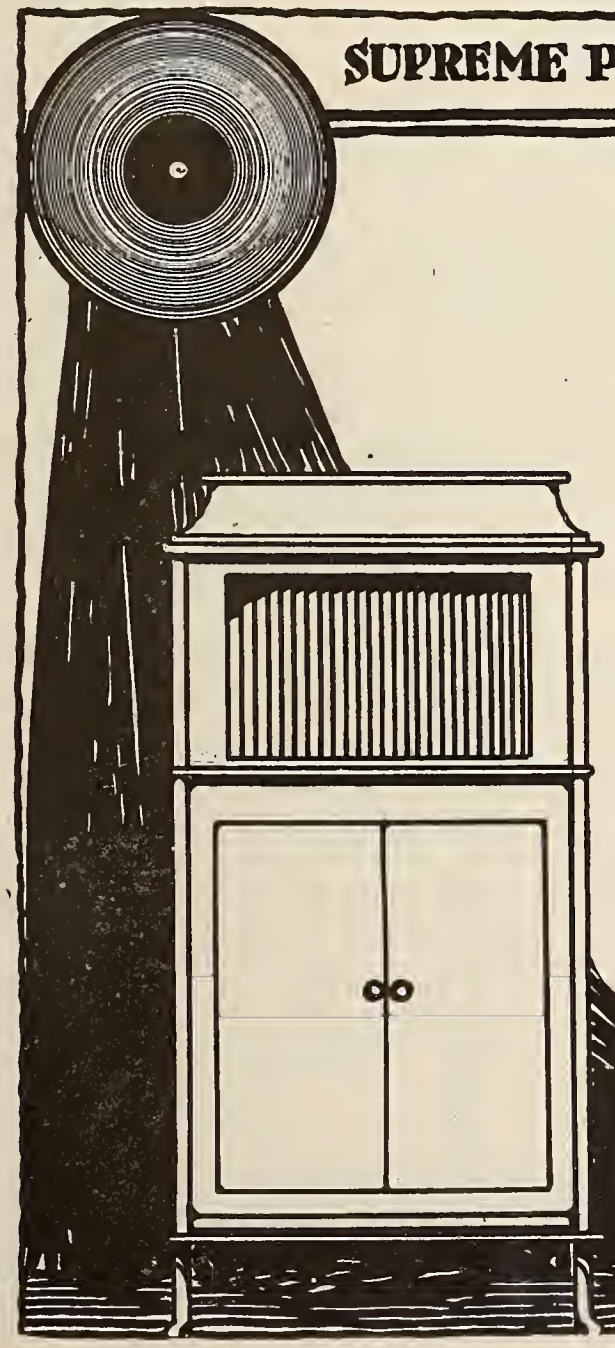
HORTON-GALLO-CREAMER CO

NEW HAVEN CONNECTICUT

VICTOR SERVICE SPECIALISTS

CAREFUL attention given to service in little matters as well as great, has been one of the most important contributing factors to our success.

SUPREME PHONOGRAPH-SUPREME PATHÉ RECORDS



The VOICE OF THE PATHÉ IS ITS BEST SALESMAN

Your big opportunity is here, Mr. Phonograph Dealer.

If you are not already selling the Pathé Actuelle and Actuelle (lateral cut) Records, it is high time that you ask us for full particulars.

Let our representative explain our plan for financing dealers.

PATHÉ DISTRIBUTORS

Commonwealth Phonograph Co.

21-23 LYMAN ST., *Springfield, Mass.*

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Every Time You Sell A Brunswick You Win More Friends

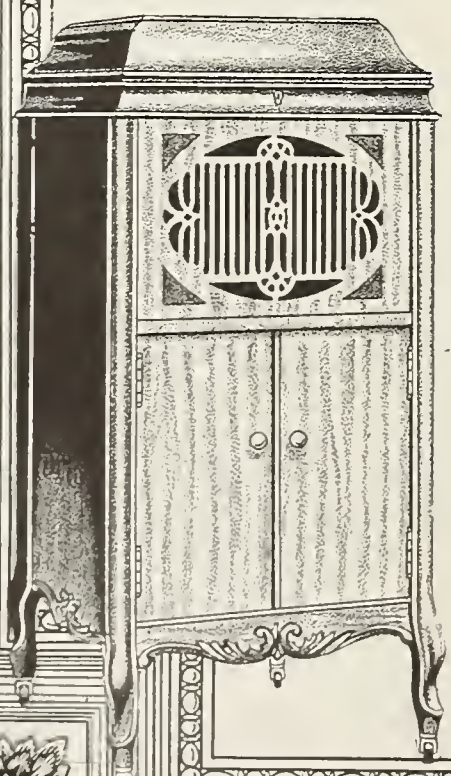
It is gratifying to us to note how enthusiastic every Brunswick family becomes over Brunswick tones. How they take delight in explaining Brunswick features, especially the Ultona, to all their friends. It is, perhaps, a very human pride in having something new, exclusive and different from the rest.

These satisfied buyers form an army of recommenders, assuring a constantly growing market for The Brunswick. And every buyer of a Brunswick phonograph becomes a regular customer for Brunswick Records.

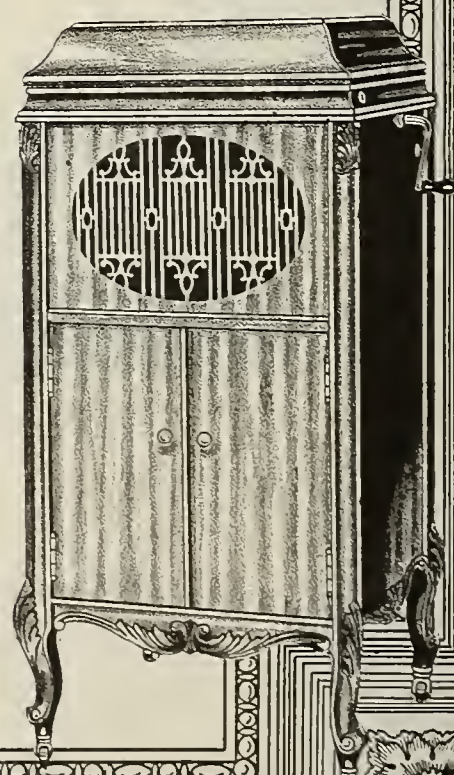
Reaching the Dominant Buyers

There is a class of people in each locality who have a real appreciation of fine music, and who easily influence the less appreciative. Brunswick has always made a strong appeal to this dominating type of buyer through musical reviews and high-class publications.

One of the striking things about The Brunswick is the way it wins not only the majority who merely "know what they like" in music, but also the minority who can lay claim to be musical critics.



Brunswick Phonographs and Records are offered to the buying public on this straight-from-the-shoulder basis: "Hear; then decide for yourself."



KRAFT - BATES & SPENCER
INCORPORATED

156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHERS

Steel Needles *Jewel Points* *Albums*

Record Brushes *Khaki Covers*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

he manufactured the Luscomb banjos and guitars, but for some eighteen years past had been associated with the wholesale distribution of Columbia Grafonolas and records through the Boston branch of that company. The industry has suffered a real loss in his demise.

The funeral services were held at the home Sunday afternoon, September 12, and the pallbearers were selected from the Fall River talking machine dealers, consisting of Messrs. Denahan, McKay, Mullen and Kenyon. Many of the dealers whom Mr. Luscomb had served for several years paid their last tribute to him in beautiful floral pieces.

One of Mr. Luscomb's sons, R. H. Luscomb, for several years in charge of the order department of the Columbia Co. in Boston, is now manager of the Grafonola department of the Atherton Furniture Co. in Taunton.

SILLIMAN SUCCEEDS PARDEE

With the Retirement of W. O. Pardee as President and Treasurer of Pardee-Ellenberger Co., Inc., F. H. Silliman Assumes Important Post

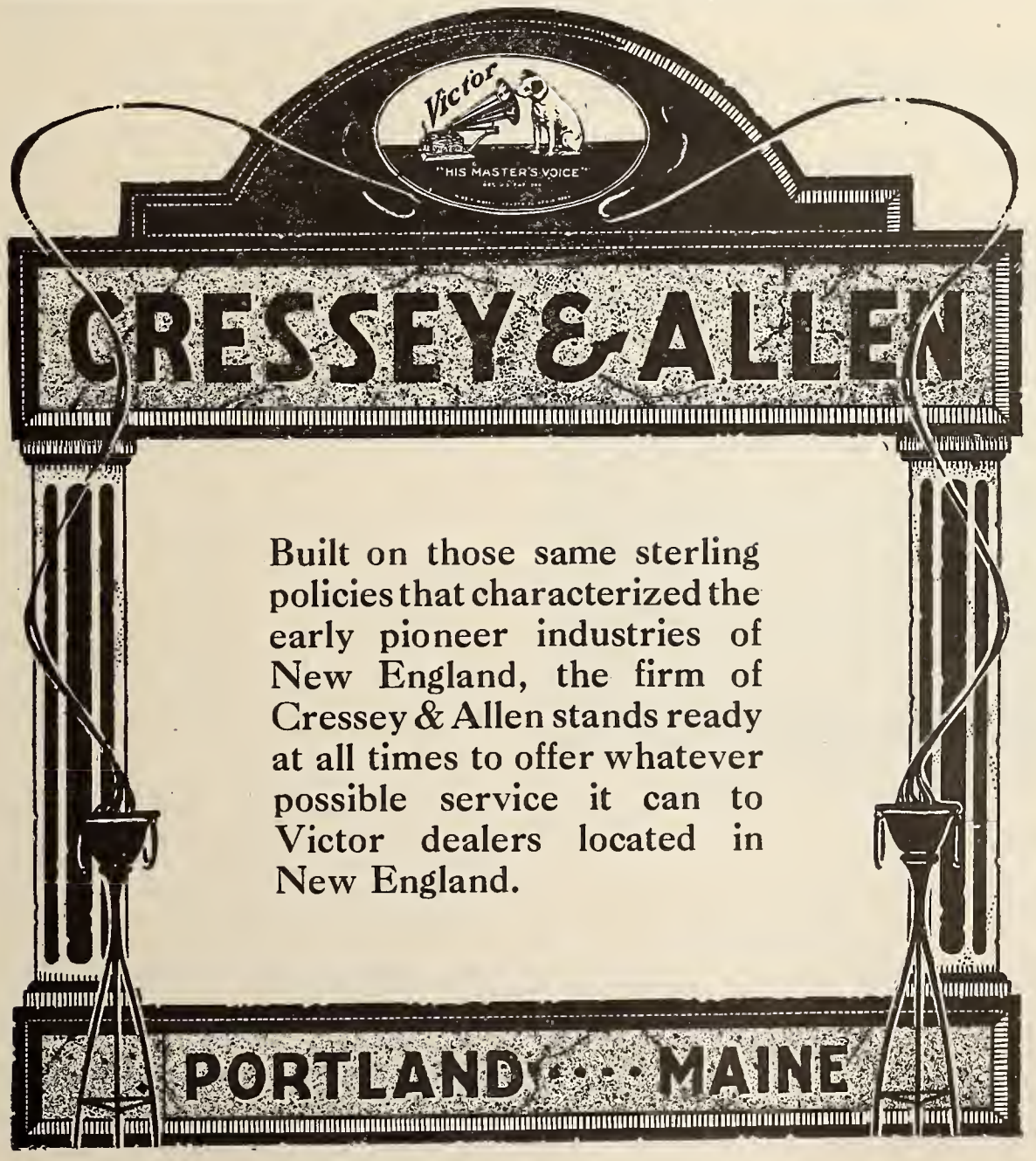
NEW HAVEN, CONN., October 1.—A change in the executive office of the Pardee-Ellenberger Co., Inc., Edison jobber, occurred to-day. W. O. Pardee, who has occupied the office of president and treasurer of the company for many years, has resigned and has retired from active business. F. H. Silliman, vice-president of the company, has been elected president and treasurer, succeeding Mr. Pardee, and has assumed his new duties as of this date. Mr. Silliman has been connected with the Pardee-Ellenberger Co., Inc., for a number of years and was in charge of the Boston offices of the company. He will continue to make Boston his headquarters. The New Haven offices will be under the direction of F. T. Keeney, who is at present connected with these offices and well conversant with the details.

GREAT TRADE GATHERING IN BOSTON

First Annual Meeting of New England Music Trade Association Attended by Many Talking Machine Men—G. W. Hopkins' Address

BOSTON, MASS., October 1.—The first annual meeting of the New England Music Trade Association was a success in every way and warrants the belief that before another year rolls around the organization will have a largely increased membership. Of talking machine men there were quite a number present and they took part actively in the various features of the two days, Wednesday and Thursday, September 15 and 16. One of the first to put in an appearance at the Adams House headquarters was Fred E. Mann, New England manager of the Columbia Co., while Kenneth R. Reed, of the Victor department of the M. Steinert & Sons Co., was a close second. E. M. Wheatley, of the Vocalion Co., also was on hand early. Others who registered their names at the headquarters quite early were: E. A. Cressey, of the C. C. Harvey Co.; F. S. Boyd, of the Pardee-Ellenberger Co.; Roy Ott and Stuart M. Hill, of the Columbia Co.; Chester E. Kammeler, of Steinert's; F. C. Allen, of Cressey & Allen, Portland, Me.; W. B. Irvine, of Steinert's Lowell store; Francis T. White, of Harvey's; Miss Grace Barr, of Steinert's; E. Bennett Fox and W. S. Townsend, both of E. B. Shiddell Co.; A. C. Barg, of the Vocalion; George R. Whittier, of the Steinert store at Portland, Me.; Mrs. C. L. Lavers and Mrs. M. H. Chesley, of the New England Talking Machine Co.; J. Meiklejohn, of the Meiklejohn Co., of Providence, R. I.; L. J. Unger, of the Brilliantone Co., New York; Fred H. Walter, of the Brunswick Co.; Harry L. Spencer, of the Kraft, Bates & Spencer, Inc. (Brunswick); C. H. Norris, Herman N. Baker, of the A. M. Hume Music Co.; Marcellus Roper, of Worcester; George E. Geary and C. B. Snow, of Portland,

(Continued on page 90)



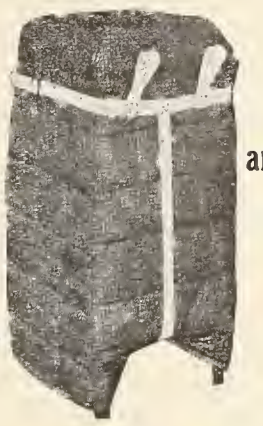
Your Guarantee, Mr. Dealer

LANSING KHAKI COVERS

For All Phonographs

Unqualified Endorsement of Biggest Manufacturers and Dealers

Slip and Rubber Covers for Phonographs



Slip and Rubber Covers for Pianos

Distributors of the "LANSING KHAKI MOVING COVER"

ATLANTA, GA.
Elyea Talking Machine Co., 11 No. Pryor St.
Southern Paramount Co., 23 Peter St.

BALTIMORE, MO.
E. F. Droop & Sons Co., 231 No. Howard St.

BIRMINGHAM, ALA.
Talking Machine Co., 1618 Third Ave.

BOSTON, MASS.
Hallet & Davis Piano Co., 146 Boylston St.
Kraft-Bates & Spencer, 156 Boylston St.
Oliver Ditson Co., 178 Tremont St.

BROOKLYN, N. Y.
American Talking Machine Co., 356 Livingston St.
G. T. Williams Co., 217-222 Duffield St.

BUFFALO, N. Y.
Buffalo Talking Machine Co., 776-778 Washington St.
Buffalo Wholesale Hardware Co.

CEDAR RAPIDS, IOWA
Churchill Drug Co.

CHICAGO, ILL.
Brunswick-Balke-Collender Co., 623-633 So. Wabash Ave.
Fuller-Morrison Co., 540-552 West Randolph St.
W. W. Kimball Co., Jackson Blvd. & Wabash Ave.
Wade Talking Machine Co., 14 No. Michigan Ave.

CINCINNATI, OHIO
The Ohio Talking Machine Co.

EL PASO, TEXAS
W. G. Walz Co.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

JACKSONVILLE, FLA.
Florida T. M. Co., 226 E. Forsyth St.

KANSAS CITY, MO.
Schmelzer Co.

MEMPHIS, TENN.
O. K. Houck Piano Co., 103 So. Main St.

MILWAUKEE, WIS.
Waltham Piano Co.

MINNEAPOLIS, MINN.
McDonald Bros. Co.

MOBILE, ALA.
W. R. Reynalds

NEWARK, N. J.
Collings & Co., Plum Bldg

NEW YORK CITY, N. Y.
Columbia Graphophone Co., Woolworth Bldg.
New York Talking Machine Co., 119 W. 40th St.
Knickerbocker T. M. Co., 138-140 W. 124th St.
Blackman T. M. Co., 81 Reade St.
Ormes, Inc., 26 E. 125th St.

OMAHA, NEBR.
Wright & Wilhelmy Co., 10th & Jackson Sts.

OKLAHOMA CITY, OKLA.
H. A. Mottier Sales Organization.

PEORIA, ILL.
Putnam-Page Co.

PHILADELPHIA, PA.
Interstate Phonograph Co., 1026 Chestnut St.
Philadelphia Show Case Co., 127 No. 13th St.

PITTSBURGH, PA.
W. F. Frederick Piano Co., 635-637 Smithfield St.

PORTLAND, ME.
Cressey & Allen, 534 Congress St.

ROCHESTER, N. Y.
Rochester Phonograph Co., 44 Clinton Ave., North

SALT LAKE CITY, UTAH
Salt Lake Hardware Co

ST. LOUIS, MO.
Koerber-Brenner Co.

TOLEDO, OHIO
The Toledo Talking Machine Co., 425 Superior St.

WASHINGTON, D. C.
F. P. May Hardware Co., 469-477 C St.

YORK, PA.
Weaver Piano Co.

FACTORY REPRESENTATIVES

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

T. J. Cullen,
21 E. Van Buren St.,
Chicago, Ill.

H. A. Copeland Sales Co.,
Charlotte, N. C.

W. G. Kelchner Sales Co.,
Charlotte, N. C.

Louis A. Schwarz,
1265 Broadway,
New York.

I. W. Becker,
Hotel Winecoff,
Atlanta, Ga.

Lansing SALES CO.

ELIOT and WARRENTON STS.
BOSTON 11, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 89)

Lyric Lateral Records

Dealers Supplied at Short Notice

S. W. SHARMAT & SON

Wholesale Distributors

5 Bromfield St., Boston, Mass.

Me.; Reinhard G. Kneipfer, of Lawrence; George H. Sharp, of Westfield; G. Herbert White, of Fitchburg; G. P. Donnelly and H. E. Gill, of the Columbia, and Stanley Brennan, of the Steinert's Worcester store.

Not very much was done the first day of a formal character. A golf tournament at the Belmont Spring Country Club grounds called into play a group of golfers and following a forenoon of the sport the championship was won by Robert Steinert of the Boston house bearing the family name, who won the kicker's handicap and was awarded the shield of the Association on which Steinert's name has been engraved and which will be competed for annually. Steinert also was given a gold medal. Brennan of Worcester had the best gross score and he was awarded an after-dinner cigar tray, while A. M. Hume was awarded the consolation prize.

On the second day the feature was the dinner at the Villa Napoli at Nantasket, at which one of the interesting addresses was made by George W. Hopkins, general sales manager of the Columbia Co. At a business session held earlier in the day there was an address by Alfred L. Smith, the general manager of the Music Industries Chamber of Commerce, and the election of officers resulted in the choice of Frank S. Horning, of the F. S. Horning Co., Inc., Victor dealers, as first vice-president.

George W. Hopkins, sales manager for the Columbia Graphophone Co., in his remarks at the dinner, said he had a great admiration for the Governor of this State and his company had been honored by recording some of his speeches. The great need of the moment, he pointed out, is men; the value of the man as a factor seems lately to have been eliminated from salesmanship. Men are needed in the music business and for this reason we are to-day facing a mental hazard. There never was a time when there was such a disposition to buy nor a time when the public had so much of the wherewithal to buy. Banks have more money than they ever had before, despite what the bankers say about it, and the people have been depositing more in the savings institutions. Salesmanship, or the art of selling, has no place for the pessimist. Music is a necessity and as an industry it has not been given anything like the recognition that it should, especially by financial institutions which often hesitate to loan money for this business. The reason the banks won't loan you money is just because you haven't registered your business as a necessity. Every bank should loan money to the industry to the limit of its ability.

Discussing the present hesitation in business Mr. Hopkins said it was neither a calamity nor a blessing. We've had three years now of ordered dodging of certain issues and the salesman who has overcome the obstacles has a background of personality which stands him in good stead.

MICA DIAPHRAGMS

Watson Brothers, Inc.

170 PURCHASE ST.

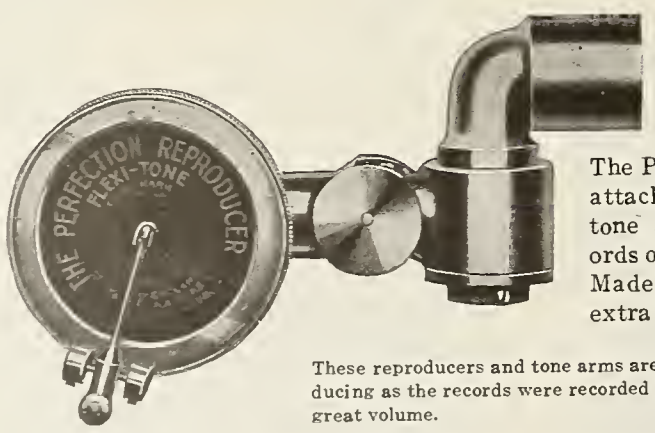
BOSTON - - - - MASS.

Speaking of dealers, to whom he addressed more than one word of severe admonition, he said there were many who lacked initiative, who didn't understand their calling to the point of best boosting business, but had an inflated idea of their own importance and were unwilling to confer with their clerks regarding the disposition of goods, something that should be of as much concern to the one as the other. Such dealers the speaker characterized as swelled; they had not grown an inch. It was Mr. Hopkins' idea that the music dealers had been depending too much on advertising to bring in business; that the advertising was not backed up by good salesmanship as it should be, for good salesmanship was 50 per cent of the business.

No matter how much advertising a dealer may do, it can all be killed by the man behind the counter. Dealers should make their salesmen appreciate the pleasures of accomplishment; there should be more confidence imposed in the employes and when there is the right feeling of co-operation between the dealer and those under him a real message can be put over that will revert to the advantage of both the dealers and the public.

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MISSOURI
St. Louis—Silverstone Music Co.
NEBRASKA
Omaha—Shultz Bros.
NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan
OHIO
Cleveland—The Phonograph Co.
PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.
UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Factory Representative—LOUIS A. SCHWARZ
1265 BROADWAY, NEW YORK, N. Y.

JOTTINGS OF NEW ENGLAND TRADE

Dealers Showing Praiseworthy Activity in Renovating Stores and Making Every Effort to Improve Business Standards Generally

From the news that emanates from the northern part of New England, there is every indication that the dealers of that region are more than ever striving to increase business. The manner in which new shops are opened, and old shops renovated and improved, booths installed and other modern improvements added, fully demonstrates that old New England is going to continue its high-class merchandising policies. An idea of the work which is going on among the New England dealers may be gleaned from the following items:

Cressey & Allen were represented at the New England Music Trades Association meeting, held in Boston September 15 and 16, by the following, who motored up from Portland: Frank C. Allen, of the firm; C. B. Snow, manager of the Victor wholesale department, and George Geary, of the piano department.

G. R. Magoon, the progressive and energetic manager of Bailey's Music Rooms at Berlin and Lancaster, N. H., has recently installed the new Unico booths in both stores, which characterizes his methods of doing business in an up-to-date manner.

An exclusive Victrola shop recently established is that of C. J. Newman's, of Oldtown, Me. The attack upon the public which he makes through his unique medium of advertising is sure to bring forth the desired results. His strenuous and untiring efforts are creating interest and we are glad to welcome him as a Victor booster.

Hiram Gardner, manager of Bailey's Music Rooms, Littleton, N. H., has recently purchased an up-to-date commodious building in anticipation of a larger business.

The Music Shop, successor to C. A. Brawn Piano Co., Gardiner, Me., is flourishing and mak-

(*Continued on page 92*)

This Is Your Guide to a Better Needle

PLAYS ALL RECORDS

SUPERB STYLUS
SEMI-PERMANENT
THE TALKING MACHINE NEEDLE SUPERB

SAVES ALL RECORDS

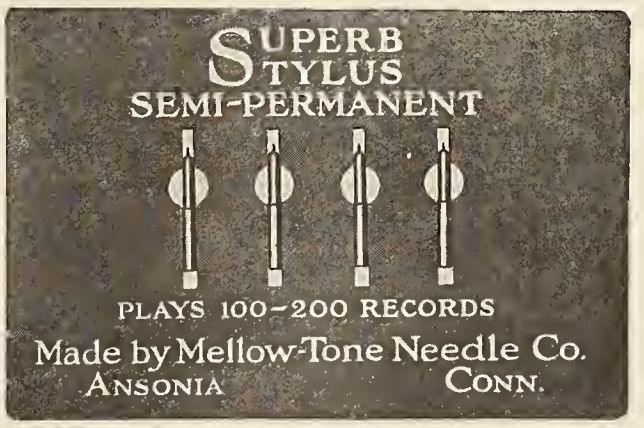
PLAYS 100 to 200 RECORDS. NO SCRATCH or HISS

Made in Full and Half Tone

When we perfected this needle we kept in mind the fact that it was the better part of economy to wear out needles costing a few cents each than to spoil records costing many times that amount, so we made the needle to wear instead of the record.

The demand for this needle has exceeded our fondest expectations and we have been slipping behind on our deliveries, but as we have increased our capacity 50 per cent. we are now in a position to take on a few more good, live distributors.

MR. RETAILER: If your jobber cannot supply you send direct to us.



Retail Price 25c per card

SEND FOR SAMPLES AND DISCOUNTS TO

Mellowtone Needle Company

Sole Manufacturers

Ansonia Connecticut

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 90)

ing rapid progress in establishing a permanent place in the Victor world. It has just increased the equipment of the Victor department by installing Unico booths.

The L. H. Soper Co., Waterville, Me., is to be congratulated on the installation of two new Unico booths.

F. W. Peabody, Haverhill, Mass., is planning on having his Fall opening in his new store October 1. The central location and its improved facilities all tend to make it the finest emporium for displaying and demonstrating Victor machines east of Boston.

G. L. Richardson, representative of the Victor Talking Machine Co., recently spent a week among the dealers in the Portland locality. He is now on an extensive trip through the northern section of Maine.

Cressey & Allen's new modern equipped dealers' service room has caused no small amount of favorable comment from the dealers who have visited it.

SUPPER FOR VICTOR DEALERS

M. Steinert & Sons Co. Have Prominent Dealers as Guests at Parker House—Plans Perfected for Coming Concert of Eight Famous Victor Artists Which Occurs October 31

Boston, Mass., October 4.—The Victor dealers of Boston were the guests at supper of M. Steinert & Sons Co. at the Parker House one evening the latter part of September, and those present included W. E. Titus, of the Jordan Marsh Co.; Frank S. Horning, of the F. S. Horning Co.; Charles Bruno, of the Tremont Talking Machine Co.; Walter Gillis, of the W. J. Gillis Co.; Harold Clapp, of the Frank Ferdinand Co.; Arthur Chamberlain, of the Iver Johnson Co.; A. L. Filante, of the Shepard stores; F. W. Sperry, of the R. H. White Co.; R. McGinnis, of the Houghton & Dutton Co.; Miss Grace Barr, Guy Foote, Kenneth E. Reed and G. F. Baldalli, of the Steinert house—a goodly company.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

After supper there was a general discussion of the forthcoming concert by the Eight Famous Victor artists, and it was decided (the A. McArthur Co., Fitzgerald Talking Machine Co. and the Rosen Talking Machine Co., being unable to be present, voted by proxy) to hold a concert at the Majestic Theatre, Boston, Sunday evening, October 31. Miss Barr is to have charge of the tickets and Mr. Reed, manager of the Victor wholesale department of the Steinert house, is to be chairman of the committee on arrangements and finance.

Other concerts to be given in New England are as follows: Bridgeport, Conn., Sunday afternoon, October 24; New Haven, Conn., that same evening; Waterbury, Conn., October 25; Fall River, October 26; Lawrence, October 27; Brockton, October 28; Woonsocket, October 29, and Haverhill, October 31.

COMMONWEALTH EXHIBIT PRAISED

Pathè Distributors Made Most Artistic Display at Recent Eastern States Exhibition

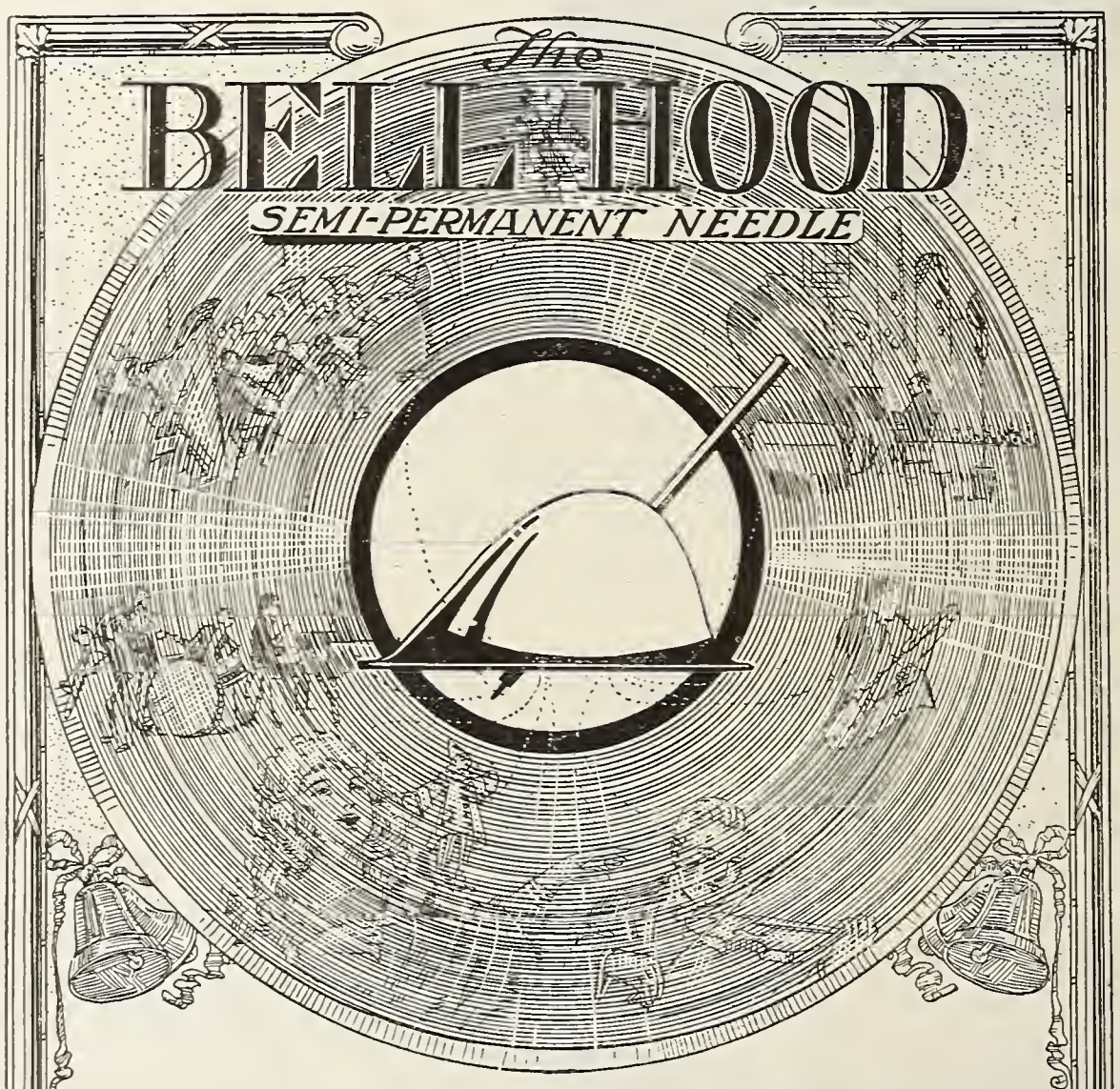
Springfield, Mass., October 1.—The exhibit of the Commonwealth Phonograph Co., of this city, Pathè distributors, at the Eastern States Exposition was highly commented upon by visitors. The stage in the concert hall was attractively decorated and set with a representative line of Pathè and Pathé Actuelle phonographs. At various times of the day recitals were given which were always well attended. Lewis James, tenor and celebrated Pathé star, was present on Sunday, September 19, when he sang at the immense Coliseum in this city. Mr. James sang "Sunrise and You" and "Because I Love You." He received tremendous applause and the immense auditorium was completely filled.

The Commonwealth Phonograph Co. reported that they had great success with the exhibit and that the attendance was large at all times. The services of Mrs. G. Chapman, soloist, were secured, who sang to the accompanying of the Pathè and the Pathé Actuelle. A small moving picture film advertising Pathé products was shown and also created much interest. Co-operation with the dealer was exemplified at this exhibit in a novel way. Each day a different dealer was in attendance at the Commonwealth exhibit, with the result that each dealer had the opportunity of developing a large list of prospective purchasers. The Commonwealth Phonograph Co. reports that business is growing in a very favorable manner and that the future looks exceedingly bright.

ATTRACTIVE SPRINGFIELD STORE

Springfield, Mass., October 1.—The Harmony Shoppe, Inc., is one of the latest establishments to be created in this city and at 10 and 12 Harrison avenue it has an attractive place, carrying the Acolian-Vocalion, Pathé, Dusonto, Charmaphone and other lines.

The officers of the corporation are: A. Raoul Silber, president; Max Bassin, vice-president and treasurer, and J. B. Silber, secretary. This establishment, which is destined to play an important part in the talking machine industry of this city, is the outgrowth of Silber's Phonograph Exchange, which was started in the late Winter.



The Bell-Hood Surrounding the Needle Clarifies the Tone of Objectionable Surface and Mechanical Noise

A scientifically perfect needle designed after long experiment to better the tone quality of needles

SEMI - PERMANENT POINT

LOUD - MEDIUM - SOFT

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

3901 Sheridan Road, Chicago, Ill.

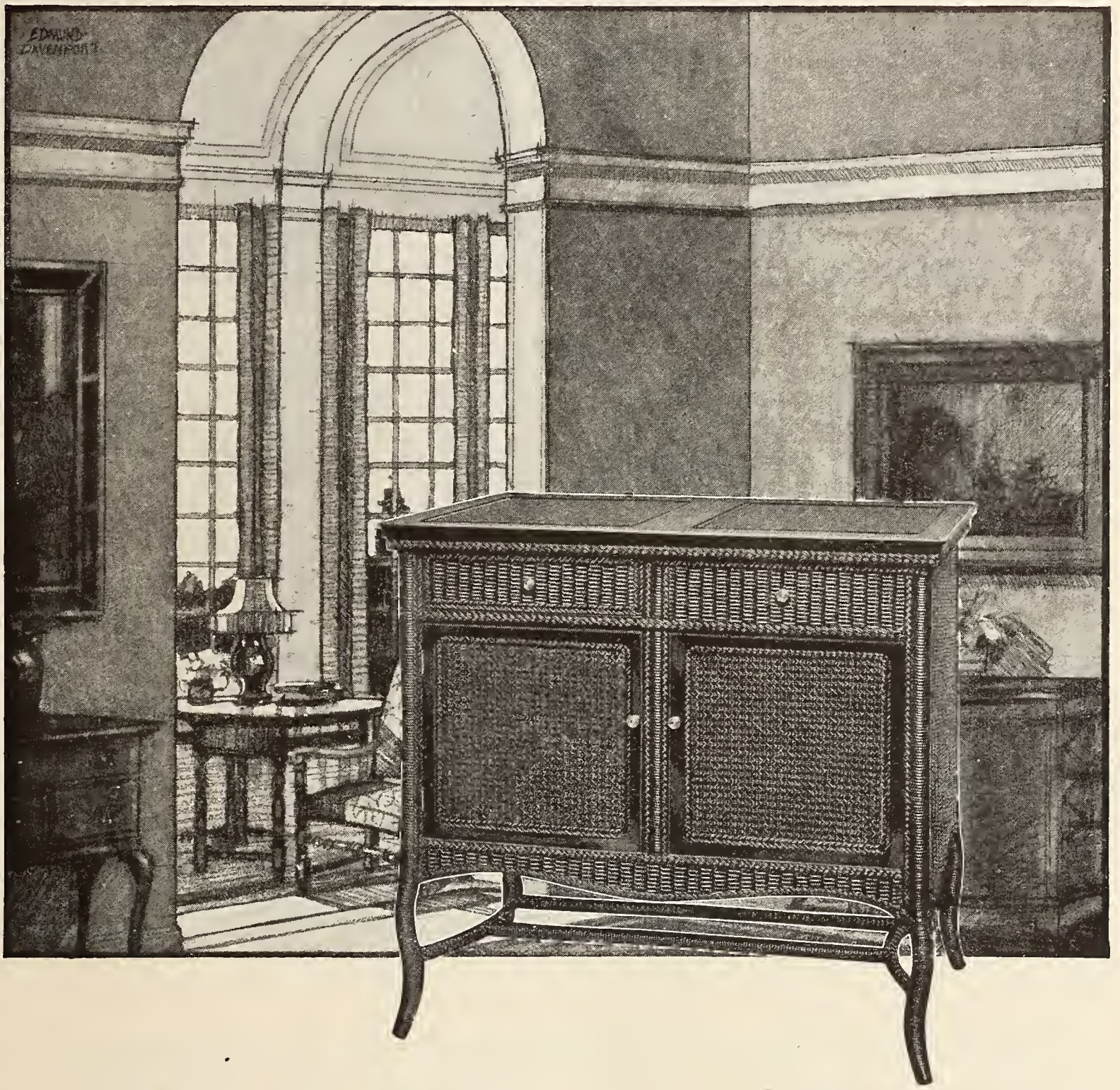
N. E. M. I. T. CO., 127 E. 23rd St., New York City

807 The Arcade, Cleveland

89 10th St., South, Minneapolis

Distributors for all states west of Mississippi River and Wisconsin

The Heywood-Wakefield



A Maker of Christmas Sales

Every part of the Heywood-Wakefield is a sales-creator for the merchant. The cushioned reproducer is patterned on the human organs of sound. The non-resonant eabinets of reed are finished in a variety of colors, and harmonize perfectly with all types of furniture. The universal electrie motor, for those who prefer it, never heats, is always uniform in speed and absolutely silent in operation.

Here are beauty of tone and beauty of fashioning that meet in a new way the universal musie-appeal of Christmas. Every merchant will appreeiate the value of adding this profitable phonograph to his Christmas stock.

The Heywood-Wakefield is made under the Perfek'tone patents. Do not delay writing for details of models, priees and specifications to the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles

Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

MEL-O-DEE
Music Rolls

The public is quick to recognize quality and real value and it is the alert dealer who is getting the benefit by stocking MEL-O-DEE Music Rolls

UNBREAKABLE ENDS
HIGH GRADE PAPER
SUPERIOR RECORDING
PRINTED WORD ROLLS

and a catalog of nearly three thousand numbers—Popular and Classics—make MEL-O-DEE the Greatest Music Roll Selling Proposition ever offered to dealers.

WRITE FOR AGENCY

We Can Prove the Value of MEL-O-DEE Rolls to You

PHILADELPHIA SHOW CASE COMPANY

127 NORTH 13th STREET PHILADELPHIA, Pa.

PITTSBURGH BRANCH: 2002 JENKINS ARCADE BUILDING

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., October 5.—The talking machine business in the month of September turned out to be considerably better than was expected The dealers were a little apprehensive late in the Summer, and seemed to expect some trouble this Fall, owing to the general business conditions and the coming of an active political campaign. These forebodings were entirely dispelled. Goods began to arrive in large quantities; and the public seemed to be not nearly as pessimistic as the dealers. It looks now as if there was going to be a most active business from this on, at least until the first of the year. The only gloom that seems to have pervaded any part of the trade was noticeable among Victor dealers, for they did not receive nearly as many machines and records as they required. But the prospect of a change in the very near future has keyed them up, and they are of the opinion that very shortly they will have all the goods they will need. On this subject H. W. Weymann, of H. A. Weymann & Son, said:

Dealers Look for Larger Victor Output

"By the early part of November we anticipate a considerable increase in the output of Victor records, which will stimulate Victor record trade throughout the country. Likewise we expect to be in a position to supply not only our record but our machine trade to meet the increased demand they will have during the Fall and Christmas season. Many dealers, anticipating these improved conditions, have discontinued the handling of other makes of machines and records, preferring to be exclusive Victor representatives, now that the prospects for stock look sufficiently bright."

Some Recent Visitors

Among the recent visitors to the Weymann offices were: George Gewehr, of Wilmington, Del.; C. M. Ware, of Milville, N. J.; Mr. Voigt, of Voigt & Ludlow, of Vineland, N. J., and J. H. Christman, of Salem, N. J.

Columbia Business Beats Last Year

The Columbia Graphophone Co. reports that business in September was most encouraging and was very much larger than it was during the corresponding month of last year. Everything in the way of Grafonolas and records came through in very good shape and little or no complaint was received from dealers. P. C. Cummin, the new Columbia manager, during the month paid a visit to the firm's factory at Bridgeport, Conn., to become familiar with the workings there. He also visited the branches at Baltimore and Washington, and in company with the district managers, went over the field in the various Pennsylvania districts.

Changes in Columbia Officials

Many changes took place in the Columbia personnel during the month. The former assistant manager, B. W. Jennings, was transferred from that position to New York, to fill a similar position at the Columbia branch in that city. To his position here, E. A. Manning was promoted. Mr. Manning has been connected with the firm for a number of years, and recently was credit manager and office manager. Another change was in the Harrisburg, Lancaster and York district, where the former manager, O. F. Jester, was replaced by J. F. Trace, the latter having been transferred to the territory recently covered by R. H. Woodford. Mr. Woodford, as was noted last month, has been appointed manager of the Cincinnati branch of the Columbia. H. C. Trade, formerly a local Edison jobber, has been appointed salesman in the northern territory of the local Columbia firm, to take place the first of October. He will divide the territory with Mr. Sheppard, who at present has entire control, the change being made to give the dealers in that section better service by means of more frequent visits. J. J. Dougherty, long connected with the firm, has been appointed supervisor of credits and collections.

Dealers' Meeting for Early Fall

K. Mills, the manager of the New York Columbia branch, was a Philadelphia visitor during the month. R. F. Porter, Columbia field sales manager, and J. Monroe, general auditor of the company, were also here for a brief visit on their way to Baltimore and return. The Columbia Co. is arranging for a general dealers' meeting in the early Fall at the Philadelphia headquarters.

Among the recent Columbia visitors were: Mr. Zortman, of Newark, Del.; Mr. Belmar, of the King Furniture Co., of Trenton, N. J.; Mr. Cohan, of the Yards firm of Trenton; E. Markowitz, of Bethlehem, Pa., and H. C. Heller, of the Metropolitan Phonograph Co., of Reading, Pa.

Blake & Burkart Give Big Concert

Blake & Burkart, who are generally recognized as leaders in the handling of the Edison in this section, report that their business this Fall has started in in a most satisfactory way. They have been conducting a very extensive advertising campaign. On September 16 they gave a big concert in Witherspoon Hall, in which the soloist was Miss Leola Powell, who was assisted by Miss Virginia Powell, reader. The former is one of the most popular of the

(*Continued on page 96*)

Round tone from a round horn

(*the Emerson Music Master Horn*)

EVERY Emerson Phonograph is equipped with the Emerson Music Master Horn. And every Emerson Music Master Horn is as round as a round full moon.

It is made *round* in order to do away with obstructing angles and echo-y corners. Only a *perfectly round* trumpet-shaped horn will permit the music to flow forth smoothly and evenly—unaccompanied by mechanical rasps and muffled sounds.

Every Emerson Music Master Horn is made of specially selected, kiln-dried, *rounded* spruce—*solid* spruce—not *veneered*.

Examine the Emerson Music Master Horn at your earliest opportunity. It marks an important step in the development of talking machine tone.

And while you're about it, note the other interesting features which distinguish the new Emerson Phonograph: The Emerson Thrush-Throat Universal Tone-Arm, the Emerson True Tone Reproducer, the Emerson Bevel-edge, Clamp-ring Turn Table, the Emerson Flush Motor Board, the Emerson New Style Patented 21st Century filing system, Emerson Perfect Tone Control, etc.

Write for loose-leaf catalogs about the new line of Emerson Phonographs—eight superb models—and more to be added later.

Watch for our full-page advertisements in the Saturday Evening Post. The next one appears in the issue of October 16th.

Emerson Records and Phonographs

Emerson Philadelphia Co.

810 Arch Street -:- -:- -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Edison sopranos and she gave an exhibition, accompanied by the Edison phonograph, to show how absolutely perfectly that machine records the voice. Another and larger Edison affair is being arranged to take place in the Academy of Music, with a number of big artists on the program. Recently Blake & Burkart started the handling of the Okeh records. They report that they are well stocked with machines and records, not only on Edison, but also Sonora, Cheney and Columbia. They have added several new booths during September and have placed a convenient wrapping room in the front of their main store.

C. S. Tay Goes to Chicago Pathé Office

C. S. Tay, who has been the assistant here to Walter L. Eckhardt, the head of the Interstate Phonograph Corp., and in that capacity acted with Mr. Eckhardt during the several years he was the Philadelphia representative of the Columbia, is about to leave this city to go to Chicago to take charge of the Pathé Interstate Phonograph Corp. in that city, which is located at 1024 Wabash avenue. He will be replaced here by C. W. Flood, as sales manager, and H. A. Pope, who is at present secretary of the company, will be in charge of the outside organization. There has also been appointed a new head to the retail shop force, William Keech, who for a long time has been connected with the local Sonora Shop, both at its present location and when it was situated on Walnut street. He assumed charge on the first of October.

Penn Co. Has Models of Victor Artists

The Penn Phonograph Co. has just taken on a new advertising innovation. Having been so very successful with the Penn miniature Victor dogs, it is now offering to the public a much more pretentious proposition in the form of one-half life size figures, properly costumed, to represent the best known characters in the group of famous Victor operatic stars. There are twelve figures in all, and a special room has been set aside for their display, which has been fitted up with a stage including scenery and footlights. These figures are to be sold exclusively to Victor dealers for the decorating of their show windows and stores. The twelve figures represent six female characters, "La Tosca," "Miss Liberty," "Marguerite," "Gilda," "Carmen," "Amneris," and six male characters, "Canio," "Scarpia," "Mephistopheles," "Don Jose," "The Duke of Mantua" and "Rhadames."

In its announcement to the trade the Penn Co. states: "You know the all-important subject before the trade to-day is the promotion of Red Seal records, and in offering these figures costumed in real silks, satins and laces, we are placing in your hands one of the best, original

Established 1864
Manufacturers and Wholesale Distributors
WEYMANN
1108 Chestnut Street
Philadelphia, Pa.

H. A. Weymann & Son, Inc.

FOR EXTRA PROFITS

to the dealer we heartily recommend a Musical Instrument Department.

Success is practically assured dealers who specialize in quality goods of known merit for which a demand has been created.

Write for catalogue and trade discounts

World famous Weymann "Keystone State" String Instruments and "W & S" brand Musical Merchandise.

EACH NEW LIST BRINGS YOU INCREASED BUSINESS

There are Big Sales and Profits for the Dealer in

OKeh Records

Write us at once regarding your territory

IMMEDIATE DELIVERY - - EVERYWHERE

COMPLETE STOCK

PHILADELPHIA SHOW CASE COMPANY

127 NORTH 13th STREET PHILADELPHIA, PA.

PITTSBURGH BRANCH: 2002 Jenkins Arcade Building

sales ideas developed in recent years. The price is within the reach of every dealer. The sculptor of the original figure, as well as the costumer supplying the gowns, are both well known in the art world, and the figures will be protected by copyright." To introduce these models the Penn Co. has sent out a number of Figure 1 to the trade, the character being costumed as "Tosca."

Gimbel Bros. Enlarge Department

Gimbel Bros. have been making extensive alterations to their talking machine department. They have almost doubled the capacity. In the former selling department for machines they have utilized this space for the building of record racks. Directly south of the former main department all the space has been turned over to the talking machine department and they have placed therein a number of new booths.

William Holland, of the Robelen Piano Co., of Wilmington, Del., was a recent visitor among the local trade.

F. A. North & Co. Open Trenton Branch

F. A. North & Co. have finally opened the last of their branch stores to handle the Pathé and other talking machines. It is their Trenton, N. J., branch, which will be in charge of Harry Trefz. They have been doing a splendid business with their Pathé Actuelle records. Clarence Nelson has been placed in charge of the talking machine department at the North's Reading branch store, and William Longacre, who recently got out of the army, has been added to the same branch as machine salesman.

Estey Talking Machine Department Improved

The Estey Co., at Seventeenth and Walnut streets, has made extensive improvements in the talking machine department, which is directed by Mrs. Louis W. Quinby. The department, which was formerly confined chiefly to the rear of the first floor, has been removed to the concert hall and the mezzanine gallery, and the first floor space has been given over entirely to the handling of records. The large pipe organ has been removed from the concert hall, and the entire department has been very much improved

B. B. Todd Opens Third Store

B. B. Todd had everything in readiness for the opening of his third talking machine store at 1623 Chestnut street on October 1. He is about to commence alterations on his Thirteenth and Arch street store, and the contractors will soon commence operations.

L'Artiste Distributing Co. Formed

A change was recently made in the handling of the L'Artiste phonographs in this section. The distribution will now be taken care of by the L'Artiste Distributing Co., with main offices and showrooms in the Parkway Building, Broad and Cherry streets, with branch offices in the Jenkins Arcade Building, Pittsburgh. The Philadelphia office will be in charge of A. O. Ginther, assisted by Messrs. Bagley, Nixon, Wharton and Krueger. The Pittsburgh office will be in charge of Walter Leirer. The territory comprises Pennsylvania, southern New Jersey, Delaware and Maryland.

Buehn Store Escapes Serious Damage

Recently the store of the Louis Buehn Co. was visited by a fire which fortunately did very little damage to the establishment, but might have wiped it out entirely. The third and fourth floors, which are utilized by tenants, took fire, but the flames burned upward, and the only damage to the Buehn firm, which owns the building, was from water. The building was damaged to the extent of $10,000 by the fire and the stock damaged only to the extent of $1,000. During the month Mr. Buehn made an automobile trip among all his dealers in the State. Among some of his recent visitors were I. C. Keinard, of Keinard Brothers, Phoenixville, Pa., and William F. Lamb, of the Lamb Music House of Pottstown, Pa.

Ogden Corp. Enters Trade Here

The Ogden Music Store Corp. has entered

(*Continued on page* 98)

THE Penn-Victor miniature dog with the dealer's name cast in the pedestal has been used by nearly one thousand Victor Dealers in the

United States **Canada**
Great Britain **Bermuda**
Hawaiian Islands **Australia**
Central and South America

This means that nearly 500,000 Penn-Victor dogs have done and are doing missionary work in as many homes. The Penn-Victor dog will continue the work of Victor Propaganda as efficiently as ever. Why not let it work for you?

DISTRIBUTORS:

Atlanta, Ga. .....Elyea Talking Machine Co.
Baltimore, Md. ....Cohen & Hughes.
E. F. Droop & Sons Co., Inc.
Birmingham, Ala. ..Talking Machine Co.
Boston, Mass. .....Oliver Ditson Co.
Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Buffalo, N. Y.....Buffalo Talking Machine Co.
Burlington, Vt. ...American Phonograph Co.
Butte, Mont. .....Orton Bros.
Chicago, Ill. .....Chicago Talking Machine Co.
Cleveland, Ohio.....Cleveland Talking Machine Co.
The Eclipse Music Co.
Denver, Colo. .....The Knight-Campbell Music Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H.....Bergstrom Music Co., Ltd.
Indianapolis, Ind. ..Stewart Talking Machine Co.
Jacksonville, Fla. ..Florida Talking Machine Co.
Memphis, Tenn. ....Houck Piano Co.
Kansas City, Mo....J. W. Jenkins Music Co.
Milwaukee, Wis. ...Badger Talking Machine Co.
Minneapolis, Minn..Beckwith-O'Neill Co.
Mobile, Ala. .....Wm. H. Reynalds.
New Haven, Conn..The Horton-Gallo-Creamer Co
Newark, N. J.....Collings & Co.
New Orleans, La...Philip Werlein, Ltd.
New York City.....Emanuel Blout
C. Bruno & Son
Knickerbocker Talking Machine Co.
New York Talking Machine Co.
Ormes, Inc.
Silas E. Pearsall Co.
Omaha, Neb. .....Mickel Bros.
Philadelphia, Pa. ..H. A. Weymann & Son
Pittsburgh, Pa. ...W. F. Frederick Piano Co.
Portland, Me. .....Cressey & Allen, Inc.
Rochester, N. Y....E. J. Chapman
St. Louis, Mo.....Koerber-Brenner Co.
Toledo, Ohio.....The Toledo Talking Machine Co.
Washington, D. C...Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO.

Victor Distributors
Wholesale Only

913 Arch Street, Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 97)

Philadelphia and has just opened a new store at 1019 Chestnut street, where it has a very attractive store well suited to the business. This is another of the chain of stores of the Ogden Corp., which is a merger of the Altoona Music Roll Co., of Altoona, Pa., the Lansdale Music Roll Co., Lansdale, Pa., the manufacturers of the Victory and Superba rolls, a paper box plant at Altoona, Pa., and also a small printing plant. This corporation also controls the Victory Music Store at 1035 Chestnut street, which was opened several months ago; the store at Fifth avenue and Thirty-fifth street, New York; 102 West Forty-second street, New York; 1603 Pitkin avenue, Brooklyn; a store at Altoona, Pa., and one at Youngstown, Ohio.

It is the intention of this corporation to feature Starr pianos and phonographs and Ogden pianos and phonographs in addition to a representative line of records and rolls. The headquarters and general offices will be in Philadelphia. The directorate is composed of leading men in the music trade, with a fair representation of leading bankers. The president of the corporation is J. F. Ogden, and the capitalization will be about $5,000,000, one-half preferred and one-half common stock. The firm claims to control the only real hand-played master roll cutting recorder in the world.

Adds Melodee Rolls and Magnavox

The Philadelphia Show Case Co., the local distributor of the Sonora machine and the Okeh records, the offices of the latter being in the Parkway Building, has recently added to its list as Philadelphia distributor the Melodee music rolls and the Magnavox. On the Melodee the firm will have the exclusive selling rights for the entire State of Pennsylvania, the southern part of New Jersey, with selling privileges in Delaware and Maryland. Already, it states, all the large department stores in Philadelphia have placed in their stock the Melodee line, and now has fourteen men out on the territory selling these rolls in addition to a large office force required to handle the additional business.

F. H. Owens Will Be in Charge

F. H. Owens, formerly connected with one of the large retail houses in Philadelphia, will be in charge of the Melodee music roll department. An unusually large stock of these rolls has already been received and the local distributors have made arrangements that all orders that will be received before 2 p. m. will be delivered to the firm ordering the same day. The Philadelphia Show Case Co. is prepared to give very excellent service in Philadelphia, having four trucks making deliveries in every section of the city.

Fox Finds Emerson Business Good

The business on the Emerson in Philadelphia both in machines and records, Harry Fox, the local Emerson man, states, has been wonderful. The returns have passed far beyond his expectations. He has appointed as a new salesman William J. Barrett, who for a considerable time has been with the Overland-Harper Automobile Co. He will cover the western part of the eastern Pennsylvania territory and part of southern New Jersey. Gilbert Diamond, of the office force, has just returned from his honeymoon, which was spent at Niagara Falls and Delaware Water Gap. His wife was formerly Miss E. H. Dixon.

Mr. Fox states that increased production has been promised on records and the company is going to try to maintain its system of overnight delivery to the dealers. J. R. Burnat, the advertising manager of the New York Emerson office, was a visitor during the month.

SEE PAGE TWENTY-SEVEN

Talking machine dealers in the Philadelphia territory will find the advertisement of the Vitanola Distributors Co., 1025 Arch street, Philadelphia, which appears on page 27 of this issue of The World, of interest. The Vitanola line of phonographs, for which this company is distributor, is steadily enlarging its sphere of popularity throughout the country.

DECALCOMANIA
Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

MOTORS—TONE ARMS
We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.
Send for catalog, enclosing trade card
EVERYBODY'S TALKING MACH. CO.
Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

TENDER BANQUET TO E. A. DEAN

Bridgeport, Conn., October 5.—E. A. Dean, who has been made general works superintendent of the Toronto, Canada, branch of the Columbia Graphophone Co., after serving two years as assistant general manager of the local plant, was extended a testimonial of esteem in the form of a banquet at the Algonquin Club by his business associates. R. F. Crudington, general superintendent of the plant, presented Mr. Dean, on the part of the foremen of the various departments, with a handsome traveling bag, fully equipped.

A Dependable Organization
Dedicated to their work of distributing
Dependable Merchandise
VICTROLAS *and* VICTOR RECORDS
EXCLUSIVELY *and* WHOLESALE ONLY
The Louis Buehn Company
OF PHILADELPHIA

THOS. A. EDISON AS A PROPHET

Indianapolis Man Calls Attention to Predictions Made by Edison in an Article Written for a Magazine Forty-two Years Ago

A letter, printed recently in the Indianapolis (Ind.) Star, throws some interesting light upon a prophecy made by Thomas A. Edison in 1878 and which in the forty-two years that have intervened has been fulfilled to an extent that should surprise even the prophet himself. The letter by Harry G. Burns, of Indianapolis, reads:

"In an old copy of the Indianapolis Journal, dated April 30, 1878, there appears an article taken from the North American Review, written by Thomas A. Edison, on the phonograph; what it had accomplished up to that time, and what it might yet accomplish.

"Taking into consideration the fact that this article was written forty-two years ago, it is more than interesting at the present time to read the prophecies made by Mr. Edison in that early day. The article, among other things, contained the following:

"'The only element not absolutely assured in the result of experiments thus far made which stands in the way of a perfect production at will of Adelina Patti's voice in all its purity is the single one of quality, and even that is not totally lacking and will doubtlessly be wholly attained. If, however, it should not, the musical box or cabinet of the present will be superseded by that which will give the voice and the words of the human songstress.

"'A doll which may speak, sing, cry or laugh, may be safely promised our children for the Christmas holidays ensuing. Every species of animal or mechanical toy, such as locomotives, etc., may be supplied with their natural and characteristic sounds. The phonographic clock will tell you the hour of the day, call you to lunch, send your lover home at 10 o'clock, etc. It will henceforth be possible to preserve for future generations the voices, as well as the words, of our Washingtons, our Lincolns, our Gladstones, etc., and to have them give us their greatest effort in every town and hamlet in the country upon our holidays. Lastly, and in quite another direction, the phonograph will perfect the telephone and revolutionize present systems of telegraphy.'

"That ends the article, but since it was written, as has been said, forty-two years have passed, and while we have witnessed wonders from the phonograph we have failed to see many of the mechanical toys above described, together with the talking clock; and while we have great faith in Mr. Edison's prophecies in that line, we were about to come to the conclusion that he was mistaken, when, to our amazement, we pick up a copy of Leslie's Weekly of the present date, and read at the head of an article these words, 'A Clock That Talks,' it being invented by a Vincent Pinto of Philadelphia. The article tells us that the hour hands are so adjusted that, when the hour of 11 is reached, contact is established with a phonograph inside the clock. But no matter how well the clock is able to perform its duty, there is a grave possibility of it receiving a setback of an hour or two by the young folks, which would cause the faithful old clock to tell an untruth and call out: 'Eleven o'clock; time to go home!' at 1 or 2 o'clock in the morning. However that may be, we find Mr. Pinto much more generous to the young folks, as his clock permits them to stay until 11 o'clock, while Mr. Edison years ago insisted that they leave promptly at 10 o'clock. But, after all, even in this late day, Mr. Edison's prophecies are coming true, and instead of doubting, we are bound to say, 'Will wonders never cease?'"

Keystone Die-Casting Co.
Norristown, Pa.
ALFRED C. RANTSCH, Pres. and Gen. Sales Mgr.
E. J. W. RAGSDALE, Treas. and Gen. Mgr.

FORM WHITE-MOREY MUSIC HOUSE

H. L. Morey and W. A. White Will Open New Columbia Shop in New Rochelle—Mr. Morey Resigns as Columbia Assistant Manager

H. L. Morey, assistant manager of the New York branch of the Columbia Graphophone Co., resigned from this position this week in order to devote all his time to the White-Morey Music House, New Rochelle, N. Y., which was incorporated recently for $25,000. The company has opened one of the most attractive retail music establishments in Westchester County and extensive publicity plans are under way. The new store is located at the corner of Main and Center streets, one of the finest business locations in New Rochelle, and according to present plans, the store will handle Columbia Grafonolas and Columbia records with an extensive line of pianos, musical merchandise, sheet music, etc.

In his new connection Mr. Morey is associated with W. A. White, who conducts the White Music Shop at Danbury, Conn., and who is well known in retail talking machine circles in the East. Mr. Morey, through his many years' connection with the Columbia Graphophone Co., is thoroughly familiar with every phase of retail merchandising, and as a member of the firm of the White-Morey Music Co. will have unlimited opportunities to utilize this experience to practical advantage.

NEW QUARTERS FOR F. W. PEABODY

Now Located in Attractive Establishment on Merrimack Street, Haverhill, Mass.

Frank W. Peabody, well-known piano and talking machine dealer of Haverhill, Mass., recently moved to 75-77 Merrimack street, that city, in quarters specially arranged to meet the requirements of his business. There are special departments devoted to pianos, to talking machines, Mr. Peabody handling the Aeolian-Vocalion, Victor and Columbia lines; to musical merchandise, sheet music and player rolls.

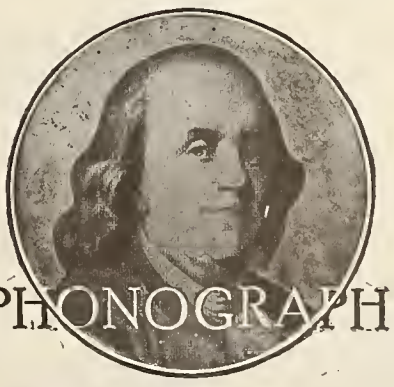
The
NEW FRANKLIN
Has Many Distinguishing Improvements

LOUIS XVI

ADDED to the superlative construction and finish of the Franklin Phonograph is the
NEW HORN
acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.



The Franklin Is Different

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED
10th and Columbia Ave. PHILADELPHIA, PA.

RASHALL SALES CORPORATION
253 West 42nd St., New York

The 3 Point contact of the Tripod and the Remington Reproducer

IT is an engineering fact that for rigidity and certainty of obtaining a true level, the principle of 3 point contact is the only safe one to follow. The tripod of the surveyor's instrument clearly demonstrates the principle.

We employ this principle in conjunction with another of scientific acceptance—*elastic mounting,* in the construction of the REMINGTON REPRODUCER.

In the reproducer in general use today, the diaphragm is held in place by the entire outside circumference of the sound box rim with a rubber gasket acting as a cushion. That is not so in the REMINGTON REPRODUCER. To hold the diaphragm in place we employ the 3 point contact and elastic mounting systems, consisting of three silver steel balls whose minute surfaces make the contact between the diaphragm and the rim, thus obtaining: 1. RIGIDITY, 2. TRUE LEVEL, 3. FREE VIBRATION OF THE DIAPHRAGM, so free that the softest recorded tones of a record become distinctly audible.

The Remington Reproducer is the important feature of the Remington Phonograph now being manufactured by us in four styles.

"Our Tone is best by every Test"

Remington PHONOGRAPH CORPORATION

"A Phonograph as good as its name."

REMINGTON PHONOGRAPH CORPORATION

General Offices: 1662-1666 Broadway, New York

PHILO E. REMINGTON
President

EVERETT H. HOLMES
Sales Manager

JAMES S. HOLMES
Vice-President

EVOLUTION OF A VICTOR DEALER

G. E. Lester, Profiting by Example of Victor Co., Puts His Business on a Paying Basis and Makes Himself Independent

Hoopeston, Ill., is the scene of the evolution of a talking machine dealer from the grub to the butterfly state, as expressed by P. A. Ware, sales manager of the Putnam-Page Co., Victor distributors of Peoria. Hoopeston is a city of 5,451 people and G. E. Lester has been an enterprising druggist there for many years. Part of the store was rented to a jeweler, who occupied all of one of the very good display windows at the front, together with about one-third of the store floor space. Mr. Lester was a Victor dealer. His Victor equipment consisted of a record rack in the back of the store and small space for a few machines near by. Very recently he began to think along Victor lines, as a result of conferences with Victor men, and then he awoke to the fact that the jeweler might be getting the best of it in the matter of rental.

As a result of Mr. Lester's thinking and planning the jeweler went elsewhere and the illustration shows how the Lester store evoluted from a Victor agency into a Victor store, representation that cannot be bettered in any community of its size in Illinois.

As an illustration of what intensive study of Victor business may bring out in the way of enthusiasm and how well informed this merchant has become on Victor matters, the Putnam-Page Co. is reproducing a half-page advertisement from a Hoopeston newspaper, which not only explains itself, but may be informative to many men who have been in the business a long time.

Interior View of Establishment of G. E. Lester in Hoopeston, Ill.

The statements are interesting, inasmuch as they were not furnished to Mr. Lester already compiled, but were jotted down in his notebook while on a visit to the Victor factory during a recent trip conducted by the Putnam-Page Co., and which, as reported in last month's World, was an event of more than usual interest.

INCORPORATED

The Keystone Music Co., Brooklyn, N. Y., has been incorporated with $20,000, to manufacture talking machines, the incorporators being C. S., I. N., and I. A. Levine, who are all residents of that borough of New York.

MEETING OF TALKING MACHINE MEN

Dealers Hold Monthly Meeting at Hotel Pennsylvania—Adopt Amendment as to Annual Dues—Outing Committee Reports Surplus

The general monthly meeting of the Talking Machine Men, Inc., was held Wednesday, September 29, at Hotel Pennsylvania, with Sol Lazarus, president of the Association, presiding. Routine business was transacted and a report was read by Emil Perkins, chairman of the outing committee. Mr. Perkins gave detailed figures as to the receipts and expenses incidental to the outing and greatly to the gratification of the members the committee reported a surplus of $234.

A vote of thanks was given to the members of the outing committee, who had worked indefatigably for the success of the event, and a vote of thanks was also given to the jobbers who had contributed prizes for the various athletic events.

The Association adopted an amendment to its by-laws whereby the annual dues will be $10 for all members, effective April 1, 1921. All new members joining the Association between this date and April 1, 1921, will pay the $10 dues.

Abraham Davega, of the Knickerbocker Talking Machine Co., New York, Victor wholesaler, gave an interesting address, outlining a plan whereby dealers may utilize the services of an expert repair man who will co-operate with their clients by inspecting the machines sold by the dealers and giving a detailed report as to the repairs required. Mr. Davega also called attention to the campaign recently inaugurated by his company, which has met with the approval of Victor wholesalers everywhere, whereby every member of the Victor trade features a line at the bottom of all stationery reading as follows: "For perfect sound reproduction play your records on the Victor Victrola with the Victor Tungs-Tone stylus."

THAT TWO HEADS

can think better than one has been conceded since the day that two men were on earth. Therefore, whenever you feel that you would like another viewpoint on some change that you are contemplating, some new installation that you are planning, or some new merchandising idea that you are going to put into effect, do not hesitate to call on us, as we are always willing to advance our advice based on years of experience in Victor merchandising.

W. D. & C. N. ANDREWS

BUFFALO, N. Y.

Louis XVI Console

WHAT IS BACK OF THE GRANBY PHONOGRAPH?

A NATURAL question and one which we are pleased to reply to in detail.

The Granby Phonograph has ample financial resources behind it. It is made in an extraordinarily well equipped plant, an institution with remarkable manufacturing facilities.

Granby craftsmen are experts in their vocation, with so great a pride in their handiwork that nothing but a quality product could be the result.

The idea which has actuated this institution from its very inception is to build the very best phonograph that can be built.

When we say **best** we mean it in its actual, literal interpretation.

To that end we have erected our structure on a firm foundation and we intend to associate the sale of our line with that class of Trade which will shed luster on the Granby in the same degree that this phonograph line will shed luster on it.

Ask us questions on our proposition—dig deep into it—we want you to—and after you have gone all over it you are bound to say:—

"THIS IS THE LINE I WANT—THIS IS THE KIND OF DEALER SUPPORT THAT WILL INCREASE MY BUSINESS—YEAR AFTER YEAR"

Right now is the time to line up with this line. GET FULL DETAILS AT ONCE

GRANBY PHONOGRAPH CORPORATION

NORFOLK-VIRGINIA

Factory · Newport News

THE SMALL VICTROLA FOR THE CHILDREN'S PLAYROOM

Good Music Should Play a Vital Part in the Life of Every Child From Cradle Days to Adolescence, Says Victor Educational Department—Dealers Are Realizing Value of Movement

As a part of their interest in making America a musical nation and in bringing an appreciation of good music to the greatest possible number of people, the educational department of the Victor Talking Machine Co. is advocating that the small type Victrola and a selection of specially recorded children's music be placed, if possible, in the nursery or playroom of every home. It is an undeniable truth that the little ones have long been neglected in a musical way. The accepted idea of bringing music to the child is that as soon as he is old enough he should study piano or take vocal lessons. But the ear-gate, which is open and almost perfect from birth, is kept shut to the beauties of music or else is allowed to hear a quantity of music unsuited to it.

The average talking machine dealer would, no doubt, tell you that a bit of choice opera for mother and dad, the latest jazz for brother Jack and sentimental ballads for sister Kate make up the usual selection when Pater takes home a few records for the family. But in this family are Dorothy, age two, and Bobby, age four. For them Dad has taken nothing home. No doubt, if the dealer asked him why he bought no records for the children the dealer would be asked in utter amazement what a brass band or an operatic aria could mean to Bobby and Dorothy.

Of course, a brass band or an operatic aria would not say much to children of two and four, but the educational department of the Victor Co. has taken infinite pains and devoted years of study to this very problem of music for little children.

Cradle days are not too early to begin to acquaint a child with good music. The littlest babies hear words and sentences every day of the year poured over them again and again. Why, then, should they not hear good music in the same way? Rock rhythm into them in their cradles. In that way they will have a good appreciation of real music by the time they are ready for kindergarten, rather than having the mechanics of it only thrust upon them later in school.

Ignorance of the value of music in child life or lack of guidance in its presentation have prevented most parents from trying to use music with their little children. To meet this need for guidance the Victor Co. has recently issued "Music Appreciation for Little Children, in the Home, Kindergarten and Primary Schools." Three years were spent in preparing this book, and it was only finally presented when it measured up to the highest standards of pedagogy and child study. It has been off the press but four months and has already met with a wide and enthusiastic reception by parents and educators.

The Victor Co. advises that wherever possible there should be a small type Victrola in the nursery or playroom, with a selection of especially made records to accompany the children's fanciful pantomimes, plays and pageants; singing games, folk and aesthetic dances to give vent to their energy; little songs to hear and imitate, and stories and folk-tales that children simply adore. The big Victrola in

Learning to Listen in the Play Room

the parlor or living room of the average home is the greatest of all "touch-nots" for the children. During the day they must not touch it for fear of scratching its finish or breaking a record, and in the evening, when the family gathers round for an hour of music, the children are hurried off to bed.

In all fairness, therefore, the children should have a little Victrola for their very own, to live with and play with—to make a vital part of their daily lives. Yes, they may break a record or two, but one would think nothing of their breaking a doll or toy that costs eighty-five cents or more. Soon they learn that the records are very precious and bring them something that they

Enjoying Games to Music on the Lawn

love, and they therefore handle them with great care, realizing that if the records are broken their beauty is lost to them.

Progressive dealers in all parts of the country are awaking to this idea of music for little children in the home. Many of them, after the suggestion of the Victor educational department, are installing a children's booth or room. These children's rooms are furnished with little tables and chairs, a small Victrola and selection of children's records, children's pictures and friezes of gaily be-animaled and Mother Goose nursery wall paper, and other accoutrements that delight the child's heart. Here parents may bring their children to hear the latest and best that there is in music recorded especially for them with their likes and every need in mind. Here may be conducted the Saturday morning story and music hour that many dealers are fostering with such success.

The idea of a Victrola and selection of records for the children in the home is one in which parents are seeing great value, and one that dealers everywhere are seizing upon to gain wider entrée into homes they have already served and to reach homes still without a Victrola.

U. S. FOR PRACTICAL SCIENCE

Bureau's Discoveries to Be Put to Real Use, Says Secretary Meredith

Washington, D. C., October 4.—Business men who wish to commercialize scientific discoveries of Government experts now may have the assistance of a special bureau recently organized in the Agricultural Department under direction of Secretary Meredith.

The new bureau, headed by David J. Price, is officially known as the Office of Development Work. It is intended as a go-between for business men and science.

Government scientists often discover processes by which valuable products may be obtained from waste materials of factories, according to Secretary Meredith's announcement. Too often in the past, however, the discoveries have been developed only to the theoretical stage. The aim of the development office will be to carry the discoveries clear through to the practical state.

NEW STORE IN MARINETTE, WIS.

Schrader Music House Opens an Attractive New Branch Store in That City

The Schrader Music House, conducting stores in Escanaba and Ishpeming, Wis., has opened a new branch store at 1614 Masonic Temple, Marinette, Wis., with G. J. Daley as manager. The Knabe, Lyon & Healy, Gulbransen, Packard and Krakauer pianos and players will be handled, together with Victrolas, musical merchandise, etc. The new quarters have been handsomely decorated and furnished.

NEW MODEL OF EJECT-O-FILE

High Point, N. C., October 2.—The new plant of the Eject-O-File Co., Inc., manufacturers of the Eject-O-File phonograph record filing system of this city, has rapidly swung into large production. The demand continues for all their models of filing cabinets and in response to a decided demand upon the part of the trade the advent of a new rim top cabinet is announced. This new model is particularly designed for the No. 41 Edison Amberola.

VICTOR DEALERS—

Again we say:

You will make no mistake by becoming

VICTOR EXCLUSIVELY.

Think it over.

THE TOLEDO TALKING MACHINE CO.

WHOLESALE EXCLUSIVELY TOLEDO, OHIO

A 68-YEAR-OLD MUSIC HOUSE

Merriman Piano House, Hornell, N. Y., Now Located in Handsome New Home in That City —An Attractive Phonograph Department

Hornell, N. Y., September 27.—The Merriman Piano House, which was established in 1852, and therefore is one of the oldest music houses in this section of the country, recently held the formal opening of its remodeled quarters. The building occupied by the music house was practically rebuilt from top to bottom with the result that it is now most modern in every respect.

The Merriman Piano House was established sixty-eight years ago by Seth Merriman, and is

Showroom of Merriman Piano House

being conducted at present by Carl F. Merriman, son of the founder. The store equipment is now most modern, and the talking machine department, in which is featured Vocalion and Columbia machines and records, is particularly interesting, being supplied with two sound-proof demonstrating booths attractively furnished.

EXCELLENT FINANCIAL REPORT

There appeared in financial papers this week a splendid report relative to the activities of the Columbia Graphophone Mfg. Co. during the six months ending June 30 last. The company reports for this period a net income after charges and federal taxes of $2,809,375. This was equivalent, after preferred dividends, to $2.13 a share on the outstanding common stock of no par value. The total earnings were $5,552,875; interest, $122,058; net earnings, $5,430,817; charges, depreciation, Federal taxes, etc., $2,621,442; net income, $2,809,375; dividends, $982,812; surplus $1,862,533; profit and loss surplus, $4,253,194.

S. A. Smith, Portal, N. D., has secured the agency for the Aeolian-Vocalion and Vocalion records through the medium of the Stone Piano Co., Fargo, N. D.

GRANBY DISTRIBUTORS APPOINTED

Announcement of Distributors in New York, Philadelphia, New Jersey and Middle West—Manufacturers Pleased With Outlook

Norfolk, Va., October 2.—The Granby Phonograph Corp., of this city, reports excellent progress in the establishing of wholesale agencies for the Granby line in various sections of the country. An important announcement has emanated from Granby headquarters of the appointment of Ziegler, Baker & Johnson as New York distributors of the Granby phonograph. A. J. Heath & Co., of Philadelphia, Pa., has been appointed distributor for Philadelphia, eastern Pennsylvania and southern New Jersey. This company is also opening an office in Baltimore from which point it will distribute throughout Baltimore and Washington, D. C. Northern New Jersey will be handled by R. Montalvo, of 101 Albany street, New Brunswick, N. J. Mr. Montalvo also carries the Granby line in his retail stores located in New Brunswick, Perth Amboy and Plainfield, N. J. The Middle Western franchise is held by R. J. Waters, Lyon & Healy Building, Chicago. The exceptional dealer aid and co-operation which is extended by the Granby Corp. is an important factor in the success of this firm and is creating considerable favorable comment among Granby dealers. The officials of the company state that they are greatly gratified at the success with which the Granby line has met and over the enthusiasm displayed by Granby dealers and the excellent representation they are giving to the line.

IMPORTANT COLUMBIA PROMOTIONS

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of B. W. Jennings as assistant manager of the New York branch, the manager of which is Kenneth Mills. Mr. Jennings was formerly manager of the Philadelphia branch, and attained signal success in that important position.

E. A. Manning, credit manager of the Philadelphia branch and thoroughly familiar with the requirements of the dealers in that territory, has been promoted to the post of assistant manager of the branch.

Mr. Hopkins also announced the appointment of H. C. Cooley as assistant manager of the Cleveland branch. Mr. Cooley was formerly assistant manager at New Haven, and is one of the most popular members of the Columbia organization.

BRUNO

Because the Victor Company spends millions of dollars in publicity work is no reason why you should "leave well enough alone." Make yourself a cog in the Victor machinery of progress.

BRUNO

CONDITIONS SATISFACTORY IN WEST

Executives of Sonora Phonograph Co. Find Jobbers Located at Western Points Very Optimistic Over Talking Machine Outlook

Frank J. Coupe, director of sales of the Sonora Phonograph Co., returned recently from a Western trip which included a visit to Indianapolis, Chicago, Milwaukee, Minneapolis and Detroit with a short stay at the Sonora factories at Saginaw, Mich. At Indianapolis Mr. Coupe was accompanied by Geo. E. Brightson, president of the Sonora Phonograph Co., and both executives attended the meeting of Sonora dealers held under the auspices of Kiefer-Stewart Co., Sonora jobbers in Indianapolis. The convention was a decided success, and more than 120 Sonora dealers testified to the popularity and prestige of Sonora jobbers in this territory.

Mr. Coupe states that conditions throughout the West are excellent so far as Sonora business is concerned, and that the company's jobbers everywhere are optimistic to the highest degree. The dealers are closing a splendid business, and are placing orders with the jobbers calling for immediate delivery if possible.

IT'S A LOSS TO US BOTH

IF YOU DON'T SELL

THE DE LUXE STYLUS

Full Tone

The Best Semi-Permanent Needle Made

Plays 100-200 Records Without Changing

3 for 30 cents Liberal Discounts

We furnish Display Cards and Stuffers for Envelopes
Order thru your Jobber or direct from us.

Discounts and Samples upon Request

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Medium Tone

NO PHONOGRAPH COMPLETE WITHOUT IT!

PRESS THE BUTTON WITH ONE FINGER

MORE ESSENTIAL TO A PHONOGRAPH THAN A SELF-STARTER TO AN AUTOMOBILE

THE DEALERS' MOST PHENOMENAL SUCCESS

THE SIMPLEST, MOST NECESSARY DEVICE IN PHONOGRAPH HISTORY

SHOULD YOUR JOBBER NOT SUPPLY YOU, WE WILL

VACUUM RECORD LIFTER

INVENTED BY JOSEPH MENCHEN, INVENTOR OF THE FIRST LIQUID FIRE APPARATUS USED BY THE ALLIED ARMIES

SUCTION LIFTS THE RECORD INTO YOUR HAND

WHAT IT IS —

A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES —

LIFTS THE RECORD SAFELY - SAVES BRUISED FINGERNAILS - BY SIMPLY PRESSING A BUTTON THE PRESENT UGLY DAMAGING METHOD OF REMOVING THE RECORD IS ELIMINATED - A 1919 MASTER PATENT

PRICES NICKEL PLATED $ 2.50 COMPLETE
GOLD " 3.50 "

VACUUM RECORD LIFTER, LTD.

701 SEVENTH AVE., NEW YORK

NO RECORD SAFE WITHOUT IT!

GREATEST

FOR RED SEAL RECORDS—

Every dealer who sells Red Seal records should have these figures and costumes. They lend an artistic

Fig. No. 2
Costumed as Marguerite
in Faust

Fig. No. 2
Costumed as Amneris
in Aida

Fig. No. 1
Costumed as Tosca
in La Tosca

THESE figures are perfectly formed just as though a master sculptor had wrought them. Even the minutest detail has been worked out perfectly.

The gowns are hand-made and complete in every respect. They are copied from the correct attire worn by the leading artists in the various operas. Even the flowers on the gowns are hand-painted. Each garment is removable from the figure for cleaning and pressing purposes. The wigs are made from natural, human hair.

They are almost life-like in their appearance, as can be seen, to a certain degree, from the illustration which was made from a photograph taken of the figures.

Place your order at once. Deliveries in the order in which your demands reach us.

(*See opposite page for prices and additional information*)

THE ECLIPSE MUSICAL CO., VICTOR

SALES HELPS

SOMETHING ENTIRELY NEW

ECLIPSE

atmosphere and at the same time provide a sales inspiration that heretofore has been unknown.

Fig. No. 1
Costumed as
Miss Liberty

Fig. No. 2
Costumed as Carmen
in Carmen

Fig. No. 2
Costumed as Gilda
in Rigoletto

THESE figures are of immense sales value in Red Seal records, to the dealer. While their prime object is for window display, they may also be used as store display with the same artistic effect as photographs of the various artists which adorn the store interior.

When a certain opera is in your town, the figure of the leading character, as portrayed by the artist, correctly gowned and placed in your window together with the Red Seal records which have been made by the artist will attract more attention and have a greater compelling interest than any other sort of display you could design. Nothing has been placed on the market in recent years that possesses such artistic charm.

PRICE LIST AND INSTRUCTIONS FOR ORDERING

Uncostumed Figures No. 1 and No. 2, each $10.00
Figure No. 1, costumed as Tosca, Complete 30.00
Figure No. 1, costumed as Miss Liberty, Complete 27.00
Costume for Tosca..... 19.50
Costume for Miss Liberty..... 16.50

NOTE—You may order Figure No. 1 costumed as Tosca and costumed for Miss Liberty. The Tosca gown may be removed at will and the figure dressed as Miss Liberty or vice versa, depending on the character you wish to exhibit.

Figure No. 2, costumed as Marguerite $27.00
Figure No. 2, costumed as Gilda. 27.00
Figure No. 2, costumed as Carmen 27.00
Figure No. 2, costumed as Amneris $32.00
Costume for Marguerite 16.50
Costume for Gilda 16.50
Costume for Carmen 16.50
Costume for Amneris 22.00

NOTE—You may order Figure No. 2 in any one of the characters noted above and with a complete outfit of costumes on the No. 2 Series, and change the character at will.

Extra arms for replacements or those used in changing the characters Gilda or Amneris to Marguerite or Carmen—$2.00.

Figure No. 3 (Man) will be ready soon. With it any character may be portrayed. The head is movable and may be turned to any position. Arms bend at the elbow. Illustration of the various costumes for this figure with prices will be sent you soon.

WHOLESALERS, CLEVELAND, OHIO.

Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO. 174 Wooster Street, New York

NEW VOCALION RECORD PRESSING PLANT DEDICATED

Elaborate Concert and Dinner Attended by Vocalion Record Artists Mark the Formal Opening of Big Addition to the Vocalion Record Pressing Factory in Meriden, Conn., This Week

Meriden, Conn., September 29.—An important event in the industrial affairs of Meriden was celebrated to-night with the formal dedication of the large new addition to the Vocalion record pressing plant in this city. The new addition, which will soon be in full operation, will permit of the material expansion of the Vocalion record output, a fact that will be much appreciated by Vocalion distributors and dealers who have found the demand growing faster than the supply.

The dedication ceremonies took the form of a concert followed by a dinner dance, with Fred Wood, manager of the local Aeolian Co. factory, as host. The concert was held in the new factory building, which was suitably decorated, and the program was in direct charge of Dino Baldini, head of the artist department and the recording laboratories. The artists were: May Peterson, prima donna soprano of the Metropolitan Opera Co., and exclusive Vocalion artist; Charles Hart, tenor; Elliott Shaw, baritone; Wilfred Glenn, basso, and Oscar S. Adler, violinist, with Edward Falck, musical director of the recording laboratories, at the piano.

The program was a lengthy and elaborate one, with several artists singing or playing selections which they had already recorded for the Vocalion. C. R. Johnstone, head recorder of the New York laboratories, appeared in the role of official laboratory representative. Several other officials of the Aeolian Co. and of the Vocalion department were present to participate in this important event.

The new addition to the record plant is to be accepted as concrete evidence of the progress that is being made by the Vocalion record. The present pressing plant has been working at full pressure in an effort to keep in sight of orders at least, but the increased facilities will permit of a welcome expansion in production.

PUNISHED FOR TELLING SECRETS

Employe of Berliner Gramophone Co., Ltd., Ordered to Pay $100 and Costs for Betrayal of Trade Secrets to Injury of Employers

Montreal, Can., September 30.—Members of the talking machine trade of the Dominion are much interested in a recent decision handed down by the Superior Court in which Siegfried Sanders is ordered to pay to his former employers, the Berliner Gramophone Co., Ltd., $100 and costs in a suit brought by the company to enjoin Sanders from revealing its trade secrets and for $10,000 damages. Sanders was formerly employed by the company in its manufacturing department.

It was charged in the complaint that Sanders while in the employ of the Berliner Co., secured complete information regarding a secret method for pulverizing scrap phonograph records. Later he joined the staff of another phonograph manufacturer and gave to his new employer information regarding the special process. The court held that the actions of the defendant represented a gross abuse of confidence by an employe toward his employer, and the assessment of damages followed.

The decision is regarded as an important one in that it sets a valuable precedent, in affording protection to employers from the spreading of confidential information by unscrupulous employes.

SCHLOSS BROTHERS

Are now located in their new modern factory

795-803 EAST 135th ST. New York City

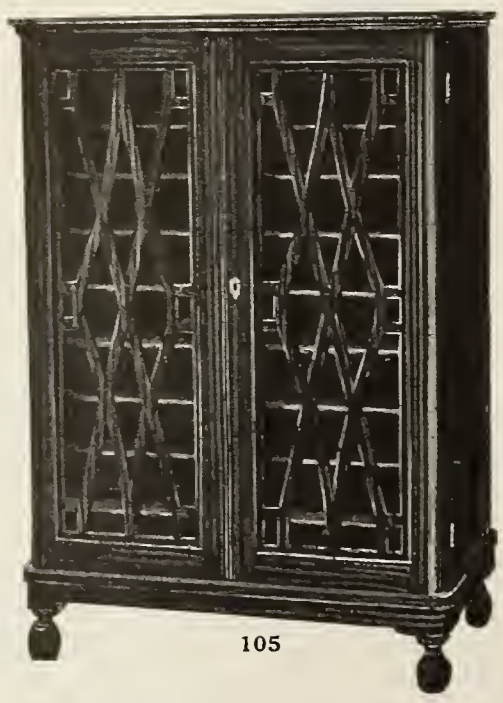
Telephone, Melrose 1640

Which will be devoted exclusively to the manufacture of

CABINETS FOR DISC RECORDS
PLAYER ROLL, SHEET MUSIC, PIANO BENCHES AND FURNITURE NOVELTIES

309½

309½.—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves, interior casters. Height 33 inches. Top, 18¼x21¾ inches. Matches New Victrola IX-A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect "Cabinet-match" appearance. Average weight, crated, 70 pounds.



105

105.—Mahogany, nickel or brass plated trimmings, lock and key, shelves interior. 40 inches high, 27½ inches wide, 16½ inches deep, 14¼ inches deep inside. Will hold 100 Piano Player Rolls. Average weight, crated, 110 pounds.

1055.—Same cabinet, with wood panel doors.

1105.—Same cabinet, with plain glass doors.

IMMEDIATE DELIVERIES

Send for Catalog No. 20

BRUNO

Over three million square miles; over twenty million homes; over one hundred million people. That's your field in the United States, Mr. Victor dealer.

BRUNO

Cut No. W-33. (for Hallowe'en)

© 1920, Talking Machine World Service

Now or Never—ADVERTISE!

Father Time is a miser. He won't give you a fraction of a split second more than your allowance. Don't waste these precious minutes, hours and days between now and Christmas! *Today* is the day to put a good ad in the papers; *today* is the day to send out a strong form letter, or put in a clever window display, or use a new idea in merchandising your goods.

Therefore, *today* is the day to send for The Talking Machine World Service, which furnishes you with the finest merchandising and sales material ever prepared for the retail trade in any line of business. The most successful ad writers, artists, window display men, form letter writers, and store management experts are creating this great Service for retail merchants.

Read what some of our clients say about the Service. Then if it is not already sold to a rival concern in your territory, get it, and get it now! It will bring you the biggest Fall and Winter business you've ever had.

Talking Machine World SERVICE *for Retail Merchants*

(Cut No. V-110)

© 1920, Talking Machine World Service

Supplies you each month with

CUTS—17 or more striking, original designs, large and small—every month. Drawings by famous New York artists.

ADS with the kind of wording that gets results, makes friends for your store and increases your popularity and prestige.

FORM LETTERS on records and machines, which bring back big results in sales.

WINDOW DISPLAY PLANS—Clever ideas to make your windows stop the crowds and bring them in.

MERCHANDISING IDEAS—New successful methods of improving your store service.

SPECIAL SERVICE TO ORDER—Ads, letters or merchandising counsel furnished direct by mail, according to your instructions.

(Cut No. W-116)

© 1920, Talking Machine World Service

Get it now for your territory!

HERE'S THE PROOF—

"We receive a great many favorable comments on our advertising. It sure brings the best customers to our store. Hats off to the Talking Machine World Service, that makes the cash register work overtime."

"This month's ads and letters are Pippins."

"We have outclassed our competitors on other occasions with the Talking Machine World Service, and we feel assured that with your assistance we can do so again."

"The campaign directed against industrial concerns with a view of selling them Victrolas, which you handled for us recently, is bringing excellent results."

"This month's ads and letters are splendid."

The Talking Machine World Service has proved a big success for hundreds of the country's foremost retailers.

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE
373 Fourth Avenue, New York

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is.....

I handle these instruments.....

Firm Name .....

By .....

Address .....

(W—15, 10-15-20)

An Announcement

Concerning the Stephenson Tone Arm and Sound Box and the larger motor.

THE kindly reception given the Stephenson Precision-Made Motor and the good will that it has earned for this organization places upon the manufacturers of it the responsibility to keep always this faith with the industry.

And it is with an appreciation of this responsibility that the Stephenson organization today announces another Precision-Made product, the Stephenson Tone Arm and Sound Box. It is offered to the industry with a guarantee that it infringes no patents . . . . for long since have manufacturers proceeded on the assumption that what was general practice in the trade was an open art. It would, indeed, be against Stephenson policy to infringe the least upon the rights of others regardless of whether their attitude be one of passiveness or aggression in defending their rights . . . . . the Stephenson Precision-Made Tone Arm and Sound Box infringes no patents and is so guaranteed.

Coincident with the Tone Arm and Sound Box, Stephenson, Inc., announces a larger motor, which is offered to those who wish a motor that will give a maximum of running time with one winding. This larger motor follows the same construction as the smaller. It has the solid frame casting, the interchangeable spring drums, the tapered bearing turntable shaft, the triple tread worm—all the splendid mechanical features that have made possible the success of the smaller motor.

Temporary bulletins will be mailed to those who are interested.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

VISIT VICTOR TRADE UP STATE

J. H. Harris and E. G. Evans, of C. Bruno & Son, Inc., Find Victor Dealers in Optimistic Mood—Preparations for Banner Fall Trade

J. H. Harris, secretary of C. Bruno & Son, Inc., and E. G. Evans of this company's Victor division, spent a few days up State recently calling on the trade in Newburgh and Walden. In the latter city they visited the Victor establishment of A. A. Sohns, and Mr. Sohns advised them that he had just made arrangements whereby he would increase his sales facilities materially and be in a position to handle increased Victor business the coming Fall.

At Newburgh, Easman & Co. stated that they are preparing for the biggest Victor trade in the history, and that in order to co-operate with their clientele, they had arranged to enlarge their Victor warerooms in practically every department, and that these changes would be completed within a few weeks. This enterprising dealer stated that business has been excellent this Summer, and that the record trade far outdistanced any previous Summer.

Hyman Landau, head of Landau's Music and Jewelry Store, Wilkes-Barre and Hazelton, Pa., was a recent visitor to the headquarters of C. Bruno & Son, Inc., bringing with him optimistic reports of the business situation in his territory.

SHERMAN, CLAY & CO. ASSOCIATION

Employes of Big Pacific Coast Music House Form New Social Organization

San Francisco, Cal., September 24.—The initial meeting of the Sherman, Clay & Co. Employes' Association took place last week. The purpose of the organization is dual in nature—philanthropic and social. A system of fees will enable the Association to care for its members when sick and will also provide for social activities. At present only the employes of the San Francisco house are organized, but it is hoped that eventually all of the coast branches will be included in the Association. The meeting took place in the Fotoplayer room of Sherman, Clay & Co. and was attended by two hundred employes. The directors are: R. C. Ahlf, H. J. Dumont, L. M. Lang, E. P. Little, Fred Reed, Robert Skinner, Lillian Barn, Edna Ireland and Mrs. Amy Post. The election of officers was as follows: R. C. Ahlf, president; Fred Reed, vice-president; Mrs. Amy Post, secretary; Edna Ireland, recording secretary; Robert Skinner, treasurer.

The Harter & Wells Piano Co., Bellingham, Wash., has recently secured the agency for Vocalion phonographs and Vocalion records for that territory.

In your neighborhood, many of the million and a half readers of these magazines have been sold the Motrola idea. Well?

WE'VE got 'em interested by advertising—the rest is up to you. Remember that a Motrola display in your window or store will act as the reminder that completes the sale.

We furnish all the window cards, counter cards, booklets and sales boosters you can use. Write for folder showing the newspaper ads we have prepared for advertising your store and information on what we can do to boost your profits.

Realizing that every live dealer wants a few Motrolas on hand since the Motrola has become the vogue in the public interest, we are prepared to do our part in the way of deliveries.

Jones-Motrola, Inc.

29 West 35th Street
New York

57 E. Jackson Blvd.
Chicago

226½ Peachtree St.
Atlanta

6019 Hollywood Blvd.
Los Angeles

HAPPENINGS IN THE DOMINION OF CANADA

MONTREAL ONE OF CANADA'S BUSIEST TRADE CENTERS

Opening of Lindsay's New Salons—J. A. Croden Tells of Starr Development in Europe—Baudry Frères, of Quebec, Add Talker Department—Other New Concerns Expanding

Montreal, Can., October 5.—The formal opening of the New Phonograph Salons of C. W. Lindsay, Ltd., took place on Monday and Tuesday, September 20 and 21. Special entertainment was provided for the occasion in the form of a recital in which William Eckstein, of local piano fame, and Jack Eckstein and his orchestra figured. Through the medium of the talking machine and the Steinway-Duo-Art Pianola, Lazaro, Barrientos, Godowsky and Hofmann, Columbia artists, were featured. One large hall, twenty demonstration booths and a record library section with capacity for 15,000 records assure at all times efficient service. With the remodeling of the entire first floor there has been created what is undoubtedly one of the finest phonograph shops in the Dominion.

When the "Melita" docked at Montreal on her last trip, one of the passengers was John A. Croden, president of the Starr Co. of Canada, Limited, London, who was returning from his third trip to England and the Continent in the interests of the Starr-Gennett record catalogs handled by his firm. Mr. Croden reported a fine voyage, and intimated that from now on throughout the Fall and Winter season each month will see announced some of the new Gennett recordings that he secured in London, Paris and Belgium. These will be by such artists as Digiorgio, the Italian grand opera baritone; Madame Jane Brola, French Grand Opera soprano; Ethel Toms, English contralto; the late Auguste Van Biene, 'cellist; Alexander Prince, concertinist, and others.

The formal opening took place recently of the new piano and phonograph store of the J. M. Carriere Co., Ltd., 61 Main street, Hull, Que. This firm has conducted a store at this same address for some time, but the premises have been entirely remodeled and rebuilt. The Carriere Co. carries Victrolas, His Master's Voice records and pianos.

The Dominion Music Co., Ltd., has been incorporated with a capital of $50,000, its chief place of business to be in Montreal.

The Pratte Piano Co. has opened a store in Quebec City under the name of The Musical Studio, Ltd., with T. A. Beriah in charge.

Beaudry Freres, Reg., Quebec City, have added a talking machine department and are handling Columbia and Starr phonographs and Columbia and Gennett records. They have a number of well-equipped modern demonstration rooms.

Solomon's, 740 St. Catherine street west, have opened up their new department in which they are specializing in Brunswick and McLagan phonographs and Victor records. They have fitted up a number of demonstration rooms, and the whole presents a most attractive atmosphere of refinement.

Gauvin & Courchene, Quebec, have completed alterations to their uptown and downtown His Master's Voice stores and pride themselves that they now carry in stock every Victor record listed in His Master's Voice catalog for 1920. New demonstration parlors have been added in both stores.

The West End Record Exchange has opened up at 88 Inspector street. It is stocking Corona phonographs and Gennett records.

The Dominion House Furnishing Co., 181 Bank street, Ottawa, recently opened a phonograph division of its furniture business and is exploiting the Brunswick line of phonographs.

TORONTO DEALERS CONTINUE TO BE IN OPTIMISTIC MOOD

Travelers Representing Various Houses Well Pleased With Outlook—Starr Co. Forces Enjoy Second Annual Outing—Congratulations for A. H. Walker—Other News of Interest

Toronto, Ont., October 6.—W. D. Stevenson, vice-president of the Starr Co. of Canada, Ltd., London, is back at his desk after a ten-days' trip to Winnipeg. "I found things very satisfactory in the 'Chicago of Canada'," said Mr. Stevenson to your correspondent, "and our dealers distributing at that point are very optimistic as regards this Fall's business."

From the head office of the Starr Co. of Canada, Ltd., London, there recently started off by motor a merry aggregation of Starr employes and friends together with the executives of the Starr Co. The occasion was their second annual picnic. Their objective was Port Burwell, a distance of about forty-five miles from their London headquarters. Comparing it with last year's outing, the attendance was considerably larger and, if anything, the spirit of good-will and fellowship between members of the staff more pronounced.

O. F. Benz, record expert in the general sales department of the Columbia Co., New York, was a recent trade visitor to Toronto.

Alan Lloyd Dorian is the youngest member of the household of Otis E. Dorian, general manager of the Pathé Frères Phonograph Co., Ltd., this city. Alan Lloyd arrived in this world in time for the big Toronto Exhibition. His father is receiving the congratulations of his many business and personal friends.

W. B. Beare, of Beare & Son, who recently spent a couple of weeks at his Toronto headquarters, and who is now back at his London, England, office, has been appointed honorary treasurer of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers in the United Kingdom.

The piano and talking machine business of Milton Francis, Port Arthur, is now known as Francis, Limited, with Lieut.-Col. Milton Francis and Albert H. Francis as principal stockholders.

William R. Davis, sales manager of the Magnavox Co. of Oakland, Cal., spent several days in Toronto with I. Montagnes & Co. during the exhibition, and witnessed a number of the demonstrations of the Magnavox arranged by that firm.

A. H. Welker, of the Kitchener plant of General Phonograph Corp., Ltd., generally supposed by his many friends to be a confirmed bachelor, surprised them all recently by getting married. The wedding was a quiet service at the home of the minister, and until the announcement appeared in the local papers even Mr. Welker's intimates had no idea that his two hobbies, business and motoring, had a rival in the person of a lady. The new Mrs. Welker was Miss Shelly, a well known and very highly esteemed young lady of Waterloo.

E. C. Scythes, of the Aeolian Co. of Canada, was one of the guests at a dinner given recently to Lord Beaverbrook by Arthur Baxter, formerly of the Nordheimer piano staff, and now a literary writer of international reputation.

CANADIAN FAIR A BIG SUCCESS

Talking Machine Exhibitors Add Much to Value of 42nd Annual National Fair at Toronto

Toronto, Ont., October 4.—To say Canada's Forty-second Annual National Fair was a success would be drawing it mild. As viewed from a point of attendance and interest it surpassed all previous years. The musical contests held in the Horticultural Building, under the auspices of the talking machine exhibitors, have done much to foster and stimulate the study of piano and the violin music and singing. This year each afternoon's contest was greeted by a large audience. In fact, so many people came into the building to hear the contests that many of the talking machine men think these features, while a great success in themselves, interfered unduly with the exhibits proper. To begin with, they were of inestimable value in bringing crowds to the Horticultural Building, which until last year had been a "dead" building. Now it is thought by some of the exhibitors that it would be advisable another year to have the contests a greater distance from the talking machine booths.

Last year's experiment on the part of the talking machine exhibitors in giving $300 in prizes for an amateur singing competition was a great success. So much did the competitive singing accomplish, even when planned on very short notice, that the exhibitors decided to go into the thing this year on a much larger scale. This year there were six competitions with $600 in prizes by the talking machine exhibitors, four scholarships by the leading conservatories and medals by the exhibition directors. The competitions were for soprano, contralto, tenor and baritone soloists and two for school children, one in piano and the other in violin.

NEW STARR BRANCH IN ST. JOHN

St. John, N. B., October 4.—In keeping with the policy of the Starr Co. of Canada, Ltd., to give its dealers prompt and efficient service, this firm has established a new branch in this city to look after the needs of the Maritime dealers. This warehouse, together with the ones in Regina Toronto and Montreal, will ensure Starr dealers all over the Dominion of the very best possible Starr service.

In charge of the Maritime branch is W. A. Dietrich, a man of wide experience. The temporary street address of the local branch is 4 St. James street. A full stock of all Starr goods, including Starr phonographs, Gennett records, needles and accessories, is being carried.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

The MODERNOLA

A Home Delight to Ear and Eye

"Atmosphere"

Here you have it!

A first consideration with the phonograph buyer is sound reproduction—*Tone!*

Its beauty is—*Additional!*

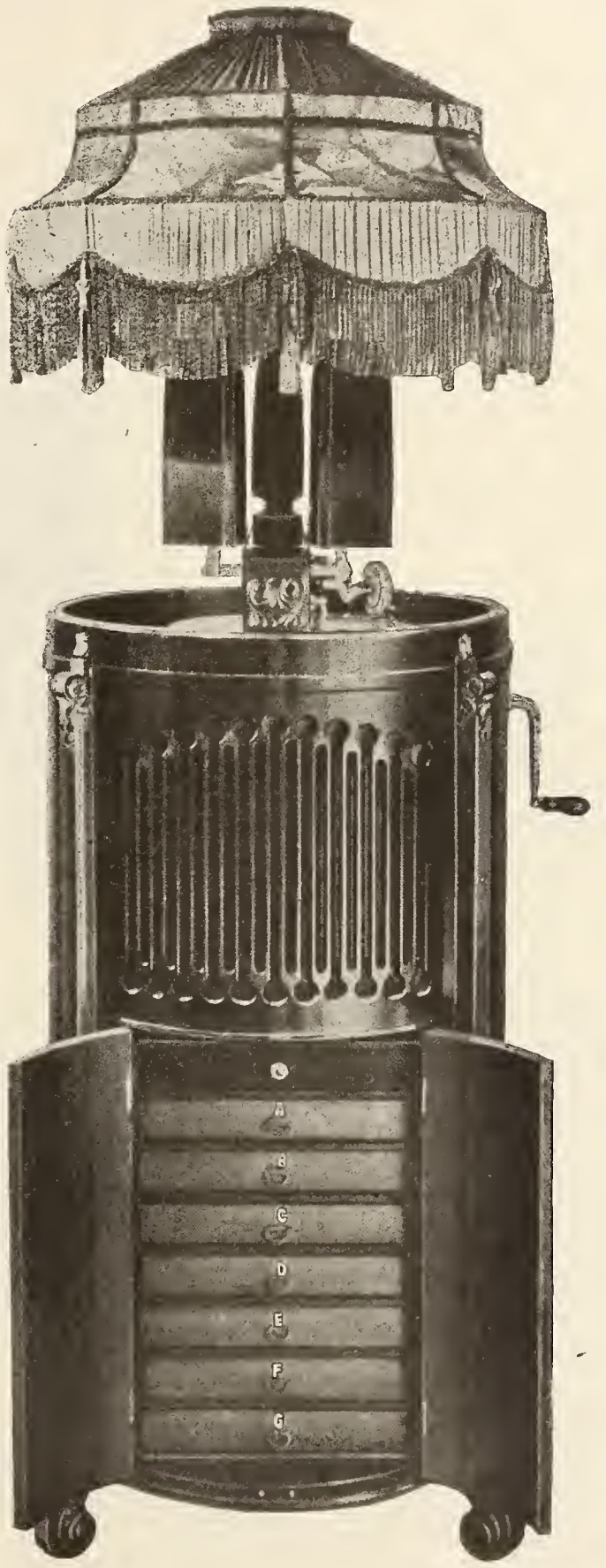
And so after bringing tone to a marvelous perfection we have striven for more beauty—*And Achieved It!*

Note the unique and artistic circular designing of the instrument. And the finish emphasizes richness. Then the lamp shade feature—*it's the big innovation!*—that wins everywhere!

The Modernola brings atmosphere as well as music into a home. It brightens and cheers. It means eye as well as ear enjoyment.

We have increased production, and a new factory is under construction for yet greater production. We have open territory for individual dealers and for the jobbing trade in certain territory. Sales rights are becoming more valuable with each passing month.

Write Us—Now!



THE MODERNOLA COMPANY

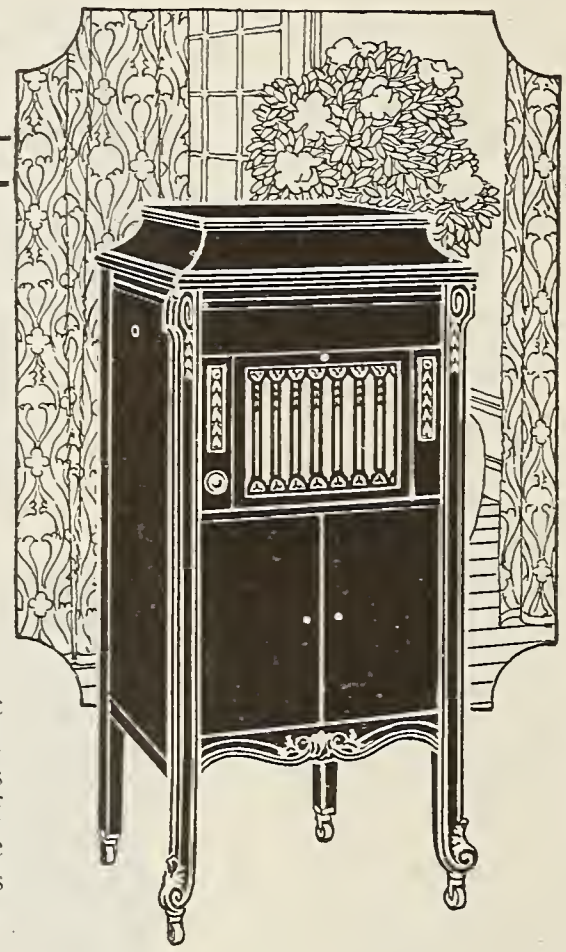
JOHNSTOWN, PA.

Eastern Distributors:

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

The AEOLIAN-VOCALION

The Phonograph made by the World's Foremost Musical Instrument Manufacturers



THE Aeolian-Vocalion, its tonal and artistic supremacy conceded wherever phonographs are sold, is the contribution of the Aeolian Company to the musical development of this justly popular instrument.

* * *

The manufacture of a musically acceptable phonograph is a far more serious undertaking than is commonly understood. Here is an instrument called on to reproduce the tones of all instruments — strings, wood-winds and brasses—as well as the human voice. The problems of the violin maker, the flute maker, the horn maker, are relatively simple in comparison.

The Aeolian Company's years of experience in the study of musical tone and its production made the problems of its *reproduction* far less difficult. This is the secret of the Aeolian-Vocalion's tonal superiority.

Its *artistic* supremacy as an instrument of true musical expression is based on its exclusive possession of the only practical means of tone-control yet devised; namely, the Graduola.

It was not until the Aeolian Company came into possession of the patents on the Graduola that it was willing to put a phonograph upon the market.

* * *

With the Graduola, the Aeolian-Vocalion may be played as though it were the actual instrument whose tones it is reproducing. Wonderful effects of expression may be introduced by tone-shading. Old records are revivified and new records played with subtle variations that prevent their becoming old. The element of personality, of spontaneous and varying expression introduced by the Graduola into the playing of the Vocalion, lifts that instrument above the ranks of ordinary phonographs and talking machines and gives it a distinction and value shared by no other similar instrument.

The price of the Aeolian-Vocalion, despite its manifest superiority, compares favorably with prices of phonographs of other make. It is also possible to arrange for payments on a very moderate monthly basis. The range of selection, both in Period and Conventional Upright Models, is large.

The AEOLIAN COMPANY

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

NEW YORK LONDON PARIS MADRID MELBOURNE SYDNEY

ST. LOUIS DEALERS PREPARE FOR LARGE WINTER TRADE

Higher-priced Machines in Favor—Record Demand Still Acute—Departments Improved and Refurbished—Silvertone Tells of Edison Activity—Koerber-Brenner Window Display—Other News

St. Louis, Mo., October 8.—With the passing of September St. Louis says a rather belated goodby to Summer with its hindrances to business, and gathers headway for the last three months of the year, which are counted upon to be the best three months of the year in a business way. September business in talking machines and records was fair. It was a warmer September than is usual in this latitude and efforts to speed up business were not responded to by the public as much as could have been desired. Little advertising was done outside of the routine announcements of opening record days. Record sales held up better than machine sales. Of the latter a large proportion were the highest priced. Talking machine men have been quick to capitalize the prevailing disapproval of high piano prices on the part of people of moderate means and have not found it difficult to persuade many to take a high-priced talking machine instead of a higher-priced piano. Dealers in all makes of machines are agreed that the best demand is for the high-priced machines. Victors are still scarce but the other makes are pretty plentiful. Many dealers are still finding it necessary to give prominence in advertising and display to the other makes which they carry to supply the lack of Victors. The people are not spending money as freely as they did last Fall, but dealers expect the next three months to run up a large volume of business.

Two of the department stores and several of the piano and talking machine houses enter the Fall campaign with remodeled talking machine departments and improved facilities. The Famous & Barr Co. department and the Stix, Baer & Fuller department have been greatly enlarged and the facilities for demonstration have been greatly increased. Manager Ditzell of the Famous & Barr Co., thinks that in his record counter he has solved the reserve stock problem, which, according to his observation, at most record counters is not solved. The record counter at the new Famous & Barr Co. department is three-sided, with the reserve in the rear, easily accessible without cluttering up immediate vicinity of the counters. The other feature of the new department that has caused a great deal of favorable comment is the arrangement of the talking machine booths along the outside windows, which provide an abundance of natural light and ventilation.

The Stix, Baer & Fuller Co. had its twenty-seventh anniversary last week, with sales in all departments. Manager J. W. Medairy, of the talking machine department, was given a good stiff quota, but he and his corps of sales people made it. The opening day was the biggest that the department ever had, notwithstanding that the weather was extremely warm. Manager Medairy is increasing the number of his record clerks and plans to put on six more about November 1.

The new booths at the store of the Kieselhorst Piano Co. are not entirely completed, but will be soon and will provide increased demonstration facilities. Work is being pushed at the Baldwin and Lehman stores, where booths are to be installed on the first floor.

The Columbia Co.'s wholesale department at St. Louis has a new manager. He is E. M. Morgan, until recently of Boston, where he made such a record as a salesman that he has been promoted to managerial rank. He has taken hold with a vigor which shows that the company's confidence in him is well placed. He has even succeeded in some manner in impressing the railroad people with the importance of pushing along a talking machine man's effects. His family arrived one day from Boston and the next day the furniture came. If the usual thing had happened the furniture would not have been along for a month. And either through luck or energy Mr. Morgan found a house for both family and furniture. One of the things the new manager plans to do is to go out with the salesmen in city and country and get acquainted with the dealers in their own stores. He says that the Columbia business in this territory is 50 per cent better than it was a year ago and that the territory has wonderful possibilities.

The National Association of Retail Druggists had its annual convention in St. Louis recently and many of the delegates were druggists who also handle talking machines. They took advantage of their visit to St. Louis to transact business with the talking machine distributors.

Mark Silverstone, president of the Silverstone Music Co., says that dealers are placing heavy orders for Edison machines and records for the holidays in the hope, by ordering early, of getting what they want. He says the business of the Silverstone Co., which distributes Edisons for this territory, was on September 1 15 per cent ahead of the whole of last year, on both instruments and re-creations. Mr. Silverstone expects the largest Fall business in the history of the house.

"Frisco" and the Edison were at the Orpheum last week and at the Rialto this week. Miss Edith McDonald is to give tone tests in this zone through October and November and Vernon Dalhart in December.

A daughter was born September 2 to Mr. and Mrs. Mark Silverstone.

The following Edison dealers were in St. Louis recently: Philip Dallmeyer, Jefferson City, Mo.; E. Coy, Fornfelt, Mo.; G. West, manager of the Hampton-Lane Co., Christopher, Ill.; C. C. Mendenhall, Hannibal, Mo.; M. E. Rubinowitz, Litchfield, Ill.; L. Smith, Rolla, Mo.; Lyman Fox, Pana, Ill.

C. R. Salmon, for the past eight years city representative of the Columbia, has resigned to become wholesale sales manager of the Artophone Corp. for machines and records. The company has obtained the agency to job the Okeh records in Missouri, Arkansas, Kentucky.

(*Continued on page* 116)

Concentration
is the
Secret of
Strength
—Emerson

We are concentrating on the distribution of Victor products and only these products.

We are concentrating within an area where our results are of proven worth to the Victor Dealer.

Ask any Putnam-Page dealer about the value of our service.

Putnam-Page Company

Peoria, Ill.

Exclusively Victor Distributors

Supreme in Central Illinois and its environs

Columbia Grafonola

Ever meet "The Argentines, The Portuguese and The Greeks?" Nora Bayes will introduce you in this song. Coupled with "Sally Green, the Village Vamp," also by Nora Bayes. Two song hits that hit the nail on the head. A-2980.

Columbia Graphophone Co.
NEW YORK

THE TRADE SITUATION IN ST. LOUIS

(*Continued from page* 115)

Tennessee and Mississippi for the General Phonograph Corp., New York. Mr. Salmon is an efficient talking machine man and no doubt is felt that he will make good in the important position to which he has been appointed.

Miss Blanche S. Roseburgh, director of the Victor educational department of the Scruggs, Vandervoort & Barney store, has been conducting a morning study hour for the sales people in the Victrola department. There are two groups, one from 8.30 to 9.30 o'clock and the other from 9.30 to 10.30. An analysis is made of the Red Seal records which are not well known to the sales people. Miss Merritt, manager of the department, is keeping strict account of this work and an examination is to be given to see how much benefit is derived from the class work.

Manager J. B. Moran, of the Wurlitzer Co., is waiting for word that the booths, counters and racks which have been built at Columbia, O., for the first floor of the Wurlitzer store are on the way. When he gets that word the present first floor installation will be torn out.

Miss Myrtle Nelson, of the Famous & Barr Co. talking machine department, has returned from her vacation.

Robert H. Conn, formerly manager of the Artophone Co., has taken a position as piano salesman with the Aeolian Co.

Frank Hamm, formerly with the Vocalion department of the Aeolian Co. and more recently traveler for the Tri-Sales Co., has resigned the latter position to join the sales staff of the Kieselhorst Piano Co.

The Koerber-Brenner Co. has an attractive window display in its service department, at 1714 Washington street, featuring the wax figures of operatic characters. These figures were used by Mr. Binder in his window dressing demonstration before the Tri-State Dealers' Convention in August. There are two female and one male figure with costumes for six female and six male characters. They are about two and one-half feet high. The costumes are hand made and carefully copy the original costumes of the stage. The costumes are those of La Tosca, Miss Liberty, Marguerite, Gilda, Carmen, Amneris, Scarpia, Canio, Mephistopheles, Don Jose, Duke of Mantua and Rhadames. One St. Louis dealer is already planning a miniature stage for his window, on which he expects to feature visiting artists, duplicate scenes from operas being given in the city and to feature new releases of operatic records.

After a brief Summer vacation the Koerber-Brenner School of Salesmanship has been resumed for those who wish to be better prepared for the Fall harvest of record business. The days will soon be too crowded with selling for the salesperson to devote much time to class work.

Mrs. E. L. Coburn, wife of the former supervisor of public school music in St. Louis, who died suddenly last Spring, has been employed in the educational department of Scruggs, Vandervoort & Barney (Victor Shop) as an assistant to Miss Blanche Rosebrugh. Mrs. Coburn's interest in her husband's work will particularly fit her for this department.

The Sonora and Victrola were recently coupled in an interesting manner in an advertisement of the Stix, Baer & Fuller Dry Goods Co. It was pointed out in part that:

"Supreme in the field of phonographs are the Sonora and Victrola. There are no two instruments that combine such thorough and attractive features, offering complete satisfaction from every viewpoint, prices within the reach of all, the combination of tone, artistic case design and the finest possible workmanship. Years of proven satisfaction stand back of each instrument. Subjected to every possible test, they retain their enviable position. Each instrument has its individual characteristics making a varied appeal to various people."

The St. Louis Symphony Orchestra announcement of soloists for the coming season is rich in opportunity for Victrola dealers of St. Louis and vicinity. Six of the soloists are Victor Red Seal artists. This fact is featured on the folder sent out by the orchestra management.

Victor dealers and Victor record fans are looking forward with delight to the appearance of the Eight Victor Record Makers. They will appear in Springfield, Ill., October 6, in Decatur, Ill., October 7, and in St. Louis October 9. Interesting programs have been prepared.

The Phelps-Dodge Mercantile Co., Bisbee, Ariz., is among the latest concerns to be added to the list of Aeolian-Vocalion dealers.

If you would have your neighbors look up to you, don't make a practice of looking down on them.

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Indianapolis

Reputation

Building on honest service rock instead of money conquest sand creates a good will that reflects basically sound values. A priceless reputation is consequently sought and maintained.

Phonograph Accessories
For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records.
Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Furniture Trimmings
A complete offering in all the Period and Commercial Furniture Lines.

Refrigerator Hardware
All sized Locks and Hinges.

Samples and complete information on request

Grand Rapids Brass Company
Grand Rapids, Michigan New York: 7 E. 42nd St.

From musical student to musical enthusiast the good word is passed along —GRETSCH Musical Instruments mean maximum value for the price. No idle boasting in this sort of boosting; it sends customers to GRETSCH dealers determined to profit by the other fellow's experience.

Gretsch Musical Merchandise Will Reduce Selling Expense

A larger and larger number of talking machine retailers are finding it profitable to carry a line of **Gretsch Musical Merchandise**.

The supply is constantly available, shipments are prompt, and **Gretsch** local sales co-operation assures rapid turn-overs.

The phonograph business is something like running a passenger train. It costs so much an hour to pull that train whether it carries few or many passengers. Every additional passenger a railroad can secure means so much additional profit to the road.

Your business costs so much a year in fixed expense. You can't get away from that.

Your problem is largely a matter of increasing the number of sales-passengers to bring up the margin of your income.

Adding a small line of **Gretsch Instruments** will give you an opportunity to become the "Musical Headquarters" in your local community.

Let us make up an assortment of **Gretsch Musical Merchandise** such as Violins, Mandolins, Banjos, Ukuleles and the like. Complete assortments can be had at $500, $1,000, or $2,000. On request we will submit a complete list suggesting an assortment to suit any sum you may wish to invest.

The House of Gretsch has been manufacturing musical merchandise since 1883. A permanent trade of thousands of pleased customers is the result of consistent satisfaction.

Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and how we co-operate to help you build up a large local trade.

In writing please address your letter to the Sales Promotion Dept.

The Fred. Gretsch Manufacturing Co.

Musical Instrument Makers Since 1883

50-80 Broadway, Borough of Brooklyn ***New York City***

Prima-Donna

"The Phonograph Inspired"

There's NO TIME

—Like the Present!

The big phonograph season is on *right now*, and you should get the lion's share in your territory.

There's NO PHONOGRAPH

Like the Prima-Donna

To get the big business, feature Prima-Donnas. Just stock one of each of the six splendid models—that's all.

They will practically sell themselves. Their outstanding superiorities are obvious.

The tone will speak for itself, while the beauty of the cabinet will focus the attention of the best trade and enable you to make sales and friends.

Mr. Retailer:—There's a Prima-Donna jobber in your territory who can supply you overnight with these big phonograph values.

Mr. Jobber:—We have some choice territory open. Write us—you may be in territory still available.

GENERAL SALES CORPORATION

1520 Buffum Street **Milwaukee, Wis.**

Owning and Operating—General Manufacturing Corporation
Recordeon Phonograph Company
Manufacturers of Phonographs

Heaney-Schwab Billiard Manufacturing Co.
Makers of
Fine Billiard and Pool
Tables since 1882

SIX WONDERFUL MODELS

Unqualifiedly Guaranteed for One Year

Each Prima-Donna is guaranteed against all imperfections of materials and workmanship; any parts that do not give satisfaction will be replaced free of charge.

L. C. WISWELL ADDRESSES OHIO TALKING MACHINE MEN

President of the National Association of Talking Machine Jobbers Speaks on the Future of the Industry at the Recent Meeting of Talking Machine Dealers' Association of Northern Ohio

CLEVELAND, O., October 6.—The policy of officers of the Talking Machine Dealers' Association of Northern Ohio to make the meetings during the coming season of general interest to the trade has proved a wise move, judging from the success of the first regular meeting, recently addressed by Leslie C. Wiswell, of Lyon & Healy, Chicago, and president of the National Association of Talking Machine Jobbers. It is the plan of leaders of the organization to have prominent persons in and out of the industry to address meetings this Winter, so that the members may get a correct slant on the true business situation.

In any event, it is shown that these meetings will attract the largest number of members and associates, many coming from out of town to attend the initial gathering. Close to 70 persons were present, the largest number at any meeting with the exception of the annual event. It is the belief of Louis Meier, of L. Meier & Sons, that this is a step toward co-operation with other big local organizations in the trade, such as those in Pittsburgh, Buffalo and other points in the Central West. This meeting was held in the Hotel Statler Lattice Room.

Another speaker at this meeting was F. C. Erdman, lately named district representative of the Victor Talking Machine Co. Mr. Erdman already has made a tour of the territory, and in the brief time he has had to get acquainted has proved to the trade that he is "there" with the service and has won the esteem of all dealers and jobbers he has met.

L. C. Wiswell's Inspiring Address

In his address to the Ohio trade Mr. Wiswell said in part:

"Mr. Lyons, in asking me to come and talk to you to-night, mentioned that as president of the National Association of Talking Machine Jobbers I undoubtedly would be in position to give you a talk on the future outlook of the Victor industry—some latitude and a range where, were I able, I could browse about at will and yet stay within the confines of the subject.

"First of all, to properly visualize the outlook or future, one must be an optimist. So let's all be optimists in our chosen work, carrying ever forward, holding high the light of Victor prestige, so that no chap—regardless of who he is—may be able to blow it out.

"If we, as Victor emissaries, are strong and steadfast in our belief that the Victrola is supreme and that every home in our particular vicinage should possess one, and have sold ourselves on the proposition, then there can be but one answer to the future of the Victor business, and that is continued growth and prosperity.

"As we talk about the future of the Victor business we should base our premises on business conditions as they exist now and their influence on the future. How can one presage the future unless it be the prophets of old, when the present is so unsettled and so clouded with what we might properly term business unrest? The ship of business, and I mean our country as a whole, is to-day sailing, as it were, through uncharted seas, without a captain and without a rudder. You will agree with me that the chief executive officers of our country have not and are not functioning as they should, and neither are they permitting the various depart-

L. C. Wiswell, President

ments of the Government to do their full duties is planning safeguards for the nation's various industries and businesses.

"Since the signing of the armistice what has been done by the powers that be at Washington looking toward the proper business reconstruction of the country? For illustration, I might mention the income and excess profit tax, the tax that is throttling, choking and staggering the business world to-day, a tax that was a war measure, levied as such and paid as such, and which as soon as possible after the signing of the armistice should have been repealed or altered by the Government, looking toward the reduction or elimination of this war tax. This tax has to do with the future, for if this tax is continued and enforced, then so long will business be throttled and men of affairs will be apprehensive and business men retarded in undertaking bigger things, as it strikes at the very root and financial foundation of our business.

"You hear at times about a panic—here, there and everywhere whisperings are going on as to what is going to happen next—this and that business is bad. Now, I'm a bear on the United States, and whenever I hear such conversation I am prone to enter into the discussion. Government statistics, just compiled, tell us that the agricultural crop for this year is better than twenty-seven billions of dollars. Our national debt is somewhere in the neighborhood of twenty billion dollars, two billion of which have already been written off since the armistice. From this total indebtedness there is to be subtracted approximately ten billion which we loaned to foreign countries during the war and which is to be repaid. Accordingly our national indebtedness should be reduced by this amount, or in round figures, it amounts to about ten billion dollars.

"Now, how can one figure with assets of twenty-seven billions of dollars in agricultural products alone, not counting the business interests of the country—leaving them out of the equation entirely—as against liabilities of ten billions, our country is going to the bowwows? No, never! Never in the history of the world has there been a country that is financially so strong or that has the wealth as has the United States of to-day—our country. So let's all be bulls on the United States.

"Let's look forward with a clear vision to the job which we, as Victor merchants, have to do, and that is to present to the public in the proper manner the merits of Victrolas and Victor records, for a careful observation proves, as it never has proved before, a continued interest and growing demand. Music has become a national necessity and is recognized as such.

"Of course, from time to time we are going to hear that business is bad and where this concern or that dealer is in straitened circumstances, and where this concern or that concern has succeeded. The answer to this situation is that, as the seed is sown, some must necessarily fall on sterile ground—there are the weeds in every farm, and I believe the talking machine business (and, by the way, I believe we should change this phrase "talking machine business" to "music business" for, after all, we do sell music. It is music you are bringing into people's homes in the last analysis. Of course we must have the instrument to reproduce it, but the cardinal, underlying thought is music, and I speed the day when we will all recognize this as the one big thing which we are selling). To repeat, I believe the Victor business is more firmly established than ever before. It should not only continue rapid and healthy in its growth, but it will soon rank as one of the foremost industries of the age, and with the Victor Co. leading as the pre-eminent manufacturer of the trade.

"I cannot forecast to you what the immediate future supply of Victrolas and records will be—I believe that is the point you would like some enlightenment on—but I can say to you in all sincerity that the Victor Co. from President Johnson down, and especially the splendid cabinet of men that surround him, are working assiduously, whole-heartedly for an increased out-

(*Continued on page* 121)

SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

Features that contribute to making

The AEOLIAN-VOCALION

The PHONOGRAPH *of* SUPREME MUSICAL ATTAINMENT

CALIFORNIA NEVADA OREGON IDAHO WASHINGTON ARIZONA

THE one great, fundamental consideration in a musical instrument is its *tone*. On its tone-quality alone it can rise to preeminence, or remain on the level of mediocrity.

The phonograph is not one musical instrument, it is a *thousand*. The myriad different instruments and voices it is asked to reproduce call for a tone quality and versatility infinitely beyond the requirements of other instruments.

* * * *

THE Aeolian-Vocalion has risen to its position of world-supremacy on the strength of its marvelous tone. No other features of interest or convenience

Universal Tone-Arm

have been required to make it great. Its reproduction—particularly when playing the new and revolutionary Vocalion Record—of soprano or bass, tenor or contralto, strings, wood-winds or horns possesses a richness, depth, purity and beauty that has brought the music world to a new appreciation of the value and meaning of the phonograph.

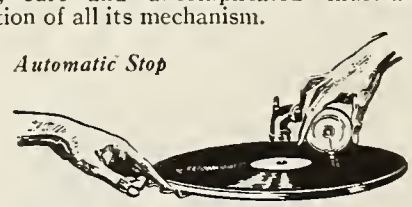
The Graduola

BUT the Aeolian-Vocalion has additional features that add their weight to its supremacy. It is the only phonograph made with a completely developed *tone-control*—the Graduola—which makes of every listener who desires, a performer also, which gives the privilege of personal participation in the music to all who wish it; and which makes the Aeolian-Vocalion a genuine instrument of artistic *musical expression*.

It provides the means in its extraordinary Universal Tone-Arm, by which all different makes of phonograph records may be played with equally good effect. Thus *all* great artists, *all* instrumentalists, *all* bands, orchestras and entertainers, have sung and played for the pleasure and entertainment of the owner of an Aeolian-Vocalion.

It exhibits a perfection of mechanical features that reflects the skill, the unparalleled experience of its makers. But one example—the Aeolian Automatic Stop—operating with positive precision—simple, sure and uncomplicated—illustrates the perfection of all its mechanism.

Automatic Stop



And lastly, it embodies a beauty, grace and perfect taste in its appearance, that is evidence of a new and successful effort to conform the phonograph to the high standards of modern furnishing and decoration.

Vocalion Prices

Conventional models, equipped with Graduola, are priced from $165 *upwards; without Graduola, from* $60. *Many beautiful Period models, priced from* $360. *All prices subject to change.*

The AEOLIAN COMPANY
OF CALIFORNIA

455 MISSION ST. SAN FRANCISCO

WISWELL ADDRESSES OHIO DEALERS

(*Continued from page* 119)

put of Victrolas and records. Evidenees are on every hand that their efforts are meeting with success. You may not see them, but they exist, nevertheless.

"Increased Vietor produetion is what we want, and it is coming just as surely as you are present here to-night. Overproduetion must be guarded against, just as a merehant should gnard against being overloaded or overstocked with merchandise.

"Looking into the future I see perfeetly as one sees in a erystal a message whieh reads for the success of Victor business, and that is that the dealer of the future must be a quality dealer. We have had enough quantity dealers. What is needed to-day as never before is QUALITY dealers. And this is my message to you.

"The time is at hand for the dealer to stop, look and take inventory of himself, analyzing the situation in so far as it pertains to the kind of representation he is giving the Vietor line. What is wanted is more sales establishments like Mr. Meier's and others I could mention. The average Vietor dealer has been making money, and I am prone to believe that he has been taking all his profits out without putting a little back into the upbuilding of his store. The line is not wanted in every other store on the street, but rather the most strategic location ehosen, establishing there a Victor representative of highest eharacter, with a store or shop well equipped with Victrola and record sales rooms, record service counter, and manned by sales persons who have real intelligent sales ability. You all know the old saying, and it is just as true to-day as when first coined, that the first impression is the lasting impression, hence Victor departments everywhere should be of such high character, beautifully equipped and well manned, as to create the proper atmosphere and favorably impress customers.

"A word as to sales—I believe the time is ripe, and so do you, for the sales departments, and especially the salesmen, to take inventory of themselves. They have become soft, using the language of the athlete, in that they have not been obliged for these few years past to demonstrate real sales ability, the acute shortage making the goods sell themselves. The time is eoming, and it is not far distant, when you will not have a buyers' market, but on the contrary, will be obliged to go out and sell. So, those of you who have jurisdietion of the sales department of your business, I charge you now to look well to the future, instilling into your sales people the thought that now is the time to buekle down and do construetive sales work.

"Do not be apprehensive regarding the future. Be an exelusive dealer—concentrate and specialize. The Good Book says you cannot serve two Masters."

COMMUNICATION WITH NEXT WORLD

Thomas A. Edison Said to Be Working on Device Which Makes Spirit Messages Possible —Departed Spirits Can Talk With Us at Will If Present Plans Prove to Be Satisfactory

Thomas A. Edison is hard at work on an invention—what he calls "an apparatus"—designed to enable those who have left this earth to eommunicate with those of us who are still on the earth, according to an article appearing in the American Magazine for October, in which B. C. Forbes quotes the inventor as saying:

"I am working on the theory that our personality exists after what we eall life leaves our present material bodies. If our personality dies what's the use of a hereafter? What would it amount to? It wouldn't mean anything to us as individuals. If there is a hereafter which is to do us any good, we want our personality to survive, don't we?

"If our personality survives, then it is strictly logieal and scientific to assume that it retains memory, intellect, and other faeulties and knowledge that we aequire on this earth. Therefore, if personality exists, after what we call death, it is reasonable to conclude that those who leave this earth would like to communieate with those they have left here. Accordingly, the thing to do is to furnish the best conceivable means to make it easy for them to open up communication with us, and then see what happens.

"I am proceeding on the theory that in the very nature of things, the degree of material or physieal power possessed by those in the next life must be extremely slight; and that, therefore, any instrument designed to be used to eommunieate with us must be super-delicate—as fine and responsive as human ingenuity can make it. For my part, I am inelined to believe that our personality hereafter will be able to affect matter. If this reasoning be eorrect, then, if we can evolve an instrument so delicate as to be affected, or moved, or manipulated—whiehever term you want to use—by our personality as it survives in the next life, such an instrument, when made available, ought to reeord something."

The article then goes on to say that Mr. Edison would not be astonished if response on his new invention were to come, first of all, from telegraphers, sciontists, or othcrs thoroughly understanding the use of delicate instruments and elcetrie currents. He is engaged in the construetion of one sueh apparatus now and hopes to finish it before very many months.

OPENS SONORA SHOP IN LOUISVILLE

Milton D. May, conneeted with the Robinson-Petet Co., Sonora dealers of Louisville, Ky., has opened a new shop in that city at 331 West Walnut street, known as the "Sonora Shop." R. C. Davis is in eharge of the shop.

FOUR JOIN CHAMBER OF COMMERCE

Four local talking machine men have joined the Boston Chamber of Commerce. They are Kenneth E. Reed, of the Steinert Co.; Herbert Shoemaker and G. Hovey Dodge, of the Eastern Talking Machine Co., and C. B. Estabrook, of the Victor Co.

ANNOUNCING
THE
RIM TOP
Cabinet for No. 41 Edison Amberola

A Cabinet of unusual beauty in design,

of

firmness in construction

and

finished to match the 41 Amberola exactly.

Mr. Dealer, apply to your jobber for these cabinets, he can supply your long-felt need at once.

This Cabinet has a price that is very attractive.

Write your jobber to-day.

THE EJECT-O-FILE CO., Inc., **High Point, North Carolina**

Hiawatha

Production

Service

Delivery

Hiawatha Production

Will guarantee you splendid service, and immediate delivery in all models. The increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

Quality is Our Watchword

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.

Hiawatha Phonograph Company

209 SO. STATE ST. CHICAGO, ILL.

INCREASED SUPPLIES OF STOCK PLEASE DETROIT TRADE

Great Improvements in Shipping Now in Evidence—Dealers Preparing for a Very Busy Fall Demand—H. E. Gardner in Charge at Columbia Branch—Starr Co. Looking for New Location

Detroit, Mich., October 6.—This year talking machine dealers are not going to be hard up for talking machines or supplies of any kind. Occasionally somebody will complain about inability to get certain records, but taken on the whole dealers cannot complain about the treatment they are getting from the jobbers. Most dealers can get all the goods they want. In fact, there never was a time when the jobbers were trying to sell the retailer as much as they are at the present time. The past thirty days have shown wonderful improvement in shipping, although goods from some sections are still slower than they should be. But regardless of even this condition, dealers are well supplied, and when the rush comes from the public, dealers will be able to cope with the situation.

What a change this is from last year, when retailers were turning down almost as much business as they took because they simply could not make deliveries! Dealers not only have packed in goods wherever they could in their stores, but many of them have rented storage space and leased warehouses for their surplus stocks.

Indications are that this will be a good season and that the year will close very big. Of course, right now some say that trade is a little off; that is, dealers declare that it should be better, but they attribute this to the temporary scare of a tight money market and the coming Presidential election. Our motor car factories all report plenty of orders on hand, but claim that they are laying off men in some departments to take inventory and to get readjusted for the production of their new models. Another thirty days at the latest will find all of our plants running to capacity, and from then on right up to January 1, we anticipate enormous business.

H. E. Gardiner is now in full charge of the Columbia Graphophone Co. branch in Detroit, coming here from New Haven, Conn., where he had charge of the Columbia branch. He succeeds Sam E. Lind, who retires from the organization after serving faithfully for nineteen years. Mr. Lind will engage in some other business, but as yet he is undecided just what and where it will be.

Several well-known Victor jobbers passed through Detroit recently and while here paid a visit to A. A. Grinnell, treasurer of Grinnell Bros., and participated in several golf games at the Detroit Golf Club.

Burnham, Steepel & Co., who are now the Pathé jobbers in Michigan, are every week increasing their accounts and adding considerably to their gross sales. They are carrying very large stocks of machines and records and are giving excellent service to their customers.

George Maxey is now in charge of the retail store of Wallace Brown at 31 East Grand River avenue. For five years Mr. Maxey was with The Edison Shop. Mr. Brown looks after all of the advertising, and this Fall he is going to introduce several novelties that are certain to produce new business. Mr. Brown now has a total of four retail stores in Detroit, the other three being located in the residential sections.

Smith, Barnes & Strohber Co., in the Washington Arcade, now has a very capable talking machine department, having installed the complete Columbia line, both machines and records.

W. H. Huttie, of the Starr Piano Co., Detroit, whose present store is on Broadway, is still looking around for a new location and hopes to have one before another few weeks. He has three or four under consideration. Frank Bayley, Edison dealer, is also looking for another location. He, too, expects to secure one before another month has passed. The lease on both places expires May 1 next.

Ed Andrew, of the talking machine department of the J. L. Hudson Music Store, states that he has difficulty in securing some records but that he has enough machines to carry him along until after the first of the year. He is quite optimistic over the outlook for business during the next few months.

DOING SOME GOOD WORK FOR MUSIC

Robert Lawrence Tells of Community Music Work at Culver Military Academy and Berry School—Gives Some of His Impressions

Robert Lawrence, of the Neighborhood Service, and a member of the advisory staff of the National Bureau for the Advancement of Music, has recently been carrying on some music advancement work at the noted Culver Military Academy, Culver, Ind., and the Berry School, Mt. Berry, Ga., and in a letter to the Bureau wrote most interestingly of his experience.

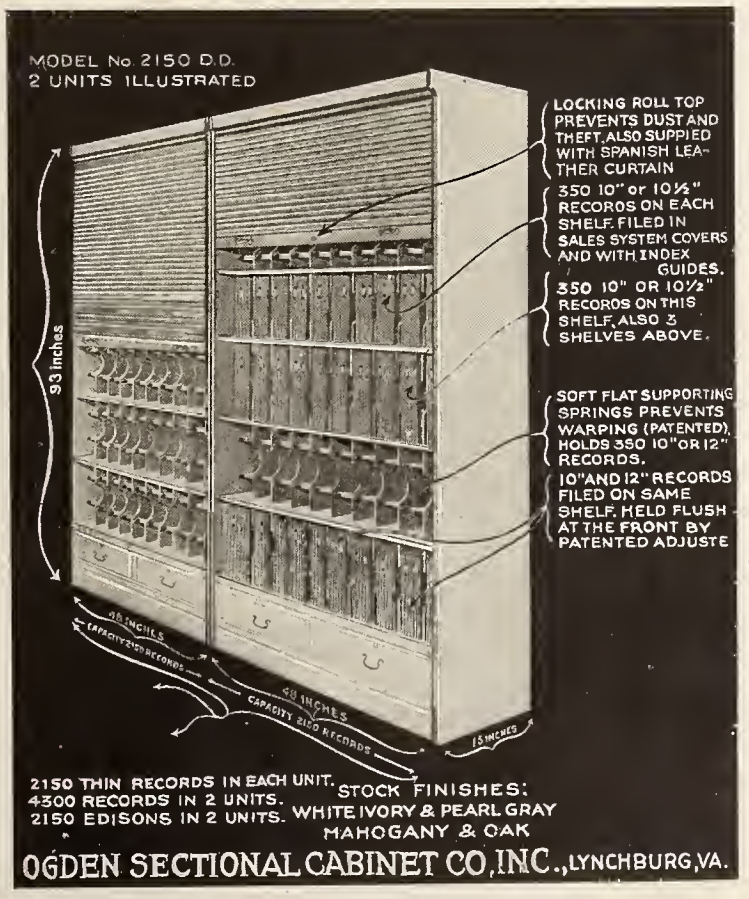
Mr. Lawrence declares that the work at Culver was 100 per cent successful, and that the school authorities want him to return for a second week in October and again next July. At Culver Mr. Lawrence met the son of A. B. Smith, well-known music dealer of Akron, O., who is ranking cadet officer at Culver, and one of the song leaders. Mr. Smith had written his son advising him to dig into the work as hard as possible in order that he might put over the music community idea in Akron and the surrounding territory.

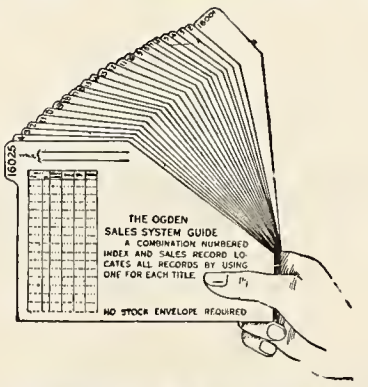
Regarding the Berry School, Mr. Lawrence writes: "Berry School is truly a very wonderful place and I shall have to wait my return to do it full justice. The students are all poor and are from the mountain districts of Georgia, Alabama and other nearby States. Such men and women you never saw and when you are looking into their faces you can't help but feel that the future of America need never hang in the balance with such citizens in evidence."

File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED

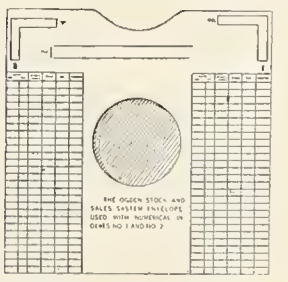




Visible Tab Paperoid Index

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you.

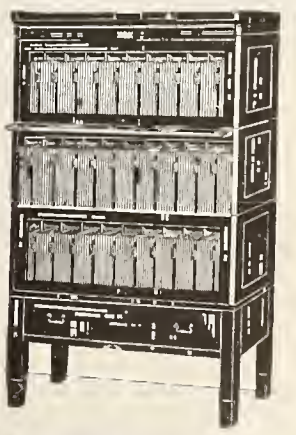
Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES

keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

The PIKNIK, A Gift Phonograph

that will appeal to your holiday trade.

Reasonable in price yet as handsome in design and finish as any phonograph.

Size 9x13x15 Patented in U. S.

A home machine easily converted into a genuine portable carrying any size and playing any make record.

Equipment equal to any phonograph retailing at one hundred dollars.

Every prospect for an instrument costing under a hundred dollars can be sold a PIKNIK.

Our production is limited to advance orders for Christmas requirements.

If you hope to handle the PIKNIK for holidays write for particulars now.

PIKNIK PORTABLE PHONOGRAPH, Inc. **Lakewood, New Jersey**

EDISON JOBBERS HOLD CONFERENCE

Western Regional Group Meets as Hosts of Denver Dry Goods Co.—Edison Laboratories Represented by Thomas J. Leonard—Semi-Annual Conference Next Spring in Vancouver

Unusual interest attended the second Western Regional Conference of Edison jobbers, held on September 20 and 21, in the beautiful conference room of the Denver Dry Goods Co., Edison jobbers in that city. Norman D. Tharp, who recently succeeded Walter C. Wyatt as manager of the Edison department of the Denver jobbing organization, was host to the delegates and acted as chairman of the business sessions. The Edison Laboratories were represented at the conference by General Sales Manager Thomas J. Leonard.

Despite the extensiveness of the program, which was adhered to so far as possible throughout the two-day session, it was found necessary to expand it into consideration of several additional subjects. On the morning of the second day, the open forum, led by Thomas J. Leonard, excited considerable discussion and brought to light several interesting phases in connection with the 1920 sales promotion plans, around which the interest of the meeting was chiefly centered.

Satisfaction and approval were expressed by those present concerning the interlocking newspaper advertising, which forms a part of the extensive advertising campaign launched by Edison dealers with the co-operation of the Edison Laboratories. Several jobbers cited instances where dealers, who ordinarily write their own newspaper advertising copy, reported a substantial increase in business as the result of using the copy furnished them by the Edison Laboratories.

It was decided to hold the next semi-annual conference, to take place next Spring, at Vancouver, British Columbia, where the Kent Piano Co., Ltd., Edison jobbers, that city, will be hosts.

The Denver Dry Goods Co. entertained the delegates on both days at luncheons given in the beautiful Denver Tea Room, which is located on the same floor with the jobbers' retail Edison department and which is considered as one of Denver's most popular resorts.

The Western Regional Group of Edison Jobbers comprises the following jobbing points: San Francisco, Los Angeles, Portland, Denver, Ogden, Helena and Vancouver, British Columbia.

IMPORTANT CHANGE IN DECATUR

Quartet of Progressive Men Purchase Emerson Piano House—Features Victrolas and Pianos

The Emerson Piano House, of Decatur, Ill., which is an exclusive Victrola and piano house, has recently been purchased from the Emerson Piano Co. by the four men who have been largely responsible for its success in the past. The new owners are Harry Spade, J. F. McDermott, Rufus Peabody and W. Curtis Buscher. Each will remain in the capacity in which he has been employed, Mr. McDermott being in charge of the Victrola department. In addition to its reputation as the handsomest music house in Illinois, the new owners expect to make it the most famous for service. Miss Bernice Boyer, recently of Linn & Scruggs Dry Goods & Carpet Co., of Decatur, has been added to the sales force and is taking the salesmanship course offered by Koerber-Brenner.

EQUIP YOUR TURNTABLES WITH

A. W. B. BOULEVARD VELVETS

ADD TO THEIR QUALITY AND ATTRACTIVENESS

A.W.B. Boulevard VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

VELVETS, VELVETEENS, PLUSHES

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

FINE NEW VOCALION DEPARTMENT

Elaborate Opening Ceremonies Planned for New Vocalion Department in the Store of Kaufmann & Baer, Pittsburgh, Pa.

Pittsburgh, Pa., September 30.—The formal opening of the new Vocalion department in the Kaufmann & Baer store, this city, scheduled for October 11, promises to be an event of unusual interest. The celebration will extend over three days and there will be an elaborate entertainment program in charge of F. P. Ratcliff, of the Vocalion department of the Aeolian Co., the featured artists being Ernest Hare, and Monroe Silver. Each day Mr. Ratcliff will deliver an address on the Phonodeik, the apparatus for photographing sound waves by means of which all Vocalion records are tested for accuracy of reproduction.

The equipment of the department includes thirty-two handsome soundproof demonstrating booths, together with a recital hall seating 1,000 people. The entire equipment is most elaborate in every particular and the department has been arranged under the personal direction of G. Israel, general manager of the Kaufmann & Baer store.

VICTOR EXHIBIT AT KENTUCKY FAIR

The L'Harmonia Co., Louisville, Ky., had a good exhibit of the Victor line at the Kentucky State Fair held last month and also exhibited the Magnavox, emphasizing its use for outdoor meetings and general public work.

Unico Model Shop, Victor Talking Machine Co., Camden, N. J.

Increase Your Sales *and* Profits

It is a matter of fact that the installation of Unico Equipment steadily increases sales by creating the proper atmosphere for display and making possible speedy, efficient transactions.

It is worthy of record that improved manufacturing conditions and better transportation facilities make it possible for us to guarantee the shipment of Unico Equipment within ten days, ready for complete installation.

Keep these two outstanding facts in mind when making your plans to take care of increased Fall and Holiday trade. Wire nearest office today, at our expense.

Unico Construction is patented.

Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

THE PHONOGRAPH DE LUXE

Made for the progressive merchant who has foresight enough to realize that if he wants his business to grow he must handle a product which will advertise him through its owner.

More Sales and Profits will be yours if you handle this line.

Distinctive Designs
Highest Grade Equipment
Beautiful Quality of Tone
Prompt Deliveries.

The EXCEL Talking Machine

TO EXCEL DEALERS WE OFFER AN AMPLE SUPPLY OF RECORDS OF WELL KNOWN STANDARD MAKES.

We Invite Comparisons—Read Our Offer

TO ANY RELIABLE MERCHANT

We will send one or more on approval. If satisfactory, you will honor invoice on maturity. If not, return the machine at our expense. Have you ever received a fairer offer? Take advantage of it today and become an Excel dealer.

Excel CABINET COMPANY

EXECUTIVE OFFICES: 136 West 23d Street, New York
FACTORIES: Holland, Mich.; Jamestown, N. Y.; Chicago, Ill.

Write for catalog and full particulars

INDIANAPOLIS TRADE REVIEW SHOWS OPTIMISTIC TREND

Liberal Buying in Evidence—Dealers Plan Big Advertising Campaigns—C. R. Anderson Resigns —Banquet of Edison Men—Pathé Dealers to Meet—Columbia News—Victor Artists in Concert

Indianapolis, Ind., October 5.—Never were reports from talking machine dealers concerning trade conditions in this territory more optimistic than at the present time. The general industrial conditions in Indianapolis and locality are exceptionally good, due to the fact that Indianapolis is not a one-industry city and also due to the fact that her prosperity depends largely on the conditions in the extensive and fertile farming area of which she is the center and the capital. The corn crop in the State is the largest in many years, according to all official reports. The wheat crop and small fruit crop are likewise exceptionally good, while the season throughout has been ideal for gardens. The result of these conditions is that trade generally is feeling the impetus of increasing business.

Farmers are buying more liberally than ever before and they are paying cash. City people are more cautious in their buying, but they, too, according to music dealers and others, are paying cash to a greater extent than ever before. Instalment sales are being made on considerable increases in the amount of payments. Music stores are well stocked and dealers generally are buying with the view of caring for a large Winter business. In the opinion of practically every dealer, the only difficulty to be anticipated is that of a shortage of goods.

More extensive local advertising campaigns are planned for the last three months of the year. Advertising has been practically as extensive during the Summer as it was during the previous Summer, but with emphasis on careful buying and savings. The value of this advertising has been seen in the exceptional volume of the Summer trade and the marked increase in cash business. Dealers are giving more attention to the careful buyers, while the day of the small instalment purchaser is rapidly passing.

Dealers must all go to work now, according to W. O. Hopkins, manager of the Edison Shop. He declares that the days of the mere order-taker are passed and every man must hustle for his business. Everyone who does hustle will get his share of the business and will establish himself against whatever conditions may result from the changes taking place in the general field of trade.

A five-course dinner was given for the employes of the Edison Shop in September at the Severin Hotel. Original stunts were the entertainment features, while the decorations and favors were tastily arranged in red and green. A sales meeting followed the dinner. Miss Helen MacArthur, who has been in charge of the record department of the store, has resigned and will go to New York City to study vocal music. She is succeeded by Mrs. Mabel Chamberlain, who previously has been with the Edison Shop.

C. R. Anderson has resigned as president and manager of the Indianapolis Talking Machine Co. and will devote his time to other business interests. Edward R. Donnell, former treasurer, has been made president of the company, and William S. Cooke, former sales manager, has been named as manager. Frank E. Dickie, who has been secretary of the company since its organization in August, 1919, is now secretary and treasurer.

Persons who visited the Indianapolis Talking Machine Co.'s booth at the State Fair had the novel experience of hearing Victor records that were being placed at the Speedway, nine miles distant from the fair grounds. This was accomplished through wireless stations operated by Government employes. On either side of the entrance to the booth was an immense Victrola cabinet standing eight feet high. The wireless receiving apparatus was so arranged that the music of the records played at the Speedway was reproduced through one of these cabinets and could be heard by hundreds of visitors who crowded around the booth each day of the fair. John C. Robinson, who has charge of the record department, was the leader of "Robinson's Rivoli Novelty Orchestra," which proved an effective drawing card to attract visitors within the booth. Miss Lillian May Hueslien, contralto, also was featured.

The Victor dealers of the State are reporting a successful season at the county teachers' institutes. Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., and several assistants, under the direct supervision of Mrs. Frances E. Clark, head of the educational department of the Victor Talking Machine Co., were able to visit practically every county in Indiana in which an institute was held. The educational supervisors were ably assisted by local Victor dealers in each county.

A new use for the talking machine was brought to the attention of Indianapolis people recently through newspaper advertisements of a method for reducing excess avoirdupois. The attention of readers was caught by the idea of permitting the avoirdupois to be ironed out under the wheels of a parlor instrument, but further reading of the advertisements disclosed the remedy for corpulency to lie in a series of lectures given through talking machine records.

George F. Standke has resigned as manager of the Brunswick Shop and has been elected president of an artificial ice machine company. Mr. Standke's successor as manager of the Brunswick has not been named.

The popularity of the motion picture play, "Humoresque," which ran two weeks here, was capitalized in advertising the Brunswick, and an instrument was kept in the lobby of the motion picture theatre playing "Humoresque" each day of the two weeks.

The city's celebration of the 106th anniversary of the writing of the national anthem centered around the great Soldiers' and Sailors' Monument, which towers 284 feet in the center of the business district. As red, white and blue balloons were released from the steps of the monument at noon a Sonora on top of the monument played "The Star-Spangled Banner." Of course, few heard the music, but every newspaper carried an account of the innovation and so Manager Arthur, of the Sonora department of Charles Mayer & Co., obtained a bit of valuable publicity for his store.

Jack Bruner, for the last two years a member of the Harlan Male Quartet, which has been one of the headliners on the Keith vaudeville circuit, has taken the place of Ralph P. Lancaster as Sonora salesman at the Mayer store. Mr. Lancaster has left the talking machine field to accept employment with the Indianapolis Light & Heat Co. Mr. Bruner is an accomplished musician and prior to his engagement in vaudeville was a salesman for Steinway & Sons, in New York.

Mr. Arthur announces he has taken on the Okeh record for exclusive sale. He says he has increased the amount of payments on instalment business and is preparing for the largest Winter business in the history of his department.

C. O. Mueller, of the Mooney-Mueller-Ward Co., Pathé distributors, announces the opening of a Pathé store by S. Waggoner & Son, druggists, at Terre Haute, Ind. The firm has taken over a room adjoining the present place of business for the new phonograph department, which gives promise of rapid growth.

(*Continued on page* 129)

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Indianapolis

YAZOO RIVER RED GUM

Specials for prompt shipment:

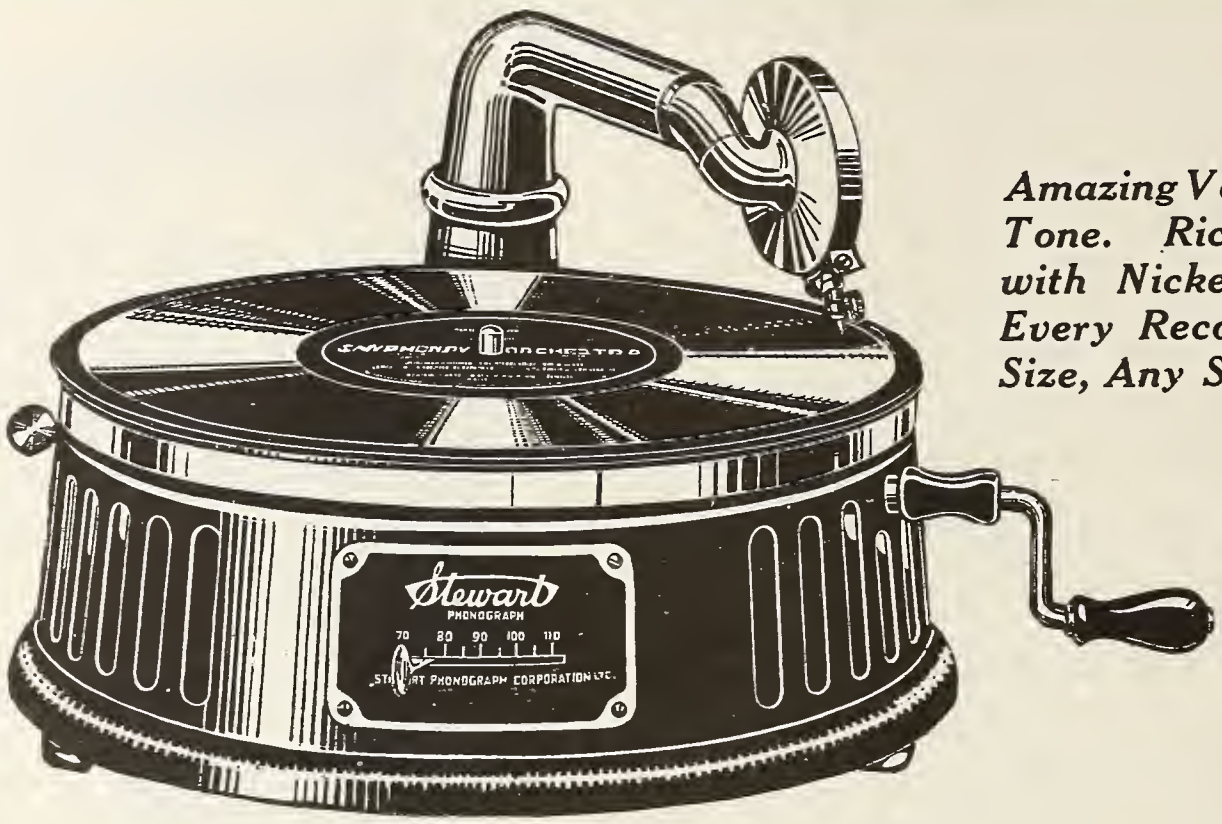
2 carloads	1½″	1st and 2nd Qrtd. White Oak.
4 carloads	3″	Common and Better Qrtd. White Oak.
1 carload	4″	Common and Better Qrtd. White Oak.
8 carloads	1″	1st and 2nd Qrtd. Red Oak.
1 carload	1¼″	1st and 2nd Qrtd. Red Oak.
4 carloads	1½″	1st and 2nd Qrtd. Red Oak.
9 carloads	1″	No. 1 Common Qrtd. Red Oak.
4 carloads	1½″	No. 1 Common Qrtd. Red Oak
4 carloads	2½″	1st and 2nd Qrtd. Red Gum.
2 carloads	3″	1st and 2nd Qrtd. Red Gum.
3 carloads	1¼″	No. 1 Common Qrtd. Red Gum.
7 carloads	2″	No. 1 Common Qrtd. Red Gum.
5 carloads	2½″	No. 1 Common Qrtd. Red Gum.
3 carloads	3″	No. 1 Common Qrtd. Red Gum.
10 carloads	1½″	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.



Amazing Volume of Clear, Sweet Tone. Rich Mahogany Finish with Nickel Trimmings. Plays Every Record—Any Make, Any Size, Any Style.

FIVE hundred Stewart Phonographs are leaving our plant every day. And demand has overtaken even this production! Therefore: With Christmas trade but a few weeks ahead, your order must be received at once if you are going to share in the big profits this sensationally priced phonograph is giving to merchants in every state—and in every civilized country in the world.

STEWART PHONOGRAPH
CORPORATION, Inc.
Lincoln Bldg.
BUFFALO, - - - N. Y.

Stewart
PHONOGRAPH

RELIABLE ACCESSORIES

Means Additional Service to Your Customers

BE PREPARED BY ORDERING NOW!

Portophones	Brilliantone Needles	Velvet Record Cleaners
Cabinets for Victrola No. 9	Sheffield Needles	Dustoffs
Albums	Reflexo Needles	Cleanrite Brushes
Jones Motrolas	Wall-Kane Needles	Stock Envelopes
Universal Display Fixtures	Fibre Needles	Reflexo Polish
Record Flashers	Edison & Pathé Sapphires	3 in 1 Oil
Dancing Figures	Fibre Cutters	Graphite

LET US QUOTE YOU PRICES

ESCO MUSIC & ACCESSORIES CO.

137 Lawrence Street, Brooklyn, N. Y.

Oscar Zepernick *Joseph A. Kerr*

REVIEW OF INDIANAPOLIS TRADE

(*Continued from page 127*)

A meeting of the Red Roosters organization of the retail Pathé dealers of Indiana, Kentucky, Eastern Illinois and Western Ohio will be held at the Claypool Hotel in this city the latter part of October or the first week in November. The meeting has been called for the purpose of giving the dealers an opportunity to discuss general trade conditions and to lay plans for the approaching holiday business, which is expected to exceed that of previous years. This will be the first meeting of the organization which was formed a year ago. J. M. Wallace, Sr., of the Wallace Music Co., Muncie, is president, and H. G. May, druggist, of Princeton, is secretary.

George Stewart, of the Stewart Talking Machine Co., Victor distributors, is giving close attention to a campaign to place a new type of "Look Inside the Lid" road signs in the hands of every Victor dealer in the smaller towns of the State. The sign is 4x5 feet and stands six feet off the ground. It is faced with tin and lettered in blue, black and red. It carries the picture of the Victor talking machine and at the bottom the name of the dealer.

The sign was first used by Craycrafts, of Noblesville, which firm placed twenty of them on the roads leading into that town. Mr. Stewart saw in the sign an artistic road display equal to those used by dealers in the large cities while at the same time being much less costly. He made arrangements to have them made in large numbers so that every small-town Victor dealer may use them and have the advantage of city advertising methods.

Arrangements were made by the Victor dealers of Indianapolis for the appearance of the Eight Famous Victor Artists at English's Opera House Sunday, October 10. The names of the individual artists in the group were sufficient to pack the theatre for the occasion. The artists were Henry Burr, Albert Campbell, Billy Murray, Frank Croxton, Fred Van Eps, John H. Meyers, Monroe Silver and Frank Banta.

Harry Diehl, field representative of the Stewart Talking Machine Co., and Miss Eloise Schlatter, of Anderson, were married recently at the home of the bride's mother at Madison, Wis. The couple have been at home in Indianapolis since October 1. Mrs. Diehl formerly conducted the Victrola department of Stein & Canaday at Anderson.

J. H. Keiser, Victor dealer at Columbia City, Ind., has a new Victrola department. He has added new listening booths and a large service counter. The color scheme is in tan and white enamel trimmed in gold. New wicker furniture has been added.

Cuyler C. Supplee, Victor field representative in Indiana, discovered a remarkable town while on his vacation, according to the story he told on his return. He says that at Provincetown, Mass., where he and his family spent the vacation, there is not a phonograph or talking machine shop in town. It is whispered among his friends that Mr. Supplee chose that spot in which to rest for the very reason that it is in nowise associated with the business he follows so intensely fifty weeks in the year.

The Columbia dealers of this city made a complete tie-up in connection with the appearance of Ted Lewis' Jazz Band at the Murat Theatre with the "Greenwich Village Follies." The dealers had special Ted Lewis window displays and also ran a full-page advertisement in the Indianapolis News featuring Ted Lewis records. W. G. Willson, manager of Widener's Grafonola Shops, arranged for the band to give a special concert at the shops.

An increased demand for Columbia Grafonolas and records is prompting many dealers in the Indianapolis territory to enlarge their facilities, according to S. R. Lemberg, special representative of the general sales department of the New York office of the Columbia Co., who has been making a sales survey of the territory. Mr. Lemberg said that throughout the territory he noticed that dealers had complete stocks, particularly of records, and that they are installing improved systems for ordering and keeping stock. The dealers, he said, are formulating new sales ideas for the extension of business, one of which is a Christmas Club plan whereby customers are encouraged to build up and lay aside a reserve credit for their holiday purchases of Grafonolas and Columbia records.

BRUNO

The Victrola is supreme because its each and every part is a masterpiece—the result of ingenuity and skill of the highest calibre.

BRUNO

ALBANY FACTORY TO INCREASE

The Cremona Phonograph Co., Albany, Ore., will double the size of its present plant, it has been announced by L. E. Gilman, manager of the factory. New machinery is already on the way, and will be installed at the earliest possible moment.

OPENS FALL DRIVE ON EXCEL

Dealers Receive New Catalog From New York House Illustrating New Models

The Excel Cabinet Co., 136 West Twenty-third street, New York, manufacturers of the Excel Phonograph, has just forwarded to the trade a new catalog illustrating and describing its entire line, including the new Console model. The material is issued in such a manner that it can be used to good advantage by Excel dealers, a space being reserved for the dealer's imprint.

Some space in the catalog is given over to a description of the Excel five year guarantee, which accompanies each machine. A miniature reproduction of this warrant is also reproduced. In addition to guaranteeing all its machines, the company has planned much advertising material for the trade which is intended to create sales. A special Fall drive is now under way, and it is proposed to add somewhat to the list of Excel dealers.

Immediate Deliveries of

HIGH GRADE

CABINETS

46 in. high
19½ in. wide
21½ in. deep

Send us your specification today. We can fill promptly orders for Genuine Mahogany, Quartered Oak and American Walnut Cabinets.

We use only fine ply selected wood. Eight models in the line. The finest cabinets at moderate prices.

The Celina Specialty Co.

CELINA, OHIO

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

Recognized Leaders in the Cabinet Industry

The dealer who sells LONG Cabinets *knows* that he is providing his customers with the best cabinets produced in this industry. He can *guarantee* every cabinet, with the certainty that his guarantee will be fulfilled in every detail.

The demand for cabinets is growing steadily, and the progressive, successful dealer is placing his orders now for

LONG CABINETS

Write for a copy of our new catalog.

A complete line of LONG CABINETS is now on display in **Space No. 216** at the
NEW YORK FURNITURE EXPOSITION
45 WEST 18th ST., NEW YORK
Exposition closes October 23rd

The Geo. A. Long Cabinet Company

HANOVER, PA.

CLEVELAND CONTINUES A LEADER IN TRADE ACTIVITY

Despite Business Adjustment the Trade in Cleveland Is Optimistic—Edison Tone-test Success —O. L. May Honored—Activity in Educational Work—University Co.'s New Home—Other News

Cleveland, O., October 6.—Despite the talk of "business unrest" and "business adjustment," the talking machine interests of Cleveland and vicinity, both wholesale and retail, are making elaborate plans to take care of a most substantial business during coming months. A number of establishments have been remodeled, or are in process of remodeling, to provide larger quarters for handling business, and some strong advertising campaigns have been mapped out to keep certain lines of talking machine products prominently before the public. There is every indication that talking machine men are not worried regarding business prospects.

The Edison Tone-test Tour

The Edison tone-test tour for dealers throughout the country is being continued in Ohio this month with Glenn Ellison and Collins and Harlan as the artists. The tour was started here in September with Leota Carder, soprano, and Lucille Collette, violin and piano. The northern Ohio tour, which includes twenty-one towns, is under the direction of L. M. Bloom, treasurer, and his associates with the Phonograph Co. It was estimated the first tour attracted 10,000 persons in towns visited, and the present artists are expected to make quite as good an attraction for the dealers.

Cleveland T. M. Co.'s Educational Work

Extension of the educational work by the Cleveland Talking Machine Co., under direction of Miss Grazella Puliver, is meeting with excellent results. Present plans call for visiting twice the number of schools as were covered in this territory last term. Music appreciation for children will figure largely in the courses this year. The dealer's part in the development of music appreciation among the younger folk has not been overlooked. A new hanger, with the picture of a child at the top of each leaf, is being prepared to aid the consumer in making children's music selections and thereby aiding the dealer to larger distribution. Records of particular interest to children are now being listed, with the most popular airs double starred, so that if dealers find they are short of these particular numbers they can pick them out easily from the list and restock before their supply gets too low.

Dealers who are covering the various county and local fairs this Fall are being aided liberally by the Cleveland Talking Machine Co., which has prepared considerable literature, advertising suggestions, sales talks and other information, which will be available until the end of the fair season.

Many Establishments Enlarged

Preparations for big holiday business have been made by many firms in this district by enlarging their establishments. Conspicuous among these are the improvements to the William Taylor Son & Co. establishment, which, in the opinion of A. C. Mayer, United Construction Co., gives this firm the largest retail establishment in Ohio, with forty-seven demonstration rooms. Others in Cleveland and vicinity who have enlarged their places are Drake & Moninger, Alliance; Fraiberg's Music House, Cleveland; J. E. Lightner, Painesville; A. J. Heiman, Barberton; C. J. Duncan, Massillon; Smerda Music House, Cleveland.

Elaborate Farewell for Otto L. May

Otto L. May, who has been the Victor district representative here for some time past, has left for California, where he will be the representative of the home office in that State. Mr. May was given a genuine surprise party, first being the guest of the Eclipse Musical Co. at a theatre party planned by C. K. Bennett, general manager. Later Mr. May sought to go to bed early, in order to be ready to leave the following day. Ed B. Lyons suggested a card party and Otto reluctantly agreed to stay up. He was taken to Hotel Statler, where he was ushered into a supper room, and witnessed the ceremony of unveiling a fine steamer trunk, the very thing he expressed a desire for some time back. The trunk was a parting gift from Messrs. Bennett, Lyons, Louis Meier, L. Meier & Sons; Grant Smith, the Euclid Music Co.; John Drake, the Drake & Moninger Co., Alliance; Milton Granger, Smith Music Co., Ashland; Earl Poling, Eclipse Musical Co.; A. C. Mayer, Unit Construction Co., Philadelphia, and H. K. Fitzpatrick, Lyon & Healy, Chicago.

Giving Long-distance Concerts

Talking machine concerts for the benefit of persons living many blocks away are being given by the Randolph House of Good Music. The move is part of a general celebration to mark the opening of the new building of the company, St. Clair avenue—East 105th street section. Some objection was made to these concerts, which are being given with the aid of a sound-magnifying device. The police investigated and found the music so good they stayed around to listen—and gave a permit for its continuance. The real celebration of the Randolph House was planned by C. H. Randolph for early in October.

Joe Phillips, gifted Columbia dealer out Woodland avenue way, has cleaned up a tidy piece of business during the Jewish holidays by taking a carload of machines from the Columbia Co. here and advertising the event in Jewish newspapers. Many sales were made before the merchandise could be unpacked.

Featuring the Baseball Victory

With practical assurance that Cleveland would be a contender for the baseball pennant, R. J. Jamieson, human dynamo sales manager of the Fischer Co., Pathé distributor, has been preparing a big event for the Cleveland establishment. A baseball window, with Pathé Roosters

(*Continued on page* 133)

If you STOCK up now—you won't have to LOCK up later

The man who'll get the business this Fall will be the man who's PREPARED. A full stock will enable you to laugh later at any delays of transportation, etc. We're prepared to give you prompt shipment of any VOCALIONS and records you want. If you order now you'll be prepared to take care of the eager buyers who will visit your store.

The Aeolian-Vocalion

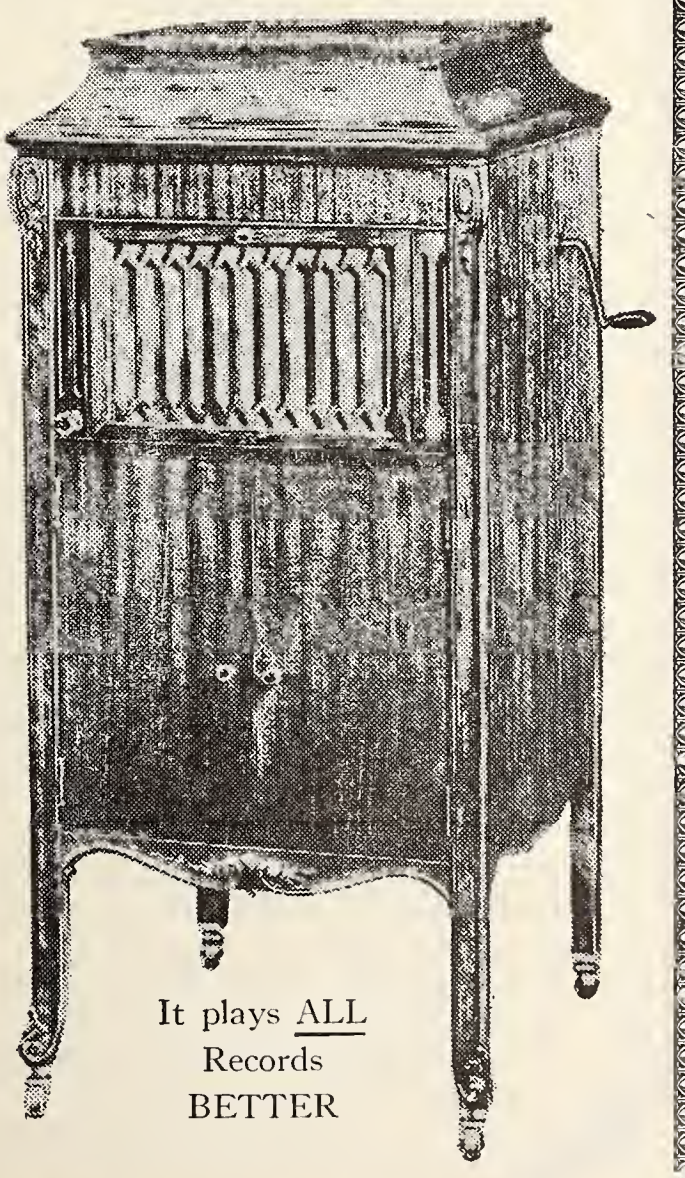
The new and greater phonograph that plays all records BETTER

We have territories now open for live dealers. Getting your VOCALIONS and records will be just a matter of a few days. Watching the profitable business they will bring you will be a matter of continual appreciation.

Cinch your territory while it's open

FIRST OF ALL RELIABILITY
CONSOLIDATED MUSIC COMPANY
ROYAL W. DAYNES, MANAGER

13 to 19 East 1st, South - - - - - Salt Lake, Utah



It plays ALL Records BETTER

YOU DIDN'T TRUST YOUR SELF-STARTER— *AT FIRST*

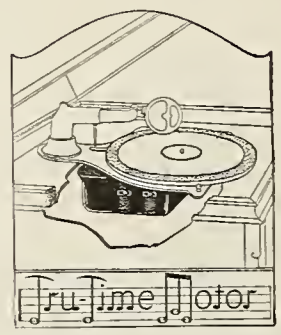
YOU longed for a self-starter and all that it would add to the joys of motoring. But until self-starters were absolutely perfected you carried along a little crank under the seat. You didn't quite trust the new invention.

For the same reason you and the public have prayed for a perfect electric phonograph motor—but have been forced to stick pretty closely to the old-fashioned crank-wound affair.

At last your prayers have been answered—the problem has been solved—

Tru-Time Motor

Reg. U. S. Pat. Off.



has made good

By actual performance it has swept aside all objections to electric phonograph drives. The best proof of this is the fact that of the one thousand TRU-TIME MOTORS originally purchased by one of the "Big Four" phonograph companies

not one has been returned*

and this same company has placed a second order for TEN THOUSAND additional motors. TRU-TIME MOTOR has lived up to

our guarantee—

To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—PUT IT IN WRITING.

A Few TRU-TIME MOTOR Points:

Reasonable in price.
Now in production.
Never needs oiling.
Never changes speed.
Silent and invisible.
3 point suspension in mounting.
Driving spindle to fit any make of turntable.
Speed control can be placed any desired location.
Only 2 revolving parts.

The Tru-Time Motor is to the Phonograph What the Conductor is to the Opera

EFFICIENCY ELECTRIC CORPORATION

124 White Street } New York
149 Broadway }

Factory: Lowell, Mass.

EFFICIENCY ELECTRIC

** This is a strong statement made in a conservative way. It means that not a single motor has been returned to us, the phonograph manufacturer or the dealer, for any cause. It means that the TRU-TIME MOTOR has given absolute satisfaction.*

Manufacturers—Write for Complete Description

TRADE VERY ACTIVE IN CLEVELAND

(*Continued from page* 131)

as the spectators and players is planned, among other things. A campaign to aid dealers in distribution of the Babe Ruth record, with a snappy dance number on the other side, also is part of the program.

The opera season in Cleveland, about to start, will be used as the basis for co-operation by the Cleveland Talking Machine Co. in aiding dealers to put over Red Seal records more easily. Advance copies of programs on artists' appearances here will be distributed with the Victor Turnover, house organ of the Cleveland. Dealers can use this hint as an inducement to extra operatic record sales.

Taylor Son & Co. Arrange for Lectures

The William Taylor Son & Co. talking machine department, T. A. Davies, manager, has appointed Miss Grazella Puliver educational director, to give a series of lectures to the sales staff. These meetings will be held weekly and cover various selling methods. The Taylor organization, with the recent enlargement of the talking machine department, now has the largest selling staff in this section, with twenty-five sales girls.

The Euclid Music Co., of which Grant Smith is general manager, has appointed Mrs. M. O. Waugh publicity director of its activities. One of the first "stunts" put on by Mrs. Waugh was a concert in which the Victor school machines were used. This was in connection with the parade of the American Legion here. A large number of machines were placed in the grand stand, extending several blocks along the line of march. Programs listing ten patriotic numbers, and bearing a small advertisement of the Euclid Music Co.'s three stores, were distributed by the Boy Scouts, who were ushers. Good business results have been traced to this event, though from the concert point of view the affair was not successful, owing to the heavy rainfall just before the parade started. Mrs. Waugh will not confine her work to strict publicity for the Euclid, but will offer suggestions for increasing business through closer co-operation by the sales staffs as well.

In connection with the American Legion's convention here a striking window display was arranged by George W. Savage, manager of the service department of the Eclipse Musical Company: A large gold eagle, a wax figure of Liberty, and a dove were used, without merchandise.

New Home for University Music Co.

The University Music Co., Cheney dealer, until recently located at Euclid avenue and East 101st street, has taken quarters in the Snearer Furniture Co.'s new establishment in the uptown retail center. T. J. Dunnigan, general manager of the University Co., is using machines to excellent advantage in window decorations showing living rooms fully equipped, and getting additional business thereby.

Planning for Victor Artists' Concert

Ed B. Lyons, secretary of the Talking Machine Dealers' Association of Northern Ohio, who, with Louis Meier and Dan F. Baumbaugh, of the May Co. talking machine department, make up the committee that will manage this year's concert of Victor artists, has started the campaign with the distribution of 25,000 dodgers, to be issued by dealers with the current supplement. The concert will be held November 16-17, and is expected to go over even bigger than it did last year, which was something of a sensation, considering the Cleveland music public had never attended anything of the kind here.

Columbia Assistant Manager Welcomed

H. C. Cooley, new assistant manager of the Columbia Graphophone Co.'s Cleveland district, was a guest of honor at a dinner arranged by J. L. Du Breuil, general manager, at Hotel Winton. Members of the Cleveland organization staff were present. Mr. Cooley comes from New Haven, where he has established a reputation for big service to dealers, which he proposes to duplicate here.

Complete Monster Victrola

The largest Victrola in these parts has been completed by L. Meier & Sons. This firm has had a talking machine cabinet ten feet high built atop an automobile chassis, used for regular Victrola delivery purposes. People often wondered whether it could play. It could, but only with a Gabrielle horn. Now, with the use of a sound-magnifying device, a small Victrola has been installed in the machine, and the big fellow can be heard for blocks. Thus the machine is a bigger piece of publicity for the Meier organization than ever.

Big Pathé Publicity Campaign

Pathé dealers in approximately fifty cities in Ohio will take part in the Pathé company's tremendous advertising campaign, in which part of the expense is being borne by the home office, according to officials of the Fischer Co., Pathé distributors, who have been touring the State. One dealer in each city will have the benefit of this plan. The advertising is to run for three weeks straight. It is expected to give the dealers who take advantage of it a big boost toward added holiday business, which everyone here expects will be large in volume.

Mrs. Howard With Eclipse Co.

Mrs. Irma M. Howard, formerly with the First National Bank of this city, and known for several years as a teacher of music and a pianist of extraordinary ability, has been named by C. K. Bennett, general manager of the Eclipse Musical Co., as manager of the record department of that house. Mrs. Howard is now taking a course in record salesmanship at the Victor factory, and will visit Eastern jobbing establishments on her way back to Cleveland.

Some News Brieflets

Ed B. Lyons, sales manager of the Eclipse Musical Co., is spending the early part of October at the Victor factory.

J. L. Du Breuil, general manager of the Cleveland branch of the Columbia Co., has left for a belated vacation in the East, and while away will spend some time at the home office and factories of the Columbia.

The George C. Wille Co., Canton, has established a new store in Massillon. The new store is expected to be a duplication of the Canton effort, which has resulted in making a name for the talking machine industry in the northern part of Stark county.

Arthur Severe, assistant manager of the Putnam-Page Co., Peoria, Ill., was a visitor among Cleveland jobbers and retailers lately and expressed satisfaction with the trend of business in this territory.

Meredith Price, of the Norwalk Piano Co., has left for the Victor factory, to take the course in record salesmanship.

Miss Blanche Ring has joined the William Taylor Son & Co. talking machine department. Miss Ring comes from the Erie Dry Goods Co.'s department.

Mrs. Robert Smith, Springfield, Ohio, has joined Dan E. Baumbaugh's talking machine department staff with the May Co.

C. A. Newton, who has been assistant manager of the Columbia Co. branch here, has resigned to go into business for himself. He will have very attractive quarters.

EMANUEL BLOUT BUYS PROPERTY

Emanuel Blout, the well-known Victor wholesaler and dealer, who for many years has occupied the premises at 2789-2799 Broadway, at the corner of 108th street, New York, recently purchased the property outright in order to provide a permanent home for his business.

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C

FOUR SPECIALS ON OKeh Records

Order Now—Immediate Delivery—**The Most Popular Hits of the Day**

4163	THE LOVE NEST—Fox-Trot	Rudy Wiedoeft's Palace Trio
	BELLS—Fox-Trot	Rega Dance Orchestra
4164	A YOUNG MAN'S FANCY—Fox-Trot	Rega Dance Orchestra
	SCANDAL WALK—Fox-Trot	Rudy Wiedoeft's Palace Trio
4165	CUBAN MOON—Fox-Trot	Ray Miller's Black and White Novelty Boys
	GRANADA—Fox-Trot	Green Brothers' Novelty Band
4166	JUNE—Fox-Trot	Ray Miller's Black and White Novelty Boys
	HOLD ME—Fox-Trot	Jos. Samuels' Jazz Band

Phone Barclay 2493 **ZIEGLER, BAKER & JOHNSON, Inc.** Service In or Out of Town

100 Chambers Street, New York City

FINE QUARTERS IN DOVER, N. H.

J. E. Lothrop Piano Co. Has a Most Modern Establishment in That City

Dover, N. H., October 4.—One of the most attractive retail stores in the State is that now occupied by the J. E. Lothrop Piano Co., in

Headquarters of Lothrop Piano Co.

this city, which features the Bush & Lane pianos and Cecilian players, together with talking machines, with great success. The company's quarters have been fitted out with special regard for the requirements of the business and are commodious enough to provide space for a most substantial stock of instruments. There are special rooms devoted to Bush & Lane uprights, Cecilian players and talking machines.

The company occupies a large three-story building which is pictured herewith. There are also shown views of the second floor, lobby and

Where Talking Machines Are Displayed

the talking machine department. The Lothrop Piano Co. is optimistic regarding trade prospects for the coming months, and in anticipation of the holiday demand has placed in stock a substantial number of instruments.

DECLARES MUSIC BEATS WHISKEY

New York Evening Journal Makes Comment on Recent Action of Editor Edward Bok

In the course of a recent editorial on the action of Edward Bok, editor of the Ladies' Home Journal, in retiring from active work and contributing $250 000 to the Philadelphia Orchestra, the editorial by the way being headed "Music Beats Whiskey," one of the editorial writers on the New York Evening Journal said:

"Edward Bok, once an editor, now retired, watching the earth roll slowly around (and wishing he were back at work), has given $250,000 to the Philadelphia Orchestra and will give more. Editors have become prosperous since the days of Grub Street.

"Why should you be interested in Mr. Bok's musical gifts? Because it proves that music is an infinitely better stimulant than whiskey. The seraphim and cherubim that sing, but never drink, know as much as Bok does about whiskey. Like them, Mr. Bok takes music as his stimulant. It goes to the head, but does no harm. It gives the excitement of whiskey, the pleasant dreams of opium, and there is no reaction, no falling down on the hard ground next day. You can't hurt yourself with such brands as 'Beethoven' or 'Bach.' Compare them with 'Rye' or 'Bourbon.'

"Try music instead of whiskey and YOU also may be able, while still young, to give a quarter of a million dollars to an orchestra and not miss the money."

Portrola

TRADE MARK REG.

PERFECT

PORTABLE

PHONOGRAPH

For Home Use

For Outings

Size 13 x 13 x 10 inches. Weight 16 pounds.

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMER WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

Boston, Mass.....Phonograph Sales Co., 27-28 Court Sq.
Chicago, Ill.....Wade Talking Machine Co., 14-20 N. Michigan Ave.
Dallas, Tex.....Sonora Distributing Co., of Dallas.
Kansas City, Mo.....Tri-State Sales Co., 218 East 10th St.
Richards & Conover Hardware Co., 5th and Wyandotte St.
Milwaukee, Wis.....A. G. Kunde, 516 Grand Ave.
New York City.....Cabinet & Accessories Co., 145 E. 34th St.
Oklahoma City, Okla.....Collier Bros., 817 Herskowitz Bldg.
Portland, Ore.....The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo.....Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

(TEAR OFF HERE)

.....1920

.....
(Write name of nearest distributor.)

.....
(Address.)

Gentlemen:

Please ship at once by express f. o. b. factory ..... Portrola I (double spring motor) list price, $45.00;..... Portrola II (single spring motor) list price, $35.00. It being understood that I am to receive the usual dealer's discount.

.....

For Holiday Profits—Push

Steinburn

QUALITY PHONOGRAPHS

No. 35, $175.00
LOUIS XVI. DESIGN

Fully Guaranteed for Five Years

—and prices are as low as you'd pay for the ordinary kind of phonograph!

OUR GUARANTEE:

1. **Saves STEINBURN agents worry.**
2. **Inspires confidence of customers.**
3. **Simplifies collection problem.**
4. **Gives vigorous aid to sales.**

Lists 25 to 35% Lower than other standard lines

Naturally a big help in selling is that STEINBURN lists are 25 to 35% under those of other standard lines on basis of size, equipment and value.

No chance for any slump in STEINBURNS because there has never been any inflation. During the past year, when many leading phonograph manufacturers advanced their list prices from 25 to 35 per cent all Stein-Burn products were left at the original low price levels. Dealers can rest assured that Stein-Burn products represent maximum value at minimum cost.

And every STEINBURN you sell is a standing advertisement of cabinet excellence and superlative musical quality.

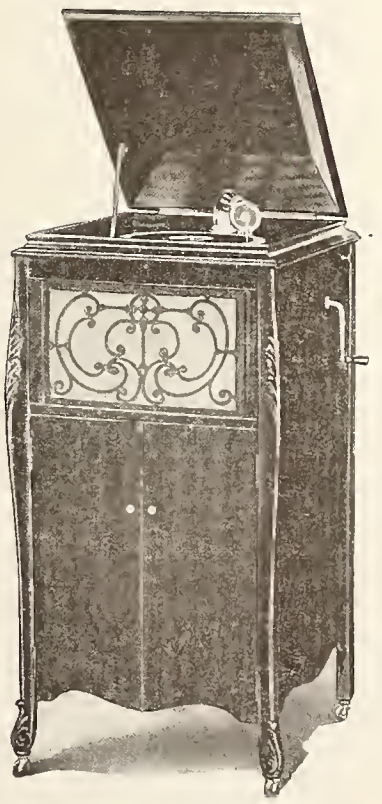
No. 10, $95.00
POPULAR DESIGN

You Can Choose From Eleven Beautiful Models

STEINBURN offers the dealer the added advantage of a range of instruments comprising eleven models.

The cabinets *you want* for your particular trade are among them. The price range—from $95 to $300, cabinet and console models—also gives you the pocketbook range, a big item in selling phonographs. Uprights and consoles—"beauty boxes," every one of them.

If you want *maximum profits* in the phonograph business with *minimum capital* WRITE TODAY for catalog, our generous discount and very liberal terms of settlement, so you may get your order in promptly and be ready for the Christmas season rush.



No. 20, $125.00
VOGUE DESIGN

STEIN-BURN CORPORATION

221-225 West Randolph Street,
CHICAGO, ILL.

THE MID-WEST

Western Division of The World, Chicago, October 8, 1920.

A wise man once said, at the end of a long life, he had discovered the great truth that most of his worries had been over the things which never happened. We suppose it is not a very original remark to make, but, at the risk of eliciting the cry of "old stuff," let us point out to our revered clients, friends and readers that the talking machine industry has been worrying too much lately. When we were setting down our comments upon things in general for this page just thirty days ago the atmosphere was what the novelists call "tense." Eminent gentlemen were running around, figuratively speaking, of course, in circles, pawing the air and sniffing the battle from afar, like the justly celebrated war-horse of the Psalms. One may rejoice that the tumult and the shouting are in a fair way to die and that a condition of what Mr. Harding calls "normalcy" seems to be approaching. After all, what was it about? We can analyze it without much trouble. The talking machine trade is a new trade relatively speaking. That is to say, it is new in its present expansion and in its sudden recent enlargement. No one can say that it is too large, or even as large as it may rightly expect some day to become. There are millions of men and women in the land who have not as yet a talking machine; whilst the machine itself is certainly not yet sufficiently near to perfection for us to suppose that there is no chance of improvement in that direction. Very good: we are only grown to a fair size. But just because we are only at high-school age we find it hard, very hard, to acquire wisdom. We find it still harder to practice wisdom. Almost any man, or boy for that matter, can stand a good deal of adversity very much better than a very little prosperity. The small business man who sees, or believes himself to see, prosperity right ahead of him after a period of straitened circumstances is quite likely to plunge. Now, plunging is admirable, up to a certain point: beyond that it becomes dangerous. It is the fact that too many of the smaller elements in the industry have been going just a bit beyond that point.

On the Art of Kabibbling

Still, the best thing about a false step is that one can always retrace it. Just this very retracing is being undertaken at this moment and as a natural result the industry is finding itself in a better position than ever. It has not by any means been entirely our fault. There have been other troubles innumerable. Labor troubles, material troubles, supply troubles, price troubles, transportation troubles, all have been in our midst, as the country editors sometimes say, and all have had their effect. Probably, though, the man who will look backward clearly and quietly at the Summer of 1920 from the distance of a year or so in the future will say that the principal cause of the flurry was the desire to expand too rapidly and to meet the demands of what was, at the beginning, a much overbought market. Now, it would be too much to suppose that the men who have been feeling a temporary pinch will at once see that the lesson was really for their own good; but such is nevertheless the case. We are not worse off, but better off, for learning that this industry of ours must take its chance with others and must work out its own destiny according to the laws which govern all business and industry. A commodity like the talking machine cannot be worked up into a permanent industry contributing to the welfare of the country in a legitimate manner, without us all recognizing that it is merit and not quantity which determines prosperity. The people will always buy when they need, and they will take the best they can get. When they need greatly, and at the same time find that the best they can get is not very good, then they will buy almost anything available; but this state of affairs is both artificial and temporary always. It cannot and does not long endure. So soon as the peculiar conditions change which have brought about such a shortage in goods or such a sellers' market, no matter what may be the causes in themselves, then the man who has been riding only on the crest of the wave finds that he is in no shape to descend into its trough. We all need to take to heart the one great lesson of all experience, namely, that the measure of value is permanence and that nothing is to be reckoned permanent which is not based on merit. To apply it to ourselves is easy. We need to think in terms of better machines, fair prices and clean methods. Then we shall not need to worry over the future.

Palmam Qui Meruit Ferat

Lots of folks are asking whether prices are coming down. The Western Staff of The Talking Machine World comprises neither seventh sons of seventh sons nor gentlemen who are in the habit of carrying in their hip pockets the paw of a rabbit shot after dark of moon in a graveyard. Hence, we shall politely decline the attempt to prophesy like Mr. Weller's red-faced Nixon. One observation may be offered, though perhaps timidly. We may venture to suggest that already all signs point, not to a sudden and catastrophic fall, but to a gradual dehydration, as one might call it, of prices. The water, that is to say, is being squeezed out of prices and these are gradually assuming a more rational position with relation to the values they are supposed to represent. Now a process like that is perfectly natural and proper, so long as it is conducted in an orderly manner and not allowed to degenerate into a panic. The present conditions in the financial world justify the supposition that we shall see a gradual decline in figures; but that this will be merely a process of readjusting figures to values. Money, in a word, will gradually recover its purchasing power, now unhappily so much reduced. Meanwhile, however, it is only to be expected that we should begin to prepare ourselves for the inevitable. An era of inflated prices is an era of artificial values. The sooner we get away from these latter the better it will be for all of us. Prices will resume their true level; but there will be no toboggan.

Not in the Prophecy Business

Whilst we are talking about all this, it may be well to say that the opinions expressed above are not alone our own, but are shared by many important men in the trade. The H. G. Saal Co., under date of September 30, has sent out to its customers a circular which we feel is rightly reproduced in full here for the benefit of every reader. As Henry Ford said some time ago, the procession has to start some time, and it is only a question of who will start it. Well, it seems that the Saal folks are ready to be the Fords of our industry. Here is what they are saying:

"In consideration of present market conditions and a possible further reduction in prices of steel and other materials, the Saal Co. has concluded to stand the loss and price its motors on an anticipated replacement valuation basis.

"The reduction in price to manufacturers will amount to approximately 10 per cent on the entire line of spring and electric motors. Many of these motors are already completed and parts for thousands of motors are made and ready for assembling.

"It is the belief of the Saal Co. that substantial business must follow a period of readjustment, but that manufacturers as a whole will be called upon to meet, sooner or later, the effects of a much oversold market in high cost of merchandise in the phonograph as well as other important lines. It is the intention of the Saal Co. to supply phonograph motors of superior quality at the lowest possible price consistent with such quality."

Saal Among the Prophets

Nor is this all by any means. The same company is sending out to its customers a circular letter which in part deserves to be quoted. The argument we have been making above is directed to the point that superior merit must be the foundation for the new era in our industry. Entirely apart from any opinion which any one may hold concerning the merits of any special product, the concisely put remarks here quoted deserve to be read, marked, learned and inwardly digested by every man who can think for himself. This is truth, perhaps trite, but truth nevertheless:

"Are you preparing for the era of substantial business to follow?

"Fewer phonographs may be sold than estimated, but better

The Case Is Put

POINT OF VIEW

ones are sure to be in demand. Is it not time to standardize your phonograph?

"Are you prepared to meet the argument of your competitor as to the lasting satisfaction of his particular instrument? Can you *prove up* the inside construction as well as the exposed beauty of your instrument? Purchasers will carefully scrutinize more than ever, both inside and outside of a phonograph, before purchasing.

"We may make profit temporarily on low-priced merchandise, but it is the *good things* we sell which make for us a reputation."

Exactly. "It is the good things we sell which make for us a reputation." It could not be better put. Here is the lesson we must all learn. Why should we not both learn and apply it? They have told us that we of the mid-West are a bit inclined to rush things. Well, likewise we know when to stop and retrace our steps!

Some, nay many, of us spend much of our time bewailing the alleged lack of opportunity, when all the time, unsuspected around us, lie untilled fields. Now, that sounds like a nice opening sentence from one of these "peppy" salesmanship-out-of-a-book, look-your-man-in-the-eye - and-dominate - him-for-five-dollars-down-and-a-dollar-a-week-by-mail pieces of literature which many ambitious youths greedily take to in the hope thereby of becoming financial and industrial Napoleons out of hand. Strange, is it not, how few of us are willing to buckle down to good hard prosaic work, and how many of us believe that a mahogany desk, a Turkish rug and a blond secretary constitute all the material of success. What most of us forget is that unless the brains are behind the mahogany desk the fixtures don't matter. However, this is not in the least what we started out to say. When we began the present blurb it was with the definite notion of remarking that there is a great deal in the way of opportunity and possibility in the retail end of our industry which is in danger of being very much overlooked. We had intended to avoid preaching, and to stick to facts, but the beginning led us astray and here we are, landed in something different. Let us then, as the French say, return to our muttons. There is something very queer in the way we in the United States so commonly neglect the possibilities of the alien. We bring him over here and set him to work; or at least we allow him to come here and go to work. We see to it that he works hard and for a not especially sumptuous wage. Then we decide that he must be "Americanized." That is to say we tell him that he has come to the greatest land on earth and we bid him read the Declaration of Independence, three-fourths of which document has absolutely no relation with to-day and nine-tenths of which the average native-born citizen never has read through. We then assume that he is "Americanized," a complacent illusion which is deepened when we find he can wear store clothes and has learned to swear according to the latest style of the Bowery or Roosevelt Road. It never occurs to us all this time that this despised alien, whose children we are trying our best in school to turn out as duly rubber-stamped little imitations of all the other millions, without an original thought in their poor little heads, comes from a land which has a language, a culture, and a history all its own, often glorious and always interesting. This man, and his wife, we regard as machines to do our dirty work. If they will not take our art (!), our music, our language, gratefully and humbly, we say that they are ungrateful Bolsheviks and ought to be deported. Good friends! we are all wrong. This despised alien is a thinker, even though in a humble way. He brings with him his own thoughts, his own culture, his own music. He could wonderfully enrich our American native life by coloring it with his native art and music, his native thought. We don't let his children in school even know that their parents have any background. And as for him and his wife, we neglect their wants and let them do their buying exclusively amongst those like themselves, who with them form little unassimilated enclaves of foreign thought which will never become really Americanized because they are forced from the wrong end. This is rather like a sermon, but the reader who will take the trouble to pause here and then go on to the next paragraph will see what it is all about. Enter at this point Brother Sebok of the Columbia Co.

Randomly Remarking—!

The Brother is an expert on international talking machine records. He speaks a dozen languages, and knows a whole lot about music, art and literature, as these are worked out in many lands. He is a good American, too, because he is a good man, broadened by contact with the world. He devotes himself to developing the merchandising of foreign language records, and in so doing he is performing a remarkable, because little appreciated, work in the direction of real Americanization; whilst at the same time, and of course primarily, he is developing new outlets for Columbia records in the foreign tongues. We speak of him because he is handy and we can get at him easily, seeing that he is a Chicagoan. Other experts in Camden, New York, etc., will please note. Now, Brother Sebok cannot understand why retail dealers neglect the wonderful opportunities which are wrapped up in the pages of the many fine catalogs of foreign records, especially in face of the expert help offered by the manufacturers in the matter of selling the same. The notion that necessarily a foreign record business means a staff of foreign record-salesmen is based, says Brother Sebok, upon a misconception of the facts. He points out that the thing to do is to keep the stock of foreign language records on hand, to display the posters and folders in Polish, Russian, Swedish, Tzech, Spanish, Italian, Yiddish and other languages, which come out regularly month by month; and let the other things come of themselves. A man or woman who cannot speak a word of English can nevertheless take up a folder and point to a number, even if the clerk cannot read the title. Moreover, all these foreign title-lists are printed in English as well as in the foreign language. It is easy enough to start, provided one shall have brains enough to carry on. A little judicious advertising can follow in various foreign newspapers, all of which have their own bureaus of translation; and then only, when it has been seen from what direction the stream of foreign trade is proceeding, may it be advisable to hire a salesman speaking the prevailing foreign language of the district. Once the merchant has started a stream of custom in his direction, according to the suggestions here laid down, the possibilities of future development are extraordinary. This is not merely setting a net to catch a few stray minnows. The foreign-speaking trade has been most absurdly neglected, mainly because of a wholly wrong and stupid idea that the so-called "dago" or a "hunky" must of necessity be an inferior being, without any civilization of his own. The merchant who has worked up a good foreign-speaking trade in musical instruments knows how absurd this is.

Enter Frater Sebok!

For the fact of the matter plainly is that there is more variety, more choice of subject, more good taste, in one average foreign-language bulletin than in one average English language list; simply because the American public is narrower, more provincial and less discriminating in its tastes. The same is generally true of all Anglo-Saxondom and English-speaking civilization. And yet it is just the color and warmth which our foreign-speaking residents and citizens can give us which our rather drab lives need. A foreign-speaking talking machine clientele is sure to be intelligent and discriminating, even though the persons who comprise it are individually poor, humble and, to indifferent native eyes, queer in the extreme. The merchant who complains of poor trade has only himself to blame. It is true that poor trade in native jazzed-up records is likely to occur anywhere. One cannot forever feed an industry on that sort of trash. But the trade in the solid material is as good as ever, for those who know how to cultivate it. That is one very good reason why the foreign-speaking trade should be followed up by every merchant who serves a community where foreign-speaking groups reside. Incidentally, every recording company which makes foreign-language discs will be only too happy to assist a merchant in every way to set on its feet such an excellent extension to his business.

The Poor—but Solid—Alien

Don't forget it

The "Dog Inside the Lid"— *exclusively* VICTOR

NEW YORK
Talking Machine Co.
119 West 40th St.

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

Victor Wholesalers Exclusively

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

Chicago, Ill., October 8.—There is no disguising the fact that protracted hot weather and some public disinclination to purchase has slowed up the opening of Fall business. Retrenchment has been noticeable when buying should have been going on at a rapid rate. Factories located here—or at least some of them—are not operating at capacity. Everyone seems to be avoiding expansion in every way and making conservative estimates of trade needs. Perhaps this is for the best, but foresighted members of the talking machine industry see an impending shortage, which will make itself felt during the holidays—if the present attitude is continued.

Talking machines will sell during the holidays. It is foolish to think otherwise. Relatively very few of the homes in the country as yet possess talking machines, which will continue to rank as among the foremost of Christmas gifts, as they have heretofore. The present period of slightly unsettled conditions cannot affect the great Winter demand.

"The industry has done nothing but progress through a series of readjustments since the commencement of the war in 1917," is the remark made by a member of the Chicago trade to The World representative. "First there was no business; then there was lots of business; then there were no phonographs; then there was no money—and the present situation might be described as a conglomeration of all the above conditions."

"Well, what's the answer?" was the query put.

The answer is simply this: "Every manufacturer and dealer selling these instruments has got to make more of an effort to establish himself as a 'live wire'."

This is true. The present period of readjustment demands service—service on the part of the manufacturer and service on the part of the retailer. The fact is shown by the increase in quality of the sales helps being gotten out by the former to aid his dealers. The business is once more getting back upon a competitive basis; traveling representatives report that their calling is emerging from the condition of a lost art to that of a modern necessity. All of which indicates that the old principle of the survival of the fittest is again in operation.

Periods of readjustment such as the present accentuate the good or the bad accomplished by each concern. A good window display or a good piece of newspaper publicity is doubly valuable and vice versa. Co-operation between the manufacturer and the dealer is more necessary and more productive of results to-day than it was

A. W. Cobb, President

six months ago, or, we might say, than it will be six months hence. It is the sort of a period we are now in that determines the "live" and the "dead." Service to the dealer and service to the public will be the element that spells successful merchandising this Fall.

Empire Reorganization

The trade will be interested to hear of a number of important changes that have taken place at the Empire Talking Machine Co., of this city, since the death of Mr. Steinmetz. A. W. Cobb, formerly vice-president, has been appointed president of the company, with A. R. Mitchell, one of the oldest of the Empire sales representatives, acting as vice-president and general manager. Mr. Cobb is well known throughout the furniture industry and his appointment as president will be welcomed by the many furniture dealers handling the Empire line. Mr. Cobb is an able executive and has had lengthy experience in the merchandising field, and is sure to prove a most valuable asset to the Empire Talking Machine Co.

A. R. Mitchell will be the acting head of the Chicago office. He has been in the talking machine business for a great many years and was one of the first salesmen on the Empire staff. He is acquainted with dealers throughout the country and lately had as his territory the

A. R. Mitchell

States of Pennsylvania and New York. His home is in Williamsport, Pa., but with the new appointment he announces that he will move his family to Chicago. However, he will con-

(*Continued on page* 141)

FIRST AND BEST

Sometimes the first in the field does not maintain the position of first in quality and prestige.

Such is not the case with the *Wade Fibre Needle Cutter.*

It was the first on the market but has been steadily improved and maintains today the dominant place it occupied years ago.

The Wade is made in our own factory, a fact insuring uniformity of product. It is literally the cutter of no regrets.

WADE & WADE

3807 LAKE PARK AVENUE CHICAGO, ILL.

FOUNDED 1864

Protect Your Interests and Those of Your Customers by Advertising Judiciously

The result of years of observation, *The Lyon & Healy Victrola Newspaper Advertising Service* embodies the best merchandising ideas and principles. It is a sound, sales-promotion aid, designed from the dealer's viewpoint. Effectively employed, it will increase your sales in a gratifying manner.

It is available to the most progressive Victrola dealer in each city.

SPECIMENS SENT ON REQUEST

LYON & HEALY

VICTROLA DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139

tinue to cover his old territory when necessary.

The Empire statistical department has prepared a series of charts showing the sales of each salesman for the period of 1919 and 1920. These were presented at a recent meeting of all of the Empire salesmen. Mr. Mitchell carried away the honors as the best business getter on the staff. This gentleman is the type of salesman who, when he sells a dealer, believes in assisting him until the latter gets started selling the machines which he has stocked. Mr. Mitchell intends spreading his theory of service throughout the Empire organization.

The advertising department of the Empire Talking Machine Co., under the direction of A. L. Addison, is arranging a co-operative advertising campaign whereby Empire dealers throughout the country can have newspaper advertising in their various localities. A series of very attractive newspaper advertisements has been prepared and will shortly be announced.

It is believed that the changes effected in the Empire organization will result in the continued success of this well-known concern and a highly successful Fall trade is looked forward to.

Grand Opera Window Attracts

The Hyde Park Music Shop, located on Fifty-third street and Harper avenue, has been running a most original window trim designed to increase the sale of the shop's operatic records. In the window there appears a replica of a grand opera setting, with singers pictured in the act of delivering selections. Caruso, Farrar and Galli-Curci are shown at different times during the evening, while an unseen talking machine plays the records of the various stars. A most attractive and lifelike effect was produced by a movable stage curtain which rose and fell at the beginning and close of each selection.

Some of the Many Visitors

H. E. Morrison, sales manager for the Emerson Phonograph Co., was a visitor to the Chicago office of this concern during the past month. Mr. Morrison was on a trip which took him as far West as the Rocky Mountains. He was highly enthusiastic over the company's new line of instruments and claims that the demand for these is steadily increasing.

Byron Mauzy, of San Francisco, was a visitor to Chicago during the latter part of the month. While here he announced that his company has taken the agency for the Aeolian-Vocalion in San Francisco.

An Attractive Department

One of the most attractive of the local talking machine departments is that in the Mandel Bros. department store, in which the Vocalion and Vocalion records are featured with distinct success. The department is equipped with a large battery of soundproof demonstrating rooms and is furnished throughout with the idea of affording comfort and convenience to customers. The bulk of sales runs to machines of the higher-priced types, particularly period models, and on one afternoon recently three period styles were disposed of, each priced at $600 or more, in addition to several phonographs of standard type.

Mandel Bros. Vocalion Department

Bankruptcy Suit Dismissed

The bankruptcy suit against the LaSalle Phonograph Co. has been dismissed by Judge Carpenter, of the United States District Court of Chicago. It is understood that the case has been settled out of court.

(*Continued on page* 143)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

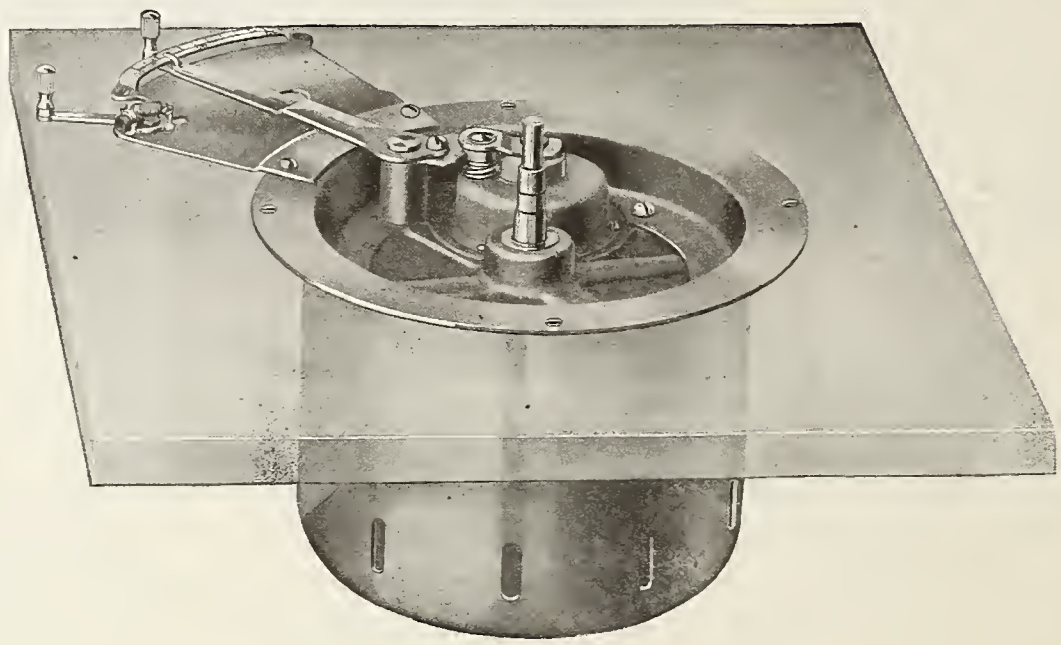
OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

UNIVERSAL
MASTER MOTOR No. 20



THE SILENT SALESMAN OF THE PHONOGRAPH

After all has been said regarding phonographs, the fact remains that the performance of the motor is what determines the value of the instrument.

The UNIVERSAL MASTER MOTOR No. 20 with its many visible points of excellence, gives the phonograph salesman arguments which the prospective purchaser will understand and appreciate.

We suggest, therefore, that you investigate this new motor. Its high quality is apparent to everyone. It will add distinction to your phonographs and whether you are a manufacturer or dealer—will prove to be the best salesman on your staff.

Send for illustrated folder

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself

The ALTO

Retail Price **$1.00**

DISTRIBUTORS

LOUIS A. SCHWARZ
1265 Broadway, New York City

LOUIS MERKI
150 Post St., San Francisco, Cal.

JAMES L. OLD
354 Chapin St., Toledo, Ohio

Territory open for distributors

ALTO MFG. CO.

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

"Babe" Ruth's Gift to Dorothy Jardon

The Chicago office of the Brunswick-Balke-Collender Co. has received a photo taken on the ball field of the New York American League on the day that the mighty Babe Ruth swatted his forty-fourth home run of the 1920 season. "Babe" is seen handing the ball, autographed with his name, to Miss Dorothy Jardon, exclusive Brunswick artist. In return Miss Jardon gave the baseball star a talisman which had been given her on the occasion of her debut in "Fedora" by the late Maestro Campanini. This was a small coral elephant.

"Babe" Ruth and Dorothy Jardon

Takes Amberola Agency

The wholesale Edison Amberola agency, held for years by J. I. Lyons, of Chicago, has been turned over to his son, Wm. H. Lyons. The younger Mr. Lyons will remove the wholesale business from the State & Lake Building to his new location at the Music Recreation Shop, 3829 Irving Park boulevard. Wm. H. Lyons has been associated with the talking machine business of the Middle West for the past ten years and is an Amberola enthusiast from the word "go."

Widdicomb Campaign

The Widdicomb Furniture Co., manufacturer of the well-known Widdicomb line of upright and console talking machines, has been carrying on an advertising campaign in the Chicago daily newspapers for the benefit of its dealers located in this city. Some excellent full-page space with artistic illustrations have effectively presented the Widdicomb message to the few million odd inhabitants of this city.

Specialize in Consoles

The Federal Phonograph Corp., located at 1400 West Kinzie street, is concentrating its output on console type talking machines. Recent orders expressing a desire for this type of instrument have convinced Manager Siegal of the advisability of pushing the console type. "It looks like a big Fall season for the console talking machine," said Mr. Siegal. "We believe that the public is more and more turning to this type and that the coming holidays will produce an excessive demand."

R. J. Waters Has Granby Representation

The Granby Phonograph Corp.'s line of upright and console talking machines will be represented in the West by R. J. Waters, of this city. Mr. Waters is well known to the talking machine trade of the country through his connections with the Johnson Motor Co. and the Brunswick-Balke-Collender Co. His offices will continue to be located at 816 Lyon & Healy Building, where he will carry a full line of Granby instruments. The Mid-West trade will be interested to know that Granby phonograph success is largely due to the efforts of E. C. Howard, formerly of Grand Rapids. This gentleman has established an enviable reputation in the trade for the artistic types of instruments manufactured by the concerns he has been associated with. The Granby line is no exception, and it is expected that great popularity will attend its introduction to the Western trade.

Shocking the Autoist

Here is a clever little "stunt" worked by a seller of talking machine records which will appeal to others in the trade. Some may think the

(*Continued on page* 144)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

"stunt" of a nature to shock rather than to stimulate trade. A card, resembling the kind the officers of the law hang on the automobile when it has been snoozing too long on a busy thoroughfare, is printed as follows: "You are hereby requested to appear at the Symphony Music Co., 1020 Wilson Ave., AT ONCE. You are charged with $1 for Art Hickman's biggest hit, 'Tell Me Little Gypsy,' from the Ziegfeld Follies of 1920." The question is, what does the auto owner think when he sees the little card on his machine—and after that what does he think?!!!

Six Best Sellers

The six best Victor sellers are "Stabat Mater," "I'm In Heaven When I'm In My Mother's Arms" and "Down the Trail to Home, Sweet Home," "Tell Me, Little Gypsy," and "The Girl of My Dreams," "Dardanella Blues" and "Swanee," "Ziegfield Follies of 1920" and "Cuban Moon," "Beautiful Hawaii" and "Hawaiian Twilight."

The six best Columbia sellers are "Manyana" and "Happy," "A Young Man's Fancy" and "In the Gloaming," "Tell Me, Little Gypsy" and "La Veeda," "After You Get What You Want You Don't Want It" and "You Tell 'Em," "I'll Be With You in Apple Blossom Time" and "If I Wait Till the End of the World," "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" and "Rockabye Lullaby Mammy," "The Love Nest" and "Down the Trail to Home, Sweet Home."

The six best Pathé sellers are "Cuban Moon" and "I Love the Land of Old Black Joe," "Voci di Primavera" and "That Night," "Siamese Twins" and "Le Chalet," "The Herd Girl's Dream" and "Angel's Serenade," "I'm in Heaven When I'm in My Mother's Arms" and "You're the Only Girl that Made Me Cry," "I'm a Jazz Vampire" and "Ding-a-Ring-a-Ring."

The six best Edison sellers are "By the Waters of Minnetonka" and "Lullaby" and "Kentucky Babe," "In an Old-Fashioned Town" and "The Want of You," "Ambassador Polka" and "Luxembourg Waltz," "Alice Blue Gown" and "Irene," "Alexandria" and "Miami," "Pickaninny Blues" and "Underneath the Moon."

The six best Brunswick sellers are "Your Eyes Have Told Me," "On the Road to Mandalay" and "Tim Rooney's at the Fightin'," "Kiss Me again" and "Oh Promise Me," "The Love Nest" and "The Love Boat," "My Little Bimbo" and "Why Don't You Drive My Blues Away," "Sweet September" and "Everybody Calls Me Honey."

The six best Emerson sellers are "Whispering" and "Yo San," "Fair One" and "Rose of Bagdad," "Tell Me Little Gypsy" and "Sunny Tennessee," "See Old Man Moon Smile" and "You're My Gal," "In Old Manila" and "Laughing Vamp," "I Love You Sunday" and "Murder."

The six best Okeh records are "The Love Nest" and "Enticing," "Honolulu Bay Waltz" and "Honolulu March," "Love Nest" and "Bells," "Young Man's Fancy" and "Scandal Waltz," "Cuban Moon" and "Granada," "June" and "Hold Me."

Linerphone Factory in Marion

The Linerphone Talking Machine Co., formerly located in Chicago, has its manufacturing plant located at Marion, Ind. J. H. Liner is president of the company, with Lewis Frankel as secretary and general manager. Whereas the old Chicago plant had an output of 150 machines per week, the new factory is expected to produce a hundred a day. Recently P. Miller became treasurer of the company, and it is said that this gentleman will also act in the capacity of traveling representative.

Greenstone T. M. Co. Has Pleasant Quarters

The Greenstone Talking Machine Co., located at Milwaukee and Robey streets, now has one of

Partial View Greenstone Co.'s Record Stock

the best Columbia departments in the city. The Grafonolas and Columbia records are handled exclusively. The interior of the store, as may be seen from the accompanying photograph, is well

(*Continued on page* 147)

The Oro-Tone QUALITY FIRST

For Playing All Makes of Disc Records on the Edison

JUST SAY—"Send sample of the No. 1-E Edison Attachment on approval!!"

Note how it operates with the lever of the Edison the same as the regular Edison Reproducer. Hear the deep, rich glowing tone quality, then you will understand why the Oro-Tone is in a class by itself.

Retail Price, Nickel Plated, $8.50 **Highest Grade Gold Plating, $12.50**

Illustration shows the Oro-Tone attached to the Edison

The Oro-Tone Victor Attachment

The new LS-V Oro-Tone for the Victor. Plays all records, giving the deep, rich tone quality so much desired. Ask for sample of the LS-V attachment on approval—we will gladly send it.

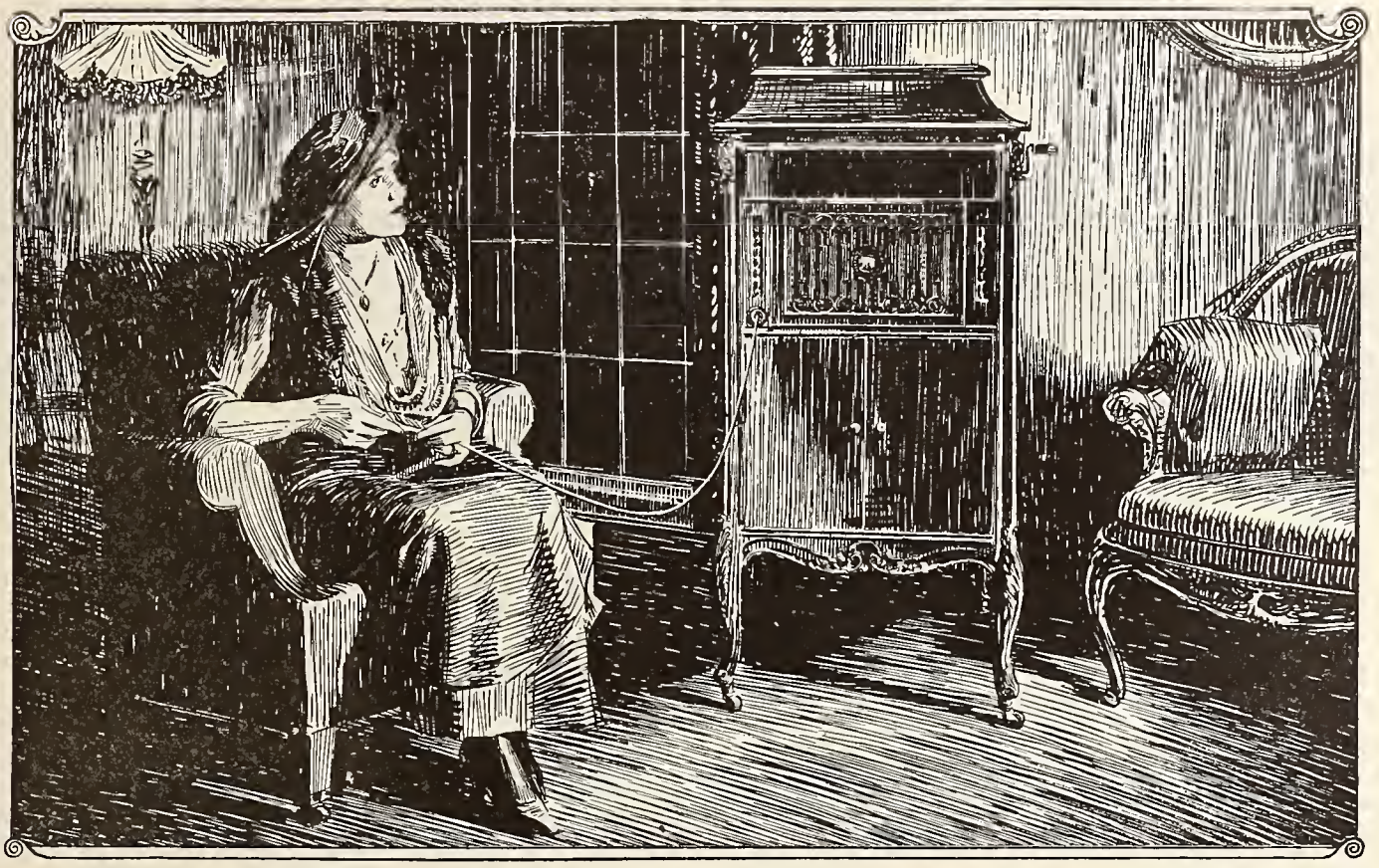
Retail Price, Nickel Plated, $6.50 **Highest Grade Gold Plated, $9.50**

Illustrating the LS-V attached to the Victor

THE ORO-TONE CO.

☞ OUR NEW HOME 1000 TO 1010 GEORGE ST., CHICAGO, ILL.

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.



May Peterson, Famous soprano of the Metropolitan Opera Company using the Graduola while playing one of her own records on—

The AEOLIAN-VOCALION

The Phonograph of Supreme Musical Attainment

THE Graduola, the exclusive tone-controlling feature of the Aeolian-Vocalion, supplies the last thing needed to make the phonograph a truly great musical instrument.

We are accustomed to the phonograph. The wonder of it is gone. The modest cabinet, standing in the corner of our living-room, and bringing to us all the music of all the world, has taken its place as one of the accepted things that make our homes and our lives brighter and happier.

—

And now the phonograph can do something *more* for us. It can supply us with an outlet for our *own* musical emotions. It can let us participate in music's making. It can give us the same thrill that the violinist, or pianist, or singer feels as his tones now loudly, now softly and sweetly, voice the message that the music has for him.

This is a great, an inestimable privilege. And a privilege conferred only by the Aeolian-Vocalion.

Read what May Peterson, one of the many famous artists who are making records exclusively for the Vocalion, says of the Graduola:—

"One fascinating reason for the difference between the Vocalion and all other phonographs is the Graduola which, in its ability to shade the tone, supplies an artistic touch that is unequalled."

And remember, that the Graduola is a feature *added* to those that other phonographs possess. That the Vocalion plays just as other phonographs, when desired, without the Graduola. Also, that no musical knowledge is necessary to use it.

—

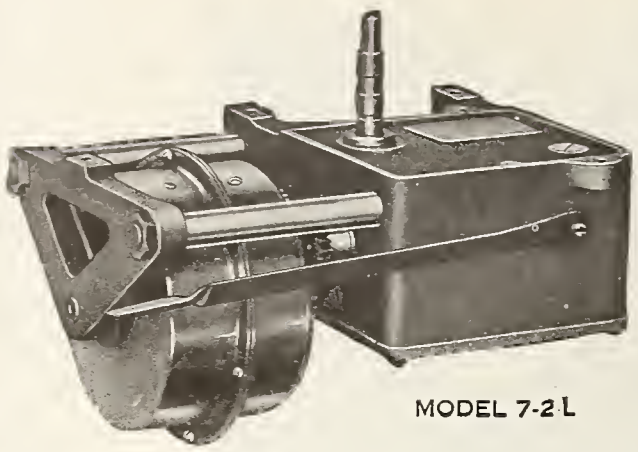
In tone, in appearance, in perfection of mechanical features, the Aeolian-Vocalion is unequalled in the phonograph world. In its possession of this wonderful tone-controlling feature, it belongs in a different and higher classification entirely.

The manifest influence the Graduola is exerting throughout the entire phonograph industry proves the necessity for the purchaser's learning the facts about this feature before selecting any instrument.

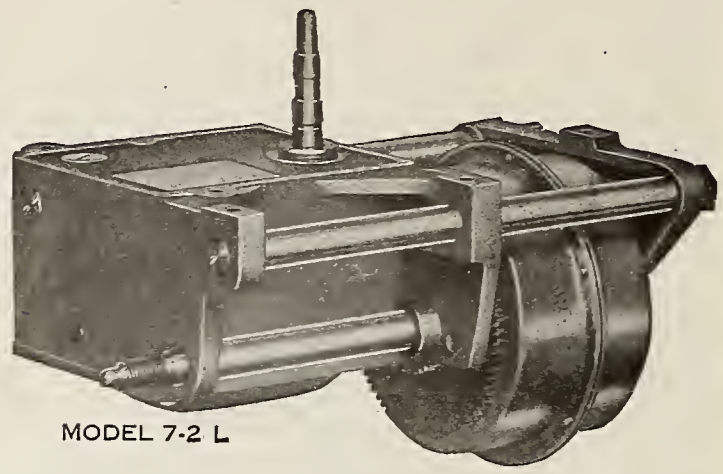
THE AEOLIAN COMPANY

529 South Wabash Avenue Chicago, Illinois

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—fineness.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing —PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144

arranged with a view to both comfort and service. The record counter and record racks contain facilities for handling a large number of records and the battery of booths enables the sales force to demonstrate several instruments or records at the same time.

Introducing the Consolette

A new type of universal record and talking machine cabinet for use in connection with table model talking machines has been invented by C. W. Pierson, of the Pierson Co., Rockford, Ill. This will be called the Consolette. It is designed to fit any style, make or size of table phonograph. The adjustments which accommodate the different kinds of machines are most simple.

One special adjustment raises or lowers the machine according to its size in order that the turntable may be always at the same height. Another adjustment holds the machine firmly and permanently in place regardless of whether it is large or small, square, rectangular or round. For the crank there is an adjustable circular panel that permits the crank itself to come through the end without boring a hole.

The cabinet is built similar to a console talking machine, and when the table instrument is set into it it really becomes a console phonograph. The instrument goes into the right-hand compartment, and in the left-hand compartment is placed a felt-lined Kamofile which is designed to hold sixty-five ten or twelve-inch records.

C. W. Pierson is highly enthusiastic over his new record cabinet. He claims that it can be built and sold very reasonably, and believes that the universal feature of the Consolette should win for it early popularity in the trade. Production has already commenced and a number of samples sent out. It is expected that deliveries can be made in ample time for the holidays.

Widdicomb Representative Here

The Widdicomb Furniture Co. now has a sales office in this city, located at 918 Webster Building. W. F. Ernst is manager.

New Brunswick Shop

Rockford now has a new exclusive Brunswick Shop, recently opened by E. S. Bristol, who has represented the Brunswick-Balke-Collender Co. since their pioneer days of talking machine manufacture. He recently was representative in the northern Illinois territory, which position he has resigned to go into the retail business at 212 South Main street, Rockford, Ill.

With his lengthy experience selling Brunswicks and educating the dealer in the best methods of salesmanship, he should prove considerable of a success as a retail merchant.

Reduce Repeaterstop Price

Sales Manager Hartenstein, of the Repeaterstop Co., announces that the price of Repeaterstop has been reduced from $9 to $7.50 retail. Increased production, combined with more economical methods of manufacture, enables this concern to place its product on the market at the lower figure.

Hold Big Picnic

One thousand two hundred and forty persons were present at the annual outing of the M. Schulz Co. and Magnola Talking Machine Co., manufacturers of the Magnola talking machine, last month. The picnic was held at Forest Glen, Ill., in the forest preserve, and from morning to night the day was filled with games, good eats and so forth. There was a tug-of-war, baseball, fat men's and fat women's races and all that goes to make an outing of this kind a thing of pleasure.

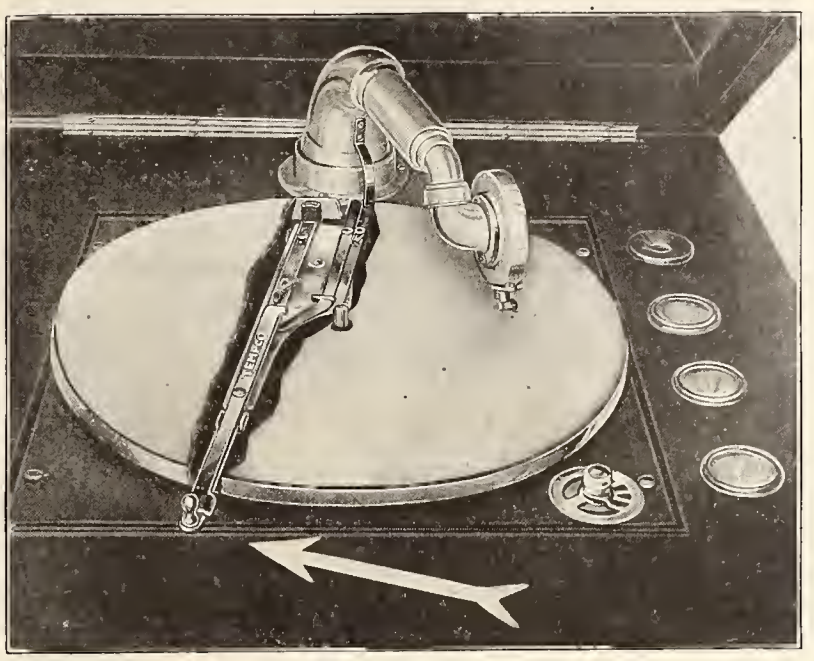
Rockford Plant Incorporated

The manufacturers of the "Ton-O-Graf" recently incorporated under the name Rockford Phonograph Co. at an amount of $60,000. The incorporators are Ivan P. Florsheim, Morton A. Mergentheim and Maxim Hirsch. A new factory is contemplated which will give the company greatly increased production.

Masterpiece in New Factory

The Masterpiece Phonograph Co. announces occupancy of its new factory and general of-

(*Continued on page* 149)



TEMPCO

the perfect phono stop solves your stop problems. Simple to attach. Simple to operate.

SETS STARTS STOPS

From same point as indicated by arrow

The Tempco auto stop meets a long-felt want for a simple and efficient stop. Try the Tempco and be convinced.

WRITE FOR PRICES Sample $1.50 postpaid. Special Discounts to Dealers and Manufacturers.

Manufactured by the

TEMPCO MANUFACTURING CO.

2227 OGDEN AVE. CHICAGO, ILL.

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY

Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

Automatic Cabinet

THE PERFECT FILE

Records easily seen
Safe and accessible
Use with Table Models
or as Auxiliary Cabinet

Two Styles—100 and 200 Records

Dealers and Jobbers order now for the Holiday Trade

AUTOMATIC CONTAINER CO.

437 N. Dearborn St., Chicago

Manufacturers: Equip your Talking Machines with this pleasing sales feature

Inside of our "Music Stores and Record Shops" folder.

Curtis-Leger Fixture Co.

240 W. Jackson Blvd. Est. 1869 Chicago, Ill.

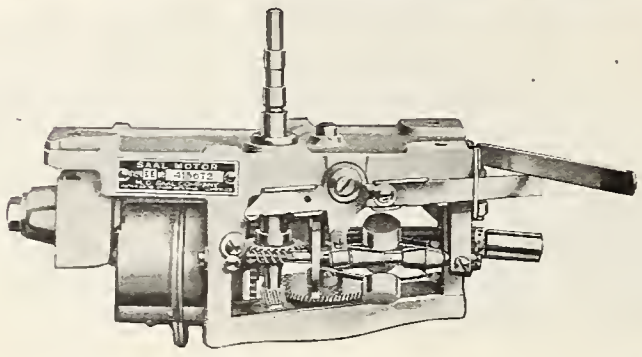
Display Equipment for Music Stores

The value of effective displays in selling goods is now recognized by merchants. They realize that merchandise must be brought to the customers' attention before it sells.

Our folder "Display Equipment for Music Stores and Record Shops" shows how to increase sales through better displays. Attached coupon will bring folder.

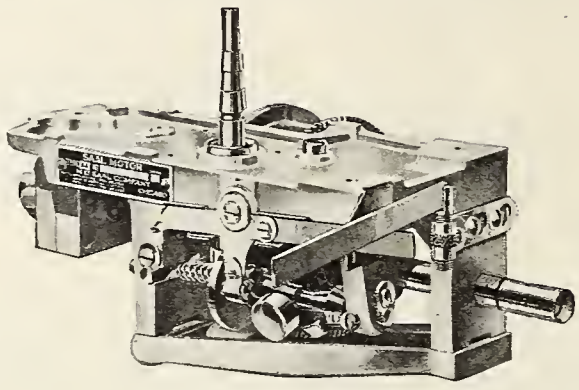
—Mail This Coupon—
Send complete information and prices on
☐Display Equipment for Music Stores
☐Valances and Background Drapes
Name .....
Address .....
City ..... State .....

THE SAAL FAMILY



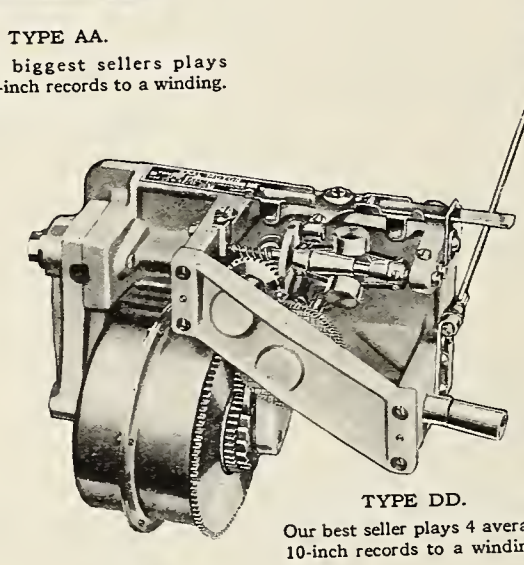
TYPE EE.
Our popular priced motor plays 2½ average 10-inch records to a winding.

SILENT SAAL PHONOGRAPH MOTORS



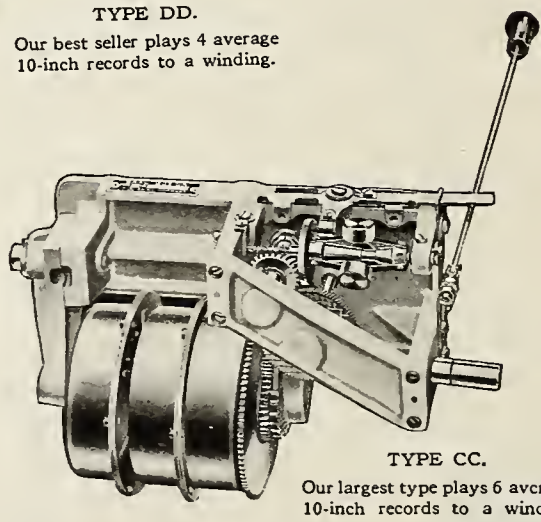
TYPE AA.
One of our biggest sellers plays 3 average 10-inch records to a winding.

Motors



TYPE DD.
Our best seller plays 4 average 10-inch records to a winding.

Dealers who handle SAAL motors save time and repair expense—and also enjoy the reputation and satisfaction of selling the BEST.



TYPE CC.
Our largest type plays 6 average 10-inch records to a winding.

SEND FOR CATALOGUE

H. G. SAAL COMPANY, CHICAGO, ILLINOIS

1800 Montrose Ave.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

fices at 2320 S. Wabash avenue. Increased floor capacity and better working facilities are provided in the new plant, and it is stated that a maximum output will be maintained throughout the Fall and Winter months.

Feline Music

Something absolutely new in the realm of music as yet unrecorded by the talking machine concerns, in fact the first and last of its kind—the wail of a cat mingling with the strains of an orchestra. But the cat's dead and the music is gone, and thereby hangs a tale.

The Republic Building has been called the home of harmony. Perhaps that is why this hobo cat adopted it as the scene of its musical triumphs. Anyway, of an evening it used to happen that "Tootsie" (that was the cat's name) would come majestically walking down the Republic Arcade, step into the elevator, get off at the second floor and proceed to the Capitol Tea Room. There a place was always reserved for it by the cashier's desk. There it would lift its musical soul in harmony with the orchestra. And there it was that the patrons used to flock in anticipation of Pussy's vocal efforts.

"Tootsie" was a remarkable cat; in fact, a genius. Perhaps that is why she took to music. Also, "Tootsie" was very particular. She never walked up to the second floor. She always took the elevator, and the elevator man always knew "Tootsie's" floor. But one night somebody gave "Tootsie" poison; and all was ended. A new school of music has been lost to the world.

Brunswick Posters

The advertising department of the Brunswick-Balke-Collender Co. has prepared fifteen thousand posters advertising Brunswick talking machines and records for the use of dealers in various localities, and offers three styles in color, green, buff and white. The poster asks "Just you hear a Brunswick record at—dealer's name."

One of the Effective Brunswick Posters

Ray Miller's Black and White Melody Boys

We have seen sensations in the record field for a good many years, but what perhaps may be considered one of the biggest that ever struck town are Ray Miller's Black and White Melody Boys, who, by the way, are now showing with Ed Wynn's Carnival at the Illinois Theatre. Mr. Miller's Melody Boys recently recorded "Cuban Moon," "June," "Can You Tell," "Rose of Spain" and several other well-known numbers for the Okeh, Pathé, Aeolian and Gennett companies, and these are the records that are making the big sales locally. All the companies making these records have notified their various dealers that Mr. Miller and his troupe of artists are giving booster concerts daily, and the dealers in turn have been taking advantage of this by making arrangements with Mr. Miller to have him come to their places of business for concerts. In the meantime they are preceding him by hand bills announcing that he will be at their stores on such and such a day at a certain time. The results are that when Mr. Miller and his boys arrive they are always sure to play to a packed house, and after the concert the dealer is always sure to cash in on a big sale of the Black and White Melody Boys records. This stunt has been pulled a number of times in the local trade by various artists, but Mr. Miller is going them one better. He has a special traveling representative on the road, a Miss Scanlon, who precedes Mr. Miller by several weeks over the route along which the Ed Wynn Carnival is booked. Miss Scanlon, upon arriving at the designated towns, calls on the local dealer who handles the above mentioned records and dates the Melody Boys up for a free concert. In the meantime, the dealer is making sure that he has his stock of Ray Miller records and that his clientele is informed of the coming event. Therefore, when the Ed Wynn Carnival arrives in a certain town, Mr. Miller goes on with the show, and between acts runs his organization out to see dealers who have made arrangements with him to play. There is no doubt but that when Ed Wynn's Carnival arrives in a town, the Ray Miller's troupe will be eagerly looked for, and there will be many happy dealers resulting from the sale of his records.

One noteworthy thing about Mr. Miller which is much to his credit, is that he is not only an artist but a record salesman. He makes it his business, when landing in a town, to get out to the talking machine dealer's place of business just as soon as the doors are open and after introducing himself begins plugging on the ways and means of pushing record sales. He has even gone into dealers' stores around Chicago and gotten behind the record counter in order to familiarize himself with the trade.

Ray Miller

During the week of October 11, Mr. Miller and his Black and White Melody Boys were booked for a solid week at the main store of the W. W. Kimball Co., at Jackson boulevard and Wabash avenue. The boys gave a mighty

(*Continued on page* 152)

Sell More Records
With These Artistic, Colored
Home Concert Programs

Place a stack of the programs on your record counter and use them to increase your sale of operatic records—the best prestige-building advertising "stunt" of the year.

Prices: 500 lots, $12—1000 lots, $18
Imprinted with Dealer's Name

MOELLER-WATERS, Inc.
LYON & HEALY BLDG. CHICAGO, ILL.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

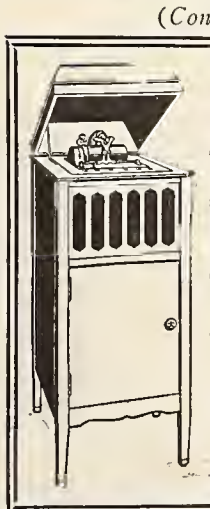
The ACME allows a test with the drag of the needle throughout the length of the record.

A C M E

The Acme Speed Indicator
—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO



Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

TO THE MANUFACTURER

Latest "Blood" Achievement

A NEW NON TAPER NON THROWBACK TONE ARM

Showing Method of Attaching to Tone Chamber, which extends above the motor board. Reproducer in position for playing lateral cut records.

Reproducer in position for playing vertical cut records. Correct position for playing EDISON records.

ACHIEVEMENT characterizes the products of the Jewel Phonoparts Company. First—a REPRODUCER that has won nation-wide distinction for its perfect reproduction of all musical tones. Second—the MUTE,—Tone Modifier, that makes possible perfect volume regulation, without in any way changing the character of tone. Third—the indestructible NOMIKA DIAPHRAGM that means the positive elimination of all diaphragm troubles.

AND NOW—A NEW NON TAPER TONE ARM that is adjustable in length and weight on records, and plays the Edison record in the EDISON position. Non Taper in design, the sound waves are transmitted accurately to a PROPER amplifying horn, which is positively air-tight, thereby insuring perfect reproduction and a maximum volume of tone. The pivoted ball-joint gives perfect freedom of movement, both vertical and horizontal, so that all makes of records are played properly.

This is without a doubt the most complete and highest class tone arm equipment that has ever been offered, because, in addition to its many exclusive features, the same reproducer that has individualized the "BLOOD" Quality of Tone is embodied in its design.

Use the "Blood" and be on the Safe Side

FULL PRODUCTION IN ONE MONTH **GET YOUR ORDERS IN NOW**

Jewel Phonoparts Company

670 W. Washington Blvd. Chicago

Blood

TONE ARM & REPRODUCER

TO THE DEALER

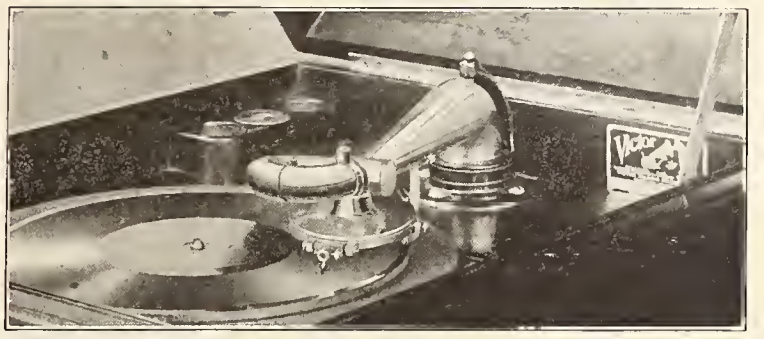
A Greater Market of Profits

With Attachments for Blood REPRODUCER **Edison and Victor Phonographs**

EDISON UNIVERSAL ATTACHMENT

Showing Blood Reproducer in position for playing Lateral Cut records on the Edison Phonograph. Note the simple construction and pivoted ball joint.

VICTOR UNIVERSAL ATTACHMENT



Showing Blood Reproducer in position for playing Vertical Cut records on the Victor Phonograph. Note simple design and correct Edison position. No adjustments necessary.

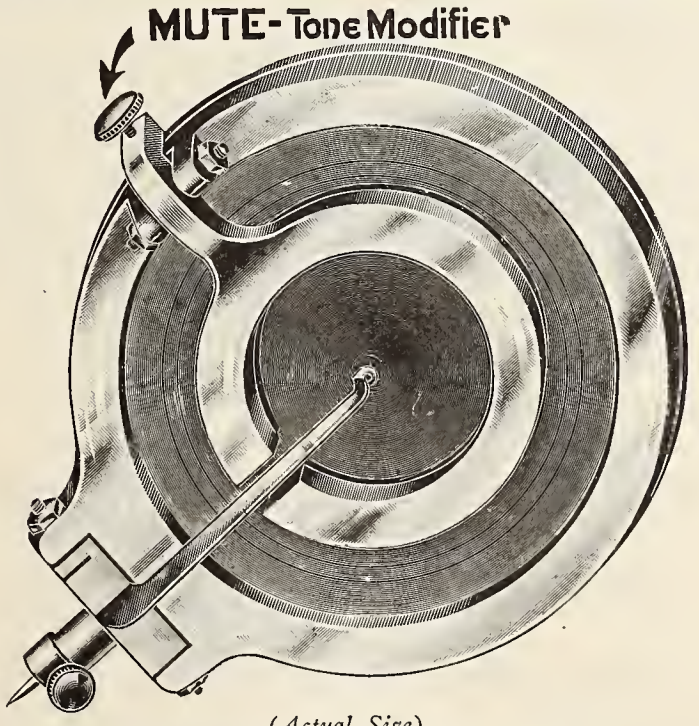
Showing Blood Reproducer in position for playing Vertical Cut records on the Edison Phonograph. Note the CORRECT Edison position, which insures perfect reproduction.

Showing Blood Reproducer in position for playing Lateral Cut records on the Victor Phonograph. Large diaphragm insures natural, lifelike reproduction.

Exclusive "Blood" Features

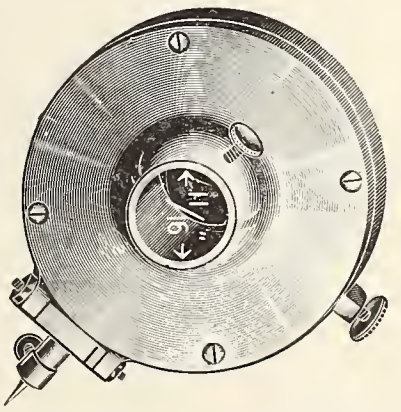
NOMIKA DIAPHRAGM
(Half Actual Size)

A scientific development that makes possible perfect sound reproduction, in all its original clearness and beauty. Will not crack, split or warp and is indestructible under ordinary conditions of service. Critics say: The greatest advance yet made in the reproduction of musical tones.



(Actual Size)

At the slight turn of a simple set screw, the Mute is raised or lowered against the diaphragm and the volume minutely regulated to the individual taste of audience and character of music.



SHOWING HUB CONNECTION
(Half Actual Size)

Standard construction adopted for Blood Reproducers. Center opening measures 11/16″ in diameter, so that it can be used on other phonographs having a similar construction.

FULL PRODUCTION IN ONE MONTH **GET COMPLETE DETAILS NOW**

Jewel Phonoparts Company

670 W. Washington Blvd. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

interesting entertainment for about an hour a day on the main floor. The Kimball Co., who by the way knows every angle of the publicity game, heralded this event in the daily papers, and this in turn resulted in "standing room only" signs being hung out. The number of people who came to hear the boys grew to such an extent in a couple of days that it was necessary to open the big auditorium in the Kimball building in order to accommodate the crowds.

The weeks prior to this the Melody Boys had been going to outlying districts and playing for dealers.

Miss Scanlon, the personal booking agent of Mr. Miller, writes back that the co-operation she is receiving from the various dealers is phenomenal and from the looks of things it will be necessary for the Melody Boys to work night and day to fill their engagements.

Mr. Miller's route for the next couple of months is as follows, and if there are any dealers in these respective territories who have not made arrangements for Mr. Miller's concerts, it would be a good idea for them to write to their local jobber or the branch office of the company from which they are getting their records and make the necessary arrangements for the booking: October 31, November 6, Kansas City; November 7-14, St. Louis; November 15-27, Detroit, followed by dates at Columbus, O.; Dayton, O.; Cincinnati, one week, and Cleveland, also one week.

Lyon & Healy Victor Poster

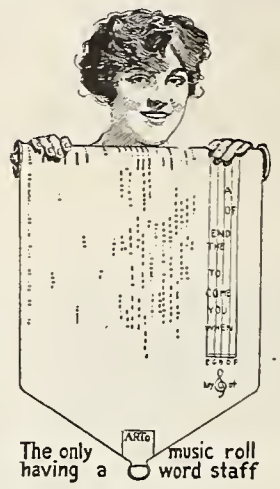
Lyon & Healy are preparing a new regulation size Victrola poster which will shortly be ready for the trade. Lyon & Healy state that this will be practically the only poster of its kind available to Victor dealers. This concern is a great believer in the effectiveness of poster advertising. "While national advertising by manufacturers can help the retail merchant to market his stock," say they, "dealer advertising is essential.

"Realizing this and that too often the merchant, though willing, is not in a position to secure adequate disproportionate cost, Lyon & Healy have prepared a striking poster, twenty-four sheet size, which will be ready for delivery early in November in advance of the holiday season. The utility of the advertisement, however, is not confined to that period. It is of year-round worth, being a very pleasing composition, printed in six rich colors on high-grade sun-proof paper. The art work is beautiful and of high order; the treatment cleverly handled.

"The cost of a similar poster, prepared individually by the dealer, would prohibit his use of it, but Lyon & Healy, running it off in quantities, are enabled to offer it to him at a very low charge. With the dealer's name imprinted

One of Lyon & Healy's Striking Victor Posters

(Continued on page 155)



ARTo MUSIC ROLLS

WITH WORDS $1 SUPREME QUALITY

Are mechanically perfect—musically supreme and have the best song hits first. They are the only rolls with song words arranged in such a manner that each word clearly shows the note to be sung thus permitting accurate and easy voice modulation. ARTo rolls will surely increase your roll sales. We can supply you with Italian, Polish, Jewish, Spanish and French rolls with and without words. Try our service.

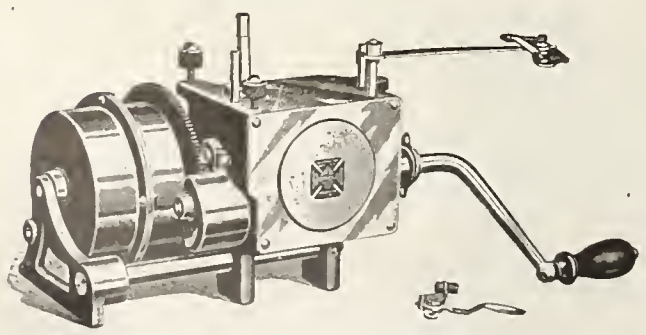
Consolidated Talking Machine Company

227-229 W. Washington Street : Chicago, Illinois

OUR NEW ALL BRASS TONE ARM

INFRINGES NO PATENTS

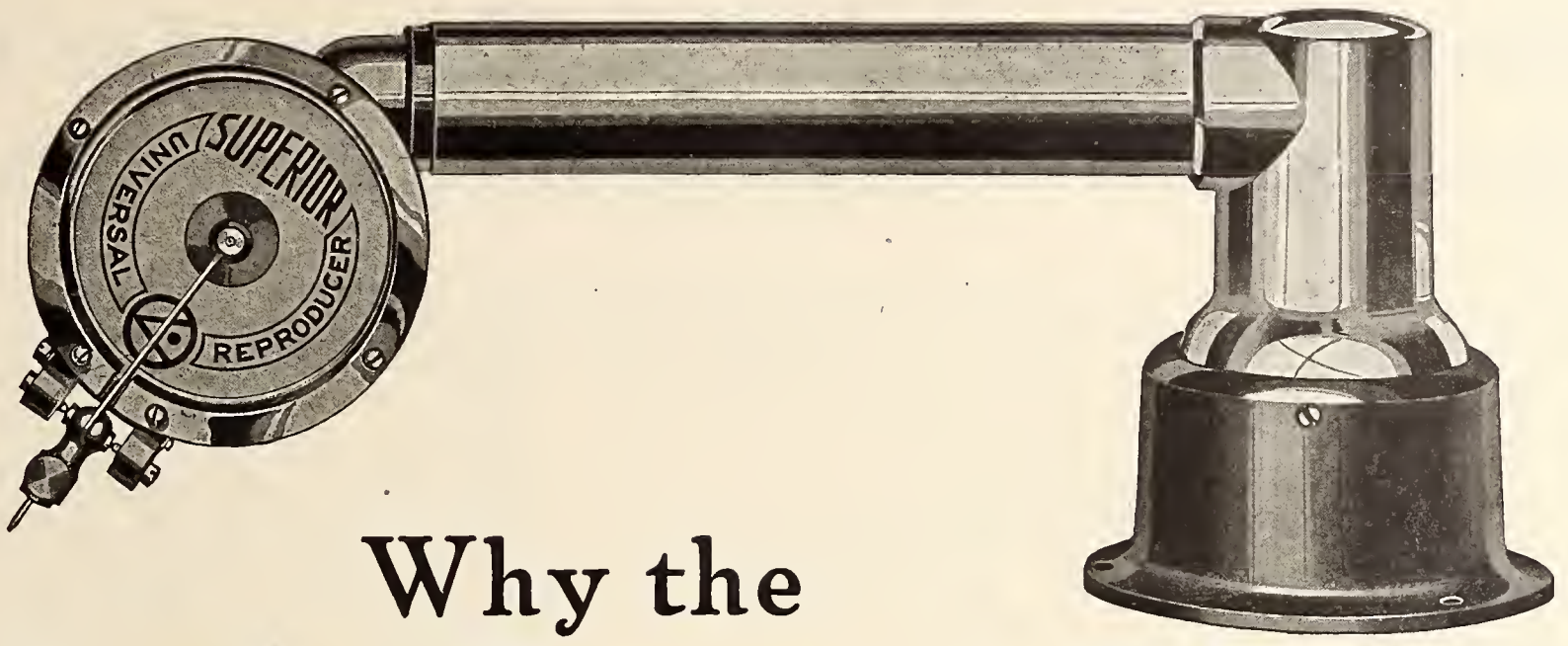
Our Sound Box Plays All Records in One Position



READY FOR DELIVERY SOON

Our new Tone Arm and Iron Tread Motor will give you equipment which brings repeat orders.

CHERINGTON MFG. CO. Waukegan, Ill.



Why the Scotford Tonearm is Different

The straight tube of the flute, the oboe or the clarionet gives a sweeter, purer tone than the blaring notes of the curving cornet, the trumpet or the trombone. In the straight Scotford Tonearm the sound waves travel in the straightest, most direct line possible in a tonearm.

The square turn of the Scotford Tonearm offers less resistance to the passing of the sound waves than is met with around the curving turns of the traditional tonearm design, which imitates the shape of the larger wind instruments, ignoring the fact that in a phonograph tonearm there is no air pressure to force the sound around the curves.

Upsetting pet theories to the contrary, the straight tube and the square turn of the Scotford Tonearm give tone results of superior quality. The proof is in the playing. None of the overtones are lost in the passage, but the tones are delivered outward in full power and clarity. None of the usual phonographic sharpness and thinness of tones—but rich, warm tones of genuine musical quality.

Plays All Makes of Records

and in turning the Reproducer from one positon to the other, the needle remains on exactly the same point, at the same and only correct angle. Get a sample and test the Scotford in comparison with others. Decide for yourself, if you know music—but if you are not sure of your own judgment—call in someone on whose authoritative opinion you may safely rely. The average phonograph man has heard the other kind—the thin metallic tone—so much that nothing else may sound quite right to him. Remember "The familiar tone is the best-liked tone." He may like his old familiar out-of-tune piano, but in the language of Goldberg this "Doesn't mean anything." The trained ear would condemn it, and the unprejudiced public will not choose the phonograph of the sharp metallic tone when a comparison is made on the dealer's floor.

You May Safely Use the Scotford Tonearm

Your cabinets will sell readily and bring repeat orders galore if you will build the amplifying chamber to harmonize with the distinctive shape of the tonearm. We are prepared to furnish specifications for building an inexpensive amplifier which exhaustive tests have shown to give ideal results. We can help you to make yours a phonograph which will get the decision in any contest.

It Need Not Cost You Anything to Test the Scotford Inventions

Samples of the Tonearm and Reproducer will be submitted on the following conditions: If you are not rated, send remittance with order to cover the sample prices stated below, which include postage. We refund the full price if the samples are returned within a reasonable time. If you keep the samples and order a quantity, the sample price will then be readjusted at the rate of your quantity order. Quantity prices will be named to quantity users. We suggest that orders for samples specify one Tonearm and Reproducer with Mica and one extra Reproducer with Micompo, so as to compare the two diaphragms. State whether Reproducers should have the regular "Superior" nameplate or plain gilt face.

	With MICA Diaphragm	With MICOMPO Diaphragm
Sample Nickel Scotford Tonearm and Superior Reproducer	**$9.25**	**$8.50—Gold $2.00 Extra**
Sample Nickel Extra Superior Reproducer	**5.75**	**5.00—Gold 1.00 Extra**

Exclusive Designs for Large Users

We have Design Patents pending on several variations of the Scotford Tonearm standard model illustrated above. These new designs are distinctive and artistic in appearance, and afford attractive ornamental effects pleasingly in harmony with the best cabinet styles. All embody the patented mechanical and acoustic principles of the regular Scotford Tonearm. Our Die Casting department is prepared to produce the necessary special dies, and we can arrange to manufacture as finished products for the licensed exclusive use of large concerns. Particulars may be had on request

SUPERIOR PRODUCTS SINCE 1868

Barnhart Brothers & Spindler

Monroe and Throop Streets
CHICAGO, ILL.

Makers of Superior Specialties for Phonographs

Inviolable Facts Boiled Down—for the Consumption and Analyzation of the Trade

FIRST—That the Repeater-Stop is the only device made which can be set to replay a record a predetermined number of times in combination with a positive automatic stop—it can also be set to replay a record continuously, but this is its insignificant feature.

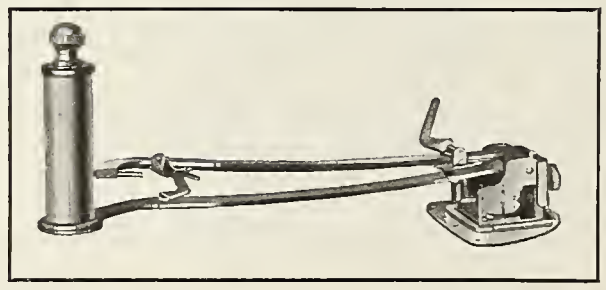
SECOND—The Repeater-Stop was invented in 1913 before anything similar was dreamed of—placed on the market in 1914, but on account of the World War was withheld until last January—during the interim it was being tested, perfected, and improved. It was not offered to the public until pronounced absolutely perfect, in January, 1919.

THIRD—That our seven patents are basic and cover all claims of a reversely threaded screw and a track bar adapted to be first raised and then lowered in combination with a stop that is actuated by its downward movement.

FOURTH—That every Victor distributor and dealer knows how far his Parent Company would go in protecting their basic patents—that we are ready to furnish anyone identified in the industry an indemnification bond of any size at any time and any place.

FIFTH—That these patents are absolutely genuine and that to protect them we have instituted suit against all infringers, in strict accordance with law.

Everybody Can Have 'em Price $7.50 Retail NOW



On account of our increased facilities and production our price has been reduced—

Yes, and during the Holidays they're going to sell like hot-cakes, because they're the only remaining refinement most phonograph owners haven't got and all phonograph owners want.

Mr. Dealer, you can cash in this Fall on the big demand for these remarkable little instruments if you handle the REPEATER-STOP—the repeating device that *stays sold* and brings more customers with every sale.

The only device that repeats *and* stops!

We take this opportunity of urging upon dealers the necessity for placing orders early, as present stocks will be exhausted long before the holiday season.

Repeater-Stop Company 115 S. Dearborn Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

upon the poster it will prove a profitable investment—an appealing and attention-getting advertisement."

Walter Magill Closes Important Deal

What may be considered one of the biggest deals that has been consummated in the Western talking machine field so far this year was closed last week when Walter Magill, formerly sales manager and advertising manager for the Krasberg Co., took over the sales rights for the Universal Stamping & Mfg. Co. and the Sterling Devices Co. He will offer exclusive representation to his old clientele on the Saal motor. For the latter concern he will cover the entire United States for their attachments and universal tone arms. The new Universal Master Model, No. 20, talking machine motor will be handled exclusively by Mr. Magill from his new sales headquarters on the fourteenth floor of the Consumers' Building.

The new organization will be direct factory representatives and not jobbers. Mr. Magill will continue to take care of his old clientele that he has worked up for the past several years.

He has made arrangements with Messrs. George M. Wilson, Harry Engel and Geo. M. Cook to represent the Universal Master Model 20 talking machine motor on the road. Mr. Wilson will have his headquarters at Williamsport, Pa., and will represent him in the East, not only for the Universal motor, but for Saal and the Sterling attachments as well. Mr. Engel is at present making a trip through the Central West, calling on manufacturers and familiarizing them with the various motors. Mr. Cook represents him in the West.

This move on the part of the various companies mentioned above was made for the purpose of getting nearer to the trade, they believing that by disposing of their own selling forces and coming together under one sales head a greater saving of overhead could be effected, by which the trade would eventually profit greatly.

Mr. Magill had been connected with many of the large talking machine supply houses in the West for a number of years and is well known to the trade for his salesmanship. It is understood that while connected with the Krasberg Co. his sales for 1919 alone amounted to over four million dollars. He recently resigned from the Krasberg Co., and from there went over as sales manager for the Universal Stamping & Mfg. Co. It is his intention to concentrate all his energies towards pushing these lines, and he expects to put on more travelers within a short time.

STAFFORD CABINETS

Attractively designed, are well made and finished, and produced by an organization of over thirty years' standing. We will be glad to tell you of our low prices either on the cabinet unequipped or the complete phonograph.

Write or call upon us for prices covering your needs this fall

E. H. STAFFORD MFG. CO.

218 SO. WABASH AVE. CHICAGO

LAKESIDE PHONOGRAPH PRODUCTS

LAKESIDE "ELECTRO-PHONE"
Three Models
RETAILING AT
$135 - $185 - $225

Many Satisfied Dealers Now Selling These Machines

Our "F & L" Automatic Stop Gives Entire Satisfaction

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

Write for Prices on this wonderful "F&L" Automatic Stop, for use on Manual or Electric Machines.

Lakeside Supply Co.

Telephone Harrison 3840
416 S. Dearborn Street Chicago, Ill.

PROPER DEVELOPMENT OF FOREIGN RECORD BUSINESS

L. L. Sebok, of the Columbia International Record Department, Discourses Most Interestingly on the General Subject of the Foreign Record Business in This Country

Chicago, Ill., October 6.—L. L. Sebok, in charge of the foreign record business of the local Columbia office, is a decided enthusiast on this subject. He believes that the opportunity in the foreign record field is great and has some interesting statements to make concerning it. We are going to let Mr. Sebok tell you all about it.

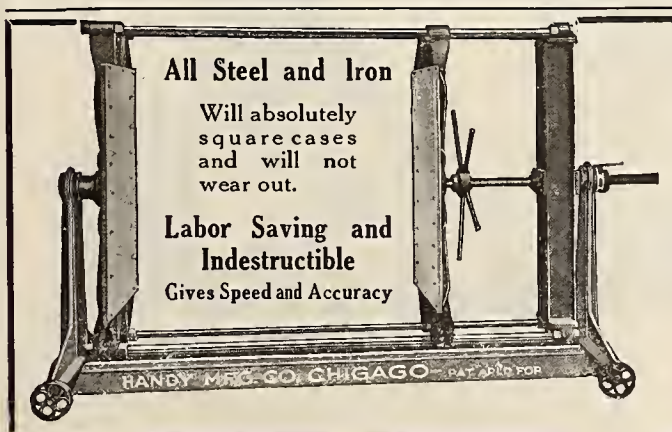
"Many dealers overlook the practical value of the foreign record trade. Here is an unusual opportunity which means more dollars and cents for every dealer who is in a position to sell foreign records. How often it is that the sale of a foreign record brings in a customer for the talking machine itself. An American record interests Americans as far as music and rhythm are concerned but does not touch their sympathies anywhere near as much as does a foreign record to a foreigner. It pictures his youth and in awakening the remembrance of his youth as it does it is the simplest thing in the world to sell him records.

"I wonder if dealers realize how much easier it is to satisfy a foreigner than a native American. The Americans are intelligent buyers, and as a rule have definitely in their minds what they want to purchase. The foreigner is not particular in his selection of foreign music; simply he desires music which reminds him of his old folks and old home. There is hardly any of the foreign records which will not do this.

"The foreign record trade is a self-advertising proposition. If you give these customers the proper service and treat them as human beings you will find them the most loyal of customers. Not only do they buy themselves, but they tell their friends and relatives about your store. I have known of many instances when an accommodating dealer has secured this class of business from greatly remote customers.

"The dealer very often asks, 'how can I handle foreign record trade if my sales people do not speak foreign languages:' I can answer this by stating that a knowledge of foreign languages is not necessary to the sale of foreign language records. Simply hand your customer a catalog of the language in which he is interested, and leave the rest to him. In case he is illiterate, hand him

(*Continued on page* 157)



All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE
"HANDY" REVOLVING CASE CLAMP
WE ALSO MAKE IT STATIONARY

Nothing better made for Clamping and Squaring Talking Machine Cabinets

Write for Catalague of Clamping Machines for "Domes" and for all purpases.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.
27 E. Madison St., Chicago, Ill.

Equip Your Phonographs With Perfect Automatic Brakes

Samples $1.00 Each
Cash with order

State make of tone arm used

Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Empire
Phonographs and Records

A Rare Combination of Fine Qualities

HUNDREDS of dealers throughout the country have built up permanent and profitable phonograph departments with the Empire—they realized that it was necessary to give their patrons the best.

When you sell an Empire you sell *customer satisfaction*—and there's satisfaction too in hearing the ring of your own cash register.

The Empire Machine along with Empire records is a winning combination. Choice territory is still open to progressive dealers.

Dictate or write a letter to-day and we will outline our proposition to you. There is no obligation.

EMPIRE TALKING MACHINE COMPANY
429 South Wabash Avenue Chicago, Illinois

To assist our dealers we maintain o soles co-operotion deportment whose entire octivities ore centered on deolers' helps, such as booklets, folders, window trims, etc.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

a bunch of records and tell him to play them over. Quite simple, is it not?

"Another 'argument' made by the dealer against foreign record business is in the matter of ordering. He claims that he cannot know the best selling records in various languages. The best answer to this is that if the dealer has a fair demand for a certain language he should carry the entire stock, or he can carry such a stock as is recommended by his jobber. In regard to what to suggest to the customer there are only three

L. L. Sebok

different kinds of foreign records: song, instrument and comics. You simply find which of these three types appeal to your customer, and then proceed to give him an assortment of the particular kind in which he is interested. It is a significant fact that the foreign record purchaser as a rule purchases several records at one time, while more than 80 per cent of the sales of American records are one-record sales.

"It is hardly necessary to emphasize the importance of mailing lists in promoting foreign record trade, but while the American customer's mailing list is built up by consulting the respective statistics of banks, town clerks, city directories, telephone books and so forth, the foreign mailing list is secured best by getting in touch with the social gatherings of the customers you wish to reach. The factory foreman can give valuable information. The priests and the other heads of churches can very often be induced to give names of members of their congregations.

"The foreign record business is easily and effectively handled by mail order. For years retail merchants have been successfully using this method. They are very receptive of good advertisements. The foreign newspapers published in this country offer an excellent medium for the use of the retail dealer for advertising his stock of foreign records.

"Canvassing is another successful method of reaching this class of trade. Generally, foreigners will be found occupying a certain part of the city or town in which the dealer's store is located, and it is easy systematically to cover all prospects.

"The matter of window dispay needs as much attention dealing with the foreigner as with the straight American trade. His foreign records should be displayed in a properly attractive manner. The reason the average person spends more money in a cafeteria than in a regular restaurant is probably because the different dishes are so well displayed in the former that we are tempted to take more than we would otherwise.

"Just a word concerning the dealer who has no demand from a foreign element. It is a very good idea for any dealer to carry the instrumental selections of foreign records simply as a novelty proposition. Properly presented, it can always be sold to the American customer. There can be no better entertainment when company is in the house than to play a few beautiful selections of the Italian mandolin orchestra, Russian Balalaika band, French military band and so forth; even Chinese music appeals as a novelty."

TRI-SALES AMBASSADORS ACTIVE

St. Louis, Mo., October 8.—Geo. Phelps, of the Tri-Sales Co., has left on an extended trip through Missouri, Kansas and Colorado in the interests of the Portophone. M. I. Mayer is now visiting the trade in Texas and Southwest.

Fred Gausch, of the Tri-Sales staff, recently returned from a trip to Iowa, bringing with him substantial orders together with optimistic reports of the business situation in this territory. J. E. Dycus, who formerly covered Michigan territory for the company, is now visiting the trade in New York State.

The Malarkey Music House, Pottsville, Pa., has moved from South Second street to the Moyer Building on Center street.

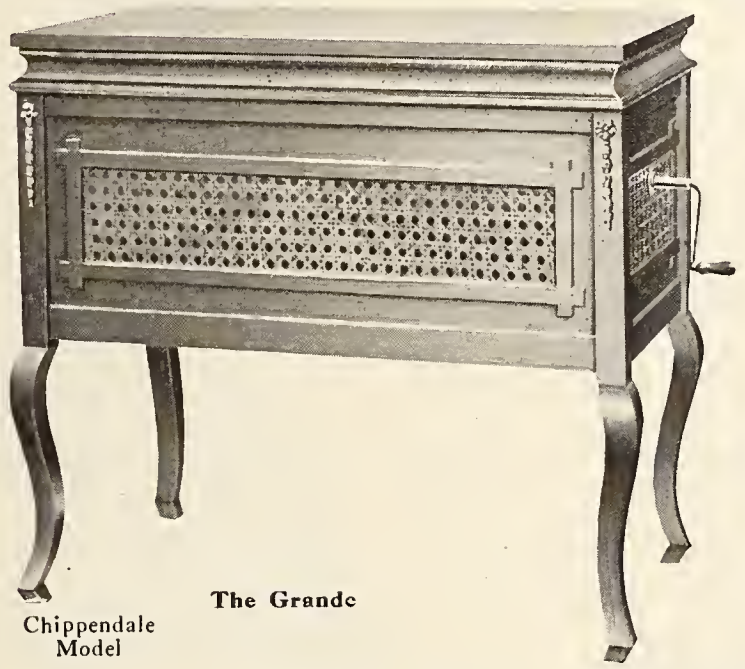
H. F. THORNELL IS SUPERVISOR

H. F. Thornell, who is well known throughout the talking machine trade, has been appointed supervisor of sales of the Eject-O-File Co. of High Point, N. C. Mr. Thornell's thorough knowledge of the industry and his great enthusiasm over Eject-O-File cabinets and filing system fit him particularly for the important post he now occupies. Mr. Thornell was a recent visitor to New York City. He reported he had just completed a remarkable trip through the Western territory in the interests of the Eject-O-File line. He found jobbers were enthusiastic and backed up their enthusiasm by substantial orders for the Eject-O-File Co.

ATTENDED THE WORLD'S SERIES

W. D. Andrews, of the W. D. Andrews Co., Victor wholesalers of Syracuse, N. Y., and his brother, C. N. Andrews, of W. D and C. N. Andrews, Buffalo, were in New York early this month for the avowed purpose of attending the opening games of the world series in Brooklyn.

Period Consoles



Chippendale Model

The Grande

CHIPPENDALE
ADAM
WILLIAM & MARY

ALL-FINISHES

Waxed or polished Golden Oak, Fumed Oak, Jacobean. Red or Brown Mahogany.

Less Than Uprights

A Value Revelation

Never before has anyone attempted a Period Console at LESS THAN THE PRICE OF AN UPRIGHT.

This offer of the GRANDE CONSOLE in Chippendale, Adam and William and Mary Period, in all finishes, is a value-giving revelation.

The Grande plays all makes of disc records without added attachments, but with a tonal distinction expressive of musical mastery.

In nobility of design and character of workmanship as well as in its super standard of equipment, it reveals profit-making possibilities that every live dealer cannot fail to recognize.

At least write for our offer.

Direct from the Factory

By concentrating our entire factory production of the highest efficiency on these Period models, we have attained a remarkably low manufacturing cost.

By eliminating all middlemen, and selling direct to the dealer, we have cut the selling cost to the bone.

That's why these Consoles are less than Uprights of equal quality standard.

Surely this offer at least commands your investigation.

Write For Offer

Today

The present very active demand for Period Consoles will multiply many fold, when this sensational price announcement on the GRANDE is heralded.

Prepare for your share in this Phonograph Profit stimulus.

Write to-day for illustrations, prices and full details.

Don't put this to one side. YOU WILL FORGET.

GRANDE PHONOGRAPH CO., 25 W. Lake St., Chicago

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the fourth of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

MORE PROBLEMS IN RECORDING

Amongst the problems which have already been mentioned in these articles as presenting greater or lesser difficulties to the recorder, none are more important than those which relate to instrumental characteristics. Every musical instrument or group of instruments possesses certain characteristics which are well known, of course, to the musician. These characteristics appeal to the musician as in their musical sense only. He thinks of them in relation to their distinguishing musical features and judges them exclusively in accordance with their musical values. The tone qualities of the various instruments are, to him, interesting only as so many additional colors or tints on his musical palette which he uses as he wills.

But when we come to consider the matter of recording and reproducing the sounds of these instruments, the condition is altogether different. Instead of thinking of them in connection with their musical value and with nothing else, we are obliged to think of them in connection with their greater or lesser adaptability to the uses of the talking machine. In this respect we soon find that we must make an altogether new classification.

Many instruments which musically have always been the most convenient and simple, the most deservedly popular, are found to be relatively ill-adapted to the use of the talking machine, in that they do not make clear and satisfactory records. Others, again, which are less popular in themselves, make the best of records.

The reasons for all these conditions are in reality not difficult to understand. A little examination of the facts will show clearly much that at first sight appears to be obscure.

The Material of Recording

In the first place it should be remembered that the recording apparatus comprises a disc of soft waxy material, in which are to be received the motions of the needle. The only practical method of providing contact between the needle and the source of sound itself is by means of the atmosphere conveyed through a horn and soundbox. Now it is instantly evident that such a method of providing the necessary contact is satisfactory almost inversely in proportion to the nearness of the source of sound. That is to say, the more nearly and directly the source of sound can be directed towards the horn, the better will be the results, other things being equal. For instance, a voice or a violin can be actually thrown into the horn, under proper guidance, and the result is usually very good, often of surpassing goodness. But the sound of a piano cannot be directed towards the horn but must to a certain extent diffuse itself through the space necessarily intervening, so that the result is never so satisfactory. I have already, in previous articles, shown what direction is taken by the various defects which operate in the recording of piano, orchestra and band tone.

The Directing of Sound

It would therefore seem to be fairly obvious that the problem of securing satisfactory recording from such instruments or groups of instruments as cannot be satisfactorily directed into the horn, is largely one of controlling the direction of travel of air-waves set in motion by the source of sound, and of eliminating reflections and echoes. Possible methods for doing this have been discussed in previous articles.

But there is another side to the question. The peculiar properties of each instrument in respect of the manner in which its tone is produced, deserve more serious study than they have yet received. It is not possible to go into details at length, but a few remarks may be made which will perhaps clear up the situation somewhat.

The Important Division

For the purposes of the record, and apart from all other considerations, it is fair to divide all musical instruments into two special classes; those which do and those which do not sustain their tones. To the former class belong the wind instruments, and the stringed instruments played by a bow. To the latter belong the piano, the harp, mandolin, guitar and other stringed instruments played by a plectrum, and the various percussion instruments such as xylophone, dulcimer, cembalo, drums, etc, etc. The sustained-tone instruments, as they may be called, are all more satisfactory as recorders than the others. It will be noticed that the record of a stringed quartet is likely to be almost perfect everywhere except in the higher tones, whilst solos by clarinets, flute, French horn and all wind instruments which are not too noisy and powerful, are often wonderfully fine and always satisfactory. Violin and 'cello solos are also very good in almost all cases.

On the other hand, as we all know, solos or concerted work by the instruments of the second class are usually not so satisfactory and are often very bad. It is worth while to note that in each case the difficulty arises in two ways: First, in the impossibility of getting the sound into the horn without echoes, and secondly, in the likelihood of very violent moments of sound which violently affect the needle and cause the unpleasant result known as "blasting." In these two causes lie all the reasons for the difficulty of obtaining perfectly satisfactory records of the sounds of these instruments.

The Solution of Sound Direction

I have already shown that the problem of getting the sound into the horn can be solved, at least in great part, by the adoption of a specially devised room, built of special material with a special curvature. In reference, however, to the matter of "blasting" it is evident that the problem is much more complicated. With almost every percussion instrument save the piano and drums, the tone volume may be held fairly constant without unsatisfactory effect. The drums do not count and it remains that the piano is the sole representative of the dangerous "blasters," since all other instruments, including the human voice, can be so managed as to prevent blasting and to obtain clear reproduction of their tones on the record.

A New Piano Needed

With the piano it is only possible to say that no solution will be found until a new and special instrument has been designed for the purpose. Such a piano should be made, first, to fit into the parabolic room which I have imagined in previous articles. It should be so built that the vibrations of the soundboard can be taken directly on to the recording apparatus, and in a manner which will not permit the incrowding of echoes. It should, finally be made in such a manner that piano tone and nothing else, finds its way into the record.

In a word, it is no longer useful to try to accommodate the unyielding facts to what happens to be the present method of making pianos. A piano must be made to fit the requirements of recording. This can be done as soon as those who have the art of recording in their hands choose to specify what they want. The subject is most interesting and in a future article I shall try to show practically what I mean by such a special piano, and how it may be practically designed and constructed.

INTRODUCES NEW TONE ARM

William Phillips, president of the Mutual Talking Machine Co., the Supreme Phono Parts Co. and the Manhattan Phono Parts Co., New York City, has recently added another tone arm of improved design and construction to the large line of tone arms which he is already producing. Mr. Phillips finds that business throughout the industry, while not undergoing the tremendous rush of war time, is entirely satisfactory. More attention than ever, he reports, is being given to the subject of tone arms by the manufacturers and the importance of securing the proper tone arm for their individual requirements is increasingly realized.

Mr. Victor Dealer:
is Victor Supremacy
Reflected
by the smart, up-to-the-minute equipment and intelligent selling-serving personnel of your store?
IF EVER—WHY NOT NOW?
TALKING MACHINE CO.
BIRMINGHAM
VICTOR JOBBERS EXCLUSIVELY

WADE

OFFERS A BETTER VALUE

TO THE DEALER—TO THE CUSTOMER

SHOWING THE BEAUTIFUL FLUSH TOP

Two Sizes—No. 225—Height, 51", Width, 23", Depth, 25"
No. 175—Height, 48", Width, 21", Depth, 23"

Highest grade double spring motor. Will play 4 to 5 records with one winding. Equipped with electric light, enabling the user to see the edge of record at all times. Fletcher-Wickes tone arm and reproducer with adjustment to play all records at their best. Double braced all wood tone chamber. Perfection in quality, design and finish.

LIST PRICE

No. 175—$175.00. Our price to you only $ 87.50
No. 225—$225.00. Our price to you only $112.50

Order at this price at once for your Holiday Trade. Don't miss this liberal offer.

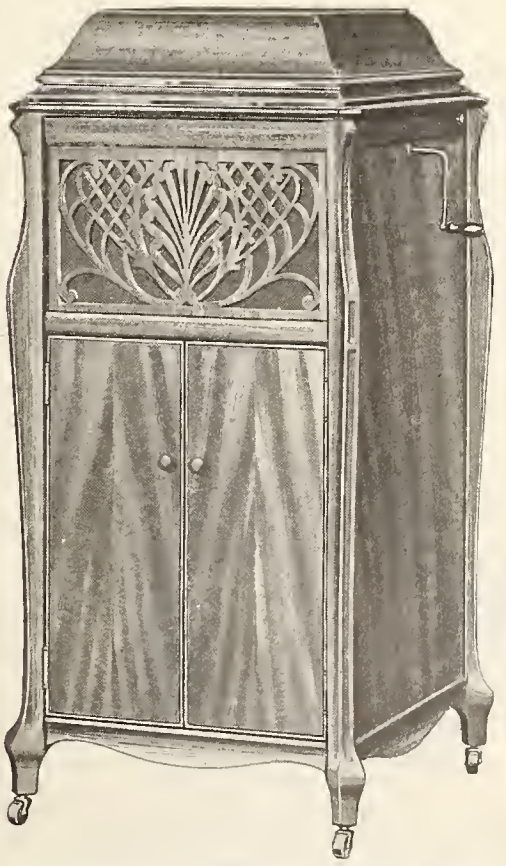
Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVE. CHICAGO, ILL.

50% DISCOUNT ON SAMPLES

REALIZING from our own experience the position in which the dealer is placed—the fact that the busy season is about here and many other reasons preventing your visiting our warerooms at this time—we make this unprecedented offer on a machine which comparison will show to *list* for a great deal less. Take into consideration the high class equipment, workmanship, style and finish. Order at this price immediately.

TWO SIZES ONLY IN THIS LINE
THE BEST SELLERS MADE



Perfection in Design, Quality and Finish. Oak and Mahogany.

AN IMPORTANT SALES CONVENTION

Entire Sales Staff of Philadelphia Show Case Co. Gathered in Philadelphia to Discuss Business Problems and Plan Campaign

Philadelphia, Pa., October 4.—An important meeting of the entire sales force of the Philadelphia Show Case Co., this city, was held at the City Club on Saturday last in order to discuss problems connected with the manufacturing and selling of the products handled by that company. The meeting was called together by Graham French and was in direct charge of F. H. Owens, head of the company's sales staff. There were present representatives of three trade interests for which the Philadelphia Show Case Co. acts as distributor, they being: Price, the Bubble Book man of New York; George H. Bliss, general manager, and Oscar W. Ray, manager of sales of the Melodee Music Co., New York, and G. I. Stanton, of the General Phonograph Corp., New York, manufacturers of the Okeh records. All the visitors made special addresses.

There were twenty-seven of the Philadelphia Show Case Co.'s salesmen present, coming from every section of the company's territory. The object of the meeting was to discuss important matters relating to manufacturing and selling, and to secure and distribute first-hand information regarding various products, the new numbers offered in the rolls and records, and other matters of timely interest.

The meeting was called to order at 10 o'clock in the morning and was continued until 5:30 p. m. All the visitors from out of town expressed themselves as being very much pleased with what the company has been doing here with respect to future business. The talks were highly illuminating. Every point made was brought out forcibly, and it was an especially beneficial meeting, both from the educational and the fraternal standpoint. It was the first time that the representatives of the manufacturing companies had had the chance of meeting all of the members of the Philadelphia Show Case Co.'s entire sales force. The company has taken over the Virginia and West Virginia territory for the handling of the Sonora.

HILDEBRAND WITH EMERSON CO.

Popular Tenor and Musical Comedy Star Makes Initial Recordings for This Company

The Emerson Phonograph Co. announced this week that Fred Hildebrand, tenor comedian and musical comedy star, will make records exclusively for the Emerson library. Mr. Hildebrand's first records will be announced shortly, and Emerson dealers will undoubtedly welcome this addition to the fast-growing list of popular artists recording exclusively for the Emerson list.

Fred Hildebrand

Mr. Hildebrand has appeared in many musical comedy successes during recent years, and at the present time is the star of a new Shubert show, "The Girl in the Private Room." This musical comedy is playing to capacity houses on the road, and is scheduled to open at the Central Theatre, New York, next week.

WILL EXTEND ACTIVITIES

The Sonora Phonograph Co. announced this week that until a permanent distributor is appointed for Virginia and West Virginia, Sonora sales in that territory will be taken over by the Smith, Kline & French Co., Philadelphia, Pa., who are now Sonora distributors for Pennsylvania and Maryland.

The Smith, Kline & French Co. have warehouses in Pittsburgh and Baltimore from which Virginia and West Virginia dealers will be supplied. An experienced Sonora salesman representing the Smith, Kline & French Co. is now visiting the trade in Virginia and West Virginia and nothing will be left undone to co-operate with Sonora dealers in this territory.

NEW VICTOR STREET CAR CARD

The advertising department of the Victor Co. has had prepared an attractive street car card for the use of dealers in developing holiday business. In one corner of the card is a timely illustration with a Victrola as the feature, while the heading of the text reads: "Be Sure It Is a Victrola This Xmas."

LOOK FOR SUBSTANTIAL TRADE

New Haven, Conn., October 8.—The Horton-Gallo-Creamer Co., Victor distributor, reports generally good conditions existing throughout the territory covered by this house. Dealers have their plans for the Fall and Winter campaign well organized and expect that these seasons will yield very substantial business.

"Does It Play All Records?"

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

***MAGNOLA* "Built by Tone Specialists"**

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

MAIN-SPRINGS
For any Phonograph Motor
Best Tempered Steel

1	in. x 10 ft. for Columbia.....Each	$0.50
1	in. x 13 ft. for Victor.....Each	0.50
1¼	in. x 18 ft. for Victor.....Each	0.75
1	in. x 12 ft. for Heineman.....Each	0.60
⅞	in. x 10 ft. for Col. Pathé-Heineman Each	0.50
1 3/16	in. x 16 ft. for Heineman .....Each	1.20
1	x 16 ft. for Saal or Silvertone....Each	0.90
1	in. x 10 ft. for Saal or Silvertone..Each	0.60
1	in. x 16 ft. for Sonora or Brunswick Each	0.90
¾	in. x 10 ft. for all small type machines Each	0.45
1½	in. full size for Edison Disc.....Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.
Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

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

Experienced Operators of Talking Machines Use Fibre Needles.

The B & H Fibre Needle owes its present widespread popularity to the fact that it has recruited thousands upon thousands of enthusiasts upon its own merits, discovered by talking machine owners in their own homes through actual tests.

Find the dyed-in-the-wool talking machine owner and you will find a user of B & H Fibre Needles.

Need more be said?

Your success as a merchant depends upon your ability to *sell satisfaction.* Failure to recommend the only needle that will not injure the record—no matter how many times played—weakens your position in the eyes of a customer who later finds it out.

B & H Fibre Mfg. Co.

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

It is anticipated that a great phonograph and record business will be done this coming Holiday season. Will you be prepared for it?

We can completely rearrange or install a new department in p'enty of time. Our average shipments during the last month were two weeks from date of receipt of the order, proving our ability to complete any department in time for Holiday business.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY
INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

BRUNSWICK OCTOBER DISPLAY

Attractive Window Arrangement Prepared for Brunswick Dealers by Einson Litho, Inc.

Herewith is shown a picture of the October Brunswick window display as designed by Einson Litho, Inc., New York. This window display is handsomely lithographed in colors and strikes a colorful note in harmony with Fall merchandising. As may be seen, the display emphasizes the versatility of the Brunswick phonograph and the wide choice possible in the Brunswick library both in classical and popular music. This window display service is a monthly feature of the Brunswick-Balke-Collender Co. and is designed to meet the needs of Brunswick dealers in all parts of the country. The displays are ready in ample time for seasonable distribution to dealers and are to be released at regular intervals.

Brunswick Dealers' Artistic Window Display for October

CALDWELL MUSIC CO. TO OPEN SOON

Brunswick Will Be Carried in New Store to Be Established by M. D. Greer and S. Benson

CALDWELL, N. J., October 7.—Melvin D. Greer and Sigwald Benson have completed arrangements for the opening of a music store in this city to be known as the Caldwell Music Shop and will be located at 380 Bloomfield avenue. The agency for the Brunswick has been secured and in addition to the talking machine and record lines, pianos, music rolls and other musical goods will also be handled. The manager for the new store has not yet been named, but it is expected that an announcement will be forthcoming shortly. The shop itself will soon be thrown open to the public.

VICTOR ARTISTS TO VISIT NEWARK

Series of Concerts to Be Given by Famous Victor Artists During Coming Season

NEWARK, N. J.—October 7.—Announcement has been made by Collings & Co., Victor distributors of this city, that during the coming Fall and Winter season twelve exclusive Victor Red Seal artists will appear in concerts at the Newark Armory. The first of the series will be held on November 4 and Geraldine Farrar will be the featured artist. Other concerts will be held as follows: November 8, Mme. Schumann-Heink; November 26, Jan Kubelik, violinist; January 24, 1921, Mme. Homer and her daughter, Louise; March 14, Gluck and Zimbalist, soprano and violinist. Other appearances for which dates have not been fixed as yet, are: Mme. Galli-Curci, in February; Enrico Caruso, March or April; Sergei Rachmaninoff, February, and the Philadelphia Orchestra.

MEMPHIS HOUSE TAKES ON STARR

The Stewart-Jones Furniture Co., Memphis, Tenn., has taken on the Starr line of phonographs and records. The talking machine department has recently been enlarged and improved and several new demonstration booths have been installed.

JOBBERS AND LARGE DEALERS

We offer a line of high-class machines to jobbers and dealers where we are not already represented. Liberal discounts, prompt delivery and earnest co-operation

IT WILL PAY YOU TO INVESTIGATE

INDEPENDENT TALKING MACHINE CO., INC.
12 EAST 42nd STREET, NEW YORK CITY
Southern Distributors, - - 5 Governor Street, Richmond, Va.
New England Branch Office, 105 Washington Street, Boston Mass.

BABE RUTH RECORDS IN DETROIT

Novel Window Display by Standard Drug Co. of Pathé "Babe" Ruth Records Causes Sensation and Erings Satisfactory Results

Detroit, Mich., October 11.—The Standard Drug Co., Pathé dealer, installed an entirely novel window display featuring "Babe" Ruth Pathé phonograph records on Saturday. The success of this window display has been so great that it is planned to have it remain the entire week. A startling effect was obtained by cutting a baseball in half and gluing it on opposite sides of the window. Lines simulating cracks were made on the window radiating in all directions from the ball, giving the realistic effect of a broken window. A window card stated that this was one of "Babe's" recent home runs direct from the local field.

The display window was also dressed following the baseball theme and linked up with the "Babe" Ruth Pathé record. To add to the realism, a man in baseball uniform paraded continuously up and down the block on which the warerooms were located, swinging a bat and wearing placards advertising this record. A downstairs counter close to the entrance was given to the record at the same time. Early reports stated that results are already beyond expectations.

NEW LINE OF FILING CABINETS

Ogden Sectional Cabinet Co. to Make and Introduce the "You-Nit" Cabinets

Lynchburg, Va., October 2.—The Ogden Sectional Cabinet Co. of this city, which has for many years produced sectional filing cabinets and units of filing racks for the dealer, is now bringing out a line of filing cabinets for the home. The brand name of this line is particularly fitting and descriptive. They will be known as the "You-Nit" cabinets. This name was constructed to aptly describe their forming of a single unit between the table model machine and the cabinet it is placed upon. They are designed to fit all makes and form a unit with the machine both in construction and design, material and finish. A special design will be produced for each model, make and size of machine. The filing equipment within the cabinet will be the same efficient and simple system that has made the larger dealers' cabinets popular. The large Ogden plant on Salem street has extensive facilities and rearrangements have been made to take care of the production of this new line of cabinets, for which a big demand is expected.

BRUNO

Every Victor dealer's motto should be "No home without a Victrola."

BRUNO

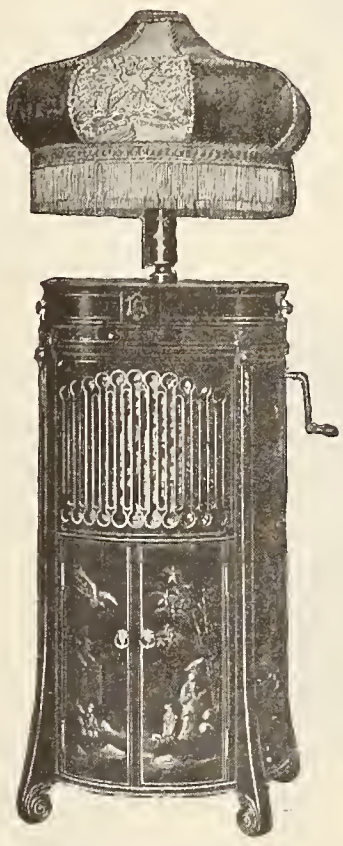
EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

begs to announce its appointment as

EXCLUSIVE
EASTERN DISTRIBUTOR
for

MODERNOLA



Complete Stocks

Prompt Service

Full Line On Display

The Instrument Unique

A HOME DELIGHT TO EAR AND EYE

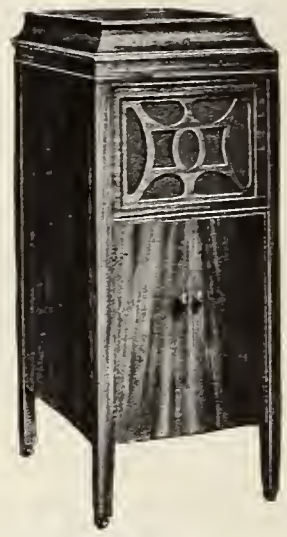
A Cordial Invitation is Extended

Office and Showrooms:
100 West 21st Street
101 West 20th Street
Corner Sixth Avenue

CHELSEA 2044

NEW YORK

Model 11 Adam
42″ x 37″ x 24″
Price, $300



Model 0 Sheraton
45″ x 19″ x 20″
Price, $135

Model 10 Sheraton
42″ x 37″ x 24″
Price, $235

Model 2 Adam
48″ x 22″ x 23″
Price, $200

Model 3 Queen Anne
48″ x 22″ x 23″
Price, $240

Model 13 Louis XVI
42″ x 37″ x 24″
Price, $400

Model 1 Adam
46″ x 20″ x 21″
Price, $160

Model 12 Queen Anne
42″ x 37″ x 24″
Price, $360

l'Artiste
THE ARTIST IN REALITY

THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line *to-day*.

L'Artiste Distributing Co.
Distributors

PHILADELPHIA
Parkway Building

PITTSBURGH
2002 Jenkins Arcade

NEW YORK
841-J Bush Terminal Sales Bldg.

NEW ENGLAND DISTRIBUTORS
C. C. Moir, BOSTON, MASS.

TENDENCY TO HOLD UP PURCHASES IN SAN FRANCISCO

This Condition, However, Is but a Temporary One—Reunion of Brunswick Dealers a Success—Marie Morrisey and the Edison Score—Hauschildt Keeping Open Evenings—News of Month

San Francisco, Cal., October 4.—Business in the San Francisco talking machine departments is averaging pretty well for the opening of the Fall season, but there is no indication of any special rush. There seems to be some tendency on the part of the public to hold off on purchases for the present in the hope of price reductions. The dealers say that there is no chance for any material reductions on talking machine merchandise this Fall and that when the people realize this business will probably show a big improvement.

Brunswick Dealers Hold Successful Meeting

The convention of Brunswick dealers, which was held in San Francisco on September 16, was attended by half a hundred interested members of the trade and the gathering was a signal success in every respect. At the banquet held at the Hotel St. Francis there were enlightening addresses by several well-known representatives of the Brunswick Co. A. J. Kendrick, general sales manager, outlined the aims of the company and sought to infuse a spirit of harmony and enthusiasm in the dealers of Brunswick merchandise on the Coast. He complimented the dealers on the effective manner in which they had developed interest in Brunswick products. George A. Van Smith, a financial specialist of San Francisco, addressed the body on the advisability of providing well in advance for merchandise. Irving C. Franklin spoke on various phases of psychology in relation to retail merchandising, and O. Soderman, of the mechanical department of the Wiley B. Allen Co., San Francisco, demonstrated the proper use of motors. The toastmaster at the dinner was F. A. Smith, manager of the San Francisco branch of the Brunswick-Balke-Collender Co. It was planned at the convention to establish here a dealers' sales school, to meet once a month.

J. G. Griswold a Visitor

Manager Thompson, of the San Francisco office of the Baldwin Piano Co., has been entertaining this month J. G. Griswold, vice-president of the Widdicomb Phonograph Co., for which the Baldwin Co. has the agency in this territory.

Marie Morrisey on Recital Tour

The Northern Inter-mountain States are being treated to a series of recitals by Miss Marie Morrisey, the noted American concert contralto, whose Edison records have enjoyed so much success of late. Miss Morrisey recently completed a series of concerts and tone-tests on the Pacific Coast, which greatly enlarged her circle of enthusiastic devotees. Miss Morrisey is assisted this Fall by Walter Chapman, the pianist, and Harold Lyman, the flutist.

Ahlf Heads Sherman-Clay Welfare Association

The welfare department of Sherman, Clay & Co., San Francisco, has just been enlarged and reorganized and as at present constituted is a mutual benefit society officially known as the Sherman, Clay & Co.'s Employes' Association. The company employs about 250 persons in this city, most of whom have joined the association. Sick benefits are provided for by the payment of small dues. The president of the organization is R. C. F. Ahlf; vice-president, Fred Reed; secretary, Mrs. Amy Post; recording secretary, Edna Ireland; treasurer, Robert Skinner.

New Agencies for Vocalion

The San Francisco agencies for the Aeolian-Vocalion, as just announced by H. H. Hull, have been placed with Byron Mauzy and the City of Paris, both of which concerns are confident that the new instruments will be well received here by the public. Plans are being perfected for some effective advertising in behalf of the Vocalion.

Tone-tests for Pathé Actuelle

Omar Kruschke, of the Western Phonograph Co., reports splendid success in southern California with the Pathé Actuelle tone-tests, which are being given by Miss Ruth Bowers, soprano, and Miss Olive Reed, violinist.

Wilcox Demonstrates New Grafonolas

N. J. Wilcox, San Francisco manager for the Columbia Graphophone Co., has been calling on the trade in the San Joaquin Valley, demonstrating the new 1921 model Columbias. He is highly pleased with the business outlook on the Coast.

Heine Piano Co. to Open T. M. Department

The Heine Piano Co. is to open a high-class phonograph department in its new six-story building on Stockton street. For the present the Blue Bird phonograph will be the main feature of the department.

Brunswick Headquarters Enlarged

The talking machine department of the Brunswick-Balke-Collender Co. has just been enlarged and remodeled on an extensive scale in order to provided for the increased business on the Coast The large display room, demonstration rooms and offices will all be finished in mahogany. One feature is a special office for the use of out-of-town dealers.

"Whispering" Making a Big Hit on Records

C. W. Shumway, of the Western Jobbing & Trading Co., is doing some live-wire missionary work on Emerson records these days. He says the new record, "Whispering," a publication of the sheet music department of Sherman, Clay & Co., is creating a sensation in the trade, and is delighted that talking machine records of popular song hits can be secured so soon after the sheet music has appeared on the stands. This means a stimulated demand.

Hauschildt Keeps Open Evenings

The Hauschildt Music Co., San Francisco, is the latest music concern in the city to try the plan of keeping open evenings. Situated near two of the most popular theatres in the city this store is in a position to reap special benefits from the night crowds. The business of the talking machine department has been especially benefited, says S. S. Hayes, the new manager of the company's San Francisco store.

Well Rated Dealers
Can Discount Their
PHONOGRAPH INSTALLMENT CONTRACTS
WITH US
Thereby Turning Their Accounts
INTO WORKING CAPITAL
Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
DAVID NEWES BLDG.
SAN FRANCISCO

Expects Big Victor Business This Fall

O. N. Rothlin, of the Wholesale Victor department of Sherman, Clay & Co., is looking for a record-breaking business in Victor products this Fall in spite of the fact that some goods will not be available in the full quantities demanded by the dealers.

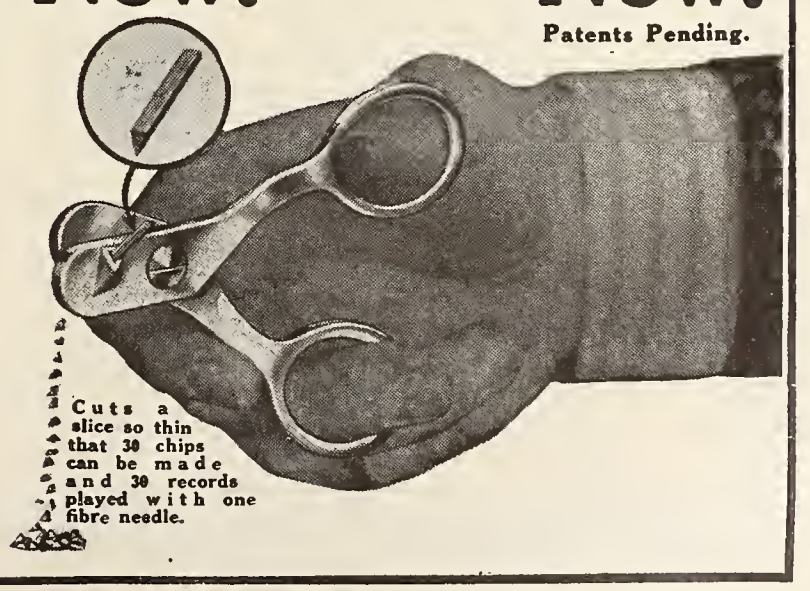
King a Columbia and Emerson Dealer

Walter King, who has established a new music store at 78 Ellis street, San Francisco, will handle Columbia and Emerson merchandise. Mr. King is the director of the Olympic Club Band of San Francisco.

DOLLS REALLY TALK THESE DAYS

Tiny Talking Machine Concealed in Body Makes Final Improvement in Child's Toy

The effort to make a talking doll probably dates back to the time soon after the first doll was made. Dolls dug up in the ancient ruins have been found to have metal strings incorporated in their construction, and the inference is that this was an early effort to make the effigy emit something like the sound of the human voice. The perfection of this idea has been recently attained in the invention of a doll into the body of which a complete phonograph has been disposed of. The driving mechanism is contained in the trunk portion of the doll, while the revolving platform which carries the record is contained in the head. The flare of the horn is hidden in the hair, which does not obstruct the passage of the sound but yet is sufficient to hide this part of the mechanism. This rear opening of the head also permits of the changing of the records as desired.

New! New! New! New!
APEX Fibre Needle Cutter
Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.
Small Size—Simple Construction
For sale through jobbers and dealers.
Retail Price $1.50
Manufactured by
W. H. WADE 14 N. Michigan Avenue CHICAGO
Patents Pending.


PRIMA DONNA PHONOGRAPH

"The Instrument Inspired"

and

Its Relation to Present Prices

For the past several years dealers considered to be "wise" have been fooled into paying increase after increase on talking machines that do not measure up to the standard of Prima Donna.

Even under present day conditions of price slaughter our product still stands out as the "best buy." Look at the price list below and make comparisons. Let us emphasize the fact that Prima Donna prices "stand pat" and even in the face of price-cutting conditions elsewhere it still stands out and sells on its merits as the best all-around buy for both dealer and consumer.

Fall and Winter business is good for us. What are your prospects, Mr. Dealer—are you handling a "live one"? Write for our catalog and make comparisons from a profit and merchandising standpoint.

Prima Donna Excels in Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all wood amplifier.

Prima Donna cabinets set a **new** standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

In tone and craftsmanship it is truly an inspiration realized.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.

The Price Appeals to the Music Lover and Pocket Book

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every Prima Donna is unreservedly guaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back charges prepaid.

MADE IN SIX MODELS

Bungalow	$ 95
Stratford	115
Blackstone	135
Astoria	160
Majestic	200
Parlor Grand	225

Our Dealer Service is Second to None

We realize that present-day selling methods require close dealer co-operation and all Prima Donna dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we have attractive moving picture window slides and specially prepared advertising copy and cuts for all dealers using local newspapers.

For live dealers who want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to push and increase sales; to such dealers no second invitation will be required to address me for territory.

Our 3 Big Factories Guarantee Dealers— Immediate Delivery—Altschul Pays the War Tax

Only Phonograph Unreservedly Guaranteed For One Year

Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR

112 West 23rd Street New York

Send for Handsome Catalog

REASONS WHY OPTIMISM EXISTS IN PITTSBURGH TRADE

Some Figures That Tell the Story—Talking Machine Dealers' Association Re-elects Officers—J. A. Scanlan, Jr., New Brunswick Manager—New Stores Opening Up—Interesting Budget of News

PITTSBURGH, PA., October 5.—Optimism stands out as the most pronounced feature of the talking machine trade as far as the Pittsburgh district is concerned. All of the wholesale traders, as well as the retail dealers, are unanimous in their anticipations of better business conditions ahead. In fact, the September business in certain sections of the Pittsburgh district was far above the trade handled in the same month a year ago.

Indicative of the prosperity that has been the good fortune of the Pittsburgh district, announcement was made a few days ago by James F. Woodward, Secretary of Internal Affairs of Pennsylvania, before the Pittsburgh Chamber of Commerce that the title "Workshop of the World" was well merited by Pittsburgh and Allegheny County, as in 1919 manufactured articles were produced to the value of nearly $2,000,000,000. The per capita wealth of the residents of Allegheny County is $2,580. He also stated that there were 2,456 industrial plants in Allegheny County in 1916, while in 1919 there were 2,580. Employes in 1919 received a total wage of $186,024,800, while in 1919 the annual payroll of the county increased over 70 per cent, amounting to $316,595,700. The daily production in 1916 amounted to $5,452,300, with a daily payroll of $626,345, while in 1919 the daily production was $6,762,400, with a daily payroll of $1,126,675.

These figures simply represent what industrial Pittsburgh has done, is doing and will always do. It also gives a clear idea of the purchasing power of the thousands of workers in the various industrial establishments—a fertile field for the live talking machine dealer to work on.

At the annual meeting of the Talking Machine Dealers' Association of Pittsburgh, which was held at the Hotel Chatham September 21, the present officers were unanimously re-elected. They are: President, J. H. Phillips, the Northside Victor dealer; vice-president, Herman Lechner, of the Lechner & Schoenberger Co., dealers in the Edison Victor and Columbia Grafonolas; treasurer, Henry Wood, manager of the Boggs & Buhl talking machine department, dealers in the Victrola and Columbia Grafonola, and secretary, A. R. Meyer, manager of the Joseph Horne Co. talking machine department, dealers in Victrolas and Columbia Grafonolas. The association is composed of the leading talking machine dealers in the city and county and meetings are held monthly. It has been a most pronounced factor for good in aiding the members from time to time in solving many problems that have disturbed them. The officers have been most assiduous in their performance of their duties and well deserved their retention in office for another term.

The office force and staff of the Pittsburgh office of the Columbia Graphophone Co. held a corn roast and picnic at Linden Grove on Saturday afternoon and evening, September 25. One of the features of the outing was a baseball game between the married and single men. S. H. Nichols, manager of the office, was the umpire. The single men won by a score of 6 to 5.

J. A. Scanlan, Jr., of Chicago, has been appointed sales manager of the Pittsburgh district for the Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonographs and records. Mr. Scanlan is well known to the trade and during the world war he saw service in the army. He is most optimistic relative to the outlook for the Fall business in the Brunswick line and is of the opinion that new sales records will be established in his territory. Associated with Mr. Scanlan in the sales department are L. G. Hart, formerly of Chicago; N. E. Becker and D. S. Hartley. W. T. White, one of the Brunswick field agents from Chicago, was a visitor to the Pittsburgh offices. Announcement was made that one of the newest additions to the Brunswick dealers here was the well-known firm of Gray & Martin, who operate an extensive talking machine shop in the Jenkins Arcade Building.

Within the next month one of the most elaborate, as well as modern, talking machine shops will be opened on the first floor of the Jenkins Arcade, one of the most traversed sections of the downtown business section. It will be known as the Arcade Music Store and will display for sale the Sonora and L'Artiste phonographs, Okeh records, the Magnavox and Melodee music rolls. It is planned to have the new shop ready for opening about November 1.

H. E. Young, manager of the Victrola department of McCreery & Co., is emphasizing the Victor record library plan in his department and has his salesforce keyed up well to explaining to patrons the advantage of this service for those who desire to have a selection of good records. Mr. Young stated that trade conditions the past few days had been very brisk and that the demand for the high-grade line of the Victor products was very heavy. He anticipates a very active season this Fall for the Victor line. Red Seal records, he stated, were good sellers.

The L'Artiste Distributing Co. has been organized with offices at 2002 Jenkins Arcade, for the wholesale distribution of the L'Artiste phonograph, Okeh records and the Magnavox. H. Milton Miller is in charge. Mr. Miller is also manager for the Smith, Kline & French Co., distributors of the Sonora.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., is spending several weeks at Battle Creek, Mich., on his vacation. He wishes it understood that he is not ill, but chose Battle Creek for a resting place, preferring it to other resorts.

Acting under the direction of Thomas T. Evans, manager of the wholesale Victrola de-

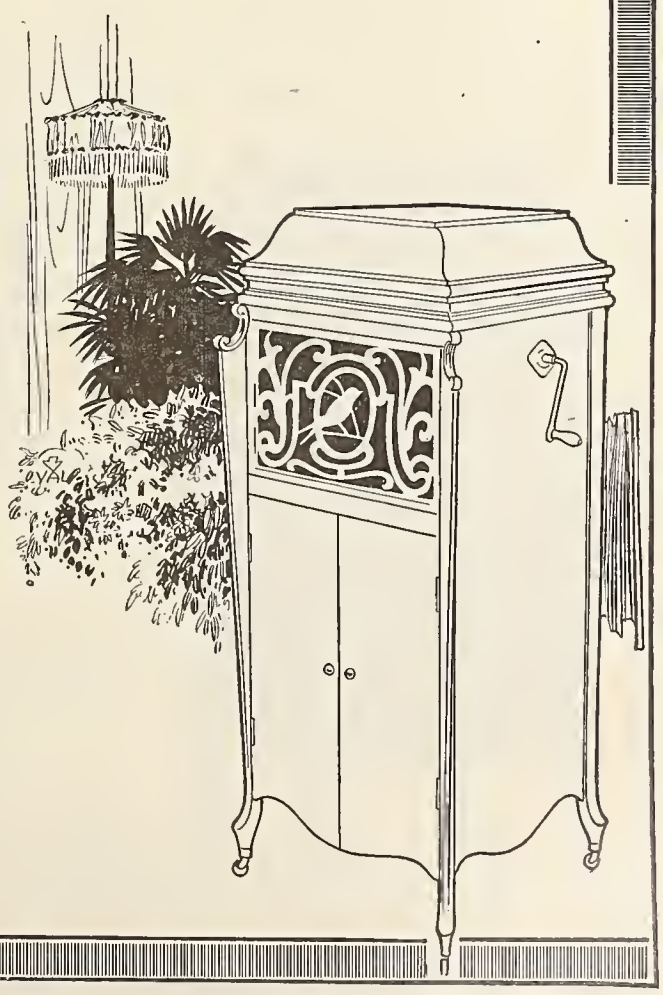
(*Continued on page* 168)

The Blue Bird

THE BLUE BIRD *sells on sight.* It satisfies your customers. There is charm in its beautiful lines and artistic construction. It possesses *the tone that thrills.* The mechanism functions perfectly and does not call for repairs.

A satisfied customer brings you other customers.

This brings satisfaction to you as a dealer and merchant—especially when the margin of profit allows you a satisfactory *net* profit above your overhead expenses.



The BLUE BIRD TALKING MACHINE CO.

MANUFACTURERS

LOS ANGELES, CALIFORNIA

Write today for catalogs and discounts.
Some choice territory open for jobbers.

Columbia Records Grafonola

Modernize your service. Use package tape. Saves wrapping time; identifies the package; ties up to Columbia National Advertising—and sticks. Order the Columbia Package Tape Outfit today.

Columbia Graphophone Co.
NEW YORK

PITTSBURGH TRADE OPTIMISTIC

(*Continued from page* 167)

partment of the C. C. Mellor Co., Miss Lillian M. Wood, director of the Victor educational department of the company, spent several days at Youngstown and Warren, O., and Sharon, Pa., giving demonstrations of the work accomplished by the Victor educational department. At Sharon and Warren Miss Wood appeared under the auspices of W. C. DeForeest & Son. The services of Miss Wood can be secured by any Victor dealer who wishes to have a demonstration of the Victor educational work in his store for the benefit of his patrons.

Mark M. Mitchell, manager of the retail Edison shop of the Buehn Phonograph Co., is distributing to his patrons circulars calling attention to the forthcoming appearance here on November 4 of Frieda Hempel in the opening Ellis concert at Carnegie Music Hall. The noted singer is one of the Edison stars. Another Edison star to be heard here is Miss Cyranna Van-Gordon, contralto, who will appear at Bellevue on October 19, under the auspices of the Haydn Choral Union.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributors, stated that the outlook for the Pathé this Fall was very bright. He emphasized the fact that reports from his roadmen were glowing and that the various dealers were stocking up liberally with high-grade Pathé machines, in order to be prepared to give instant service to their patrons.

H. W. Cross, manager of the talking machine department of the Shipley-Massingham Co., Paramount distributors, stated that sales of the Paramount were brisk and that a number of new dealers were being added to the large list already being served by the Pittsburgh office.

"The Player-Tone is making itself felt as a desirable talking machine," said President Goldsmith, of the Player-Tone Talking Machine Co., to The World representative. Continuing, Mr. Goldsmith said: "As far as business conditions are concerned, they could not be better. We feel that there will be a large volume of business this Fall in the Player-Tone line and we are amply prepared for it. The outlook is bright and we have made arrangements so that we will be able to promptly serve our rapidly growing trade."

The latest talking machine department to open in Pittsburgh is that in the Frank & Seder department store, where the Columbia Grafonola and Columbia records will be on sale. The firm has installed a number of booths and demonstration rooms on the sixth floor.

THE ROSTER OF VICTOR TRAVELERS

The Men Who Are Representing the Victor Co. at Present in Various Territories

Following the general convention of the members of the traveling department of the Victor Talking Machine Co., held at Camden last month, the various travelers have gone to their respective territories to take up their duties in the interests of the Victor trade. In the assignment of territory there have been some changes, due principally to the fact that certain of the travelers have taken official positions with Victor jobbers. The present roll of Victor travelers, with the territories they cover, is as follows:

W. G. Gaston (Oregon and Washington), W. T. Davis (Maryland, Delaware, District of Columbia and Virginia), G. N. Swett (Idaho, Montana, Wyoming, Utah), R. C. Hopkins (Northern New Jersey), F. C. Erdman (Eastern Ohio), R. R. Myers (Western Pennsylvania and West Virginia), C. B. Estabrook (Boston and Eastern Massachusetts), R. S. Cron (Chicago), M. deC. Freeman (Illinois), P. W. Willis (Western New York), Otto May (California and Nevada), E. J. F. Marx (Wisconsin), R. A. Bartley (Eastern Pennsylvania), A. R. Sutherland (Western Ohio), R. A. Drake (Eastern Texas and Oklahoma), H. D. Leopold (Colorado, Arizona and New Mexico), L. Castleman (Alabama, Mississippi and Tennessee), H. G. Russell (Western Massachusetts and Connecticut), R. H. Nolan (New York City Assistant), G. L. Richardson (Maine, Vermont and New Hampshire), T. McCreedy (New York City), P. G. Roberts (Eastern New York), G. L. Husselton (North and South Carolina, Georgia and Florida), W. B. Gannon (Michigan), C. C. Supplee (Indiana and Kentucky), H. A. Brennan (Brooklyn), J. M. Ross (Iowa and Nebraska), H. D. Smith (Philadelphia and Southern New Jersey) and H. A. Howison (Minnesota, North and South Dakota).

In addition to the men out in the territory, there are at headquarters in charge of the affairs of the traveling department H. A. Beach, manager, and his assistants, W. G. Garlan, C. Lloyd Egner and W. E. Witham.

The Singer Talking Machine Co., Milwaukee, Wis., has recently been incorporated with a capital of $150,000. The incorporators of the new company are Harry Louis, Alvin Tighe and B. B. Sprague.

MODEL C

LYROLIAN

PLAYS ALL RECORDS

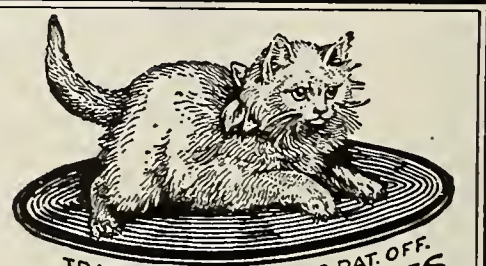
Six Beautiful Models

We offer attractive proposition to

DEALERS *and*
DISTRIBUTORS

We can make immediate shipment for the holiday trade.

Distributors Wanted in Several States



WE ARE DISTRIBUTORS FOR

LYRIC LATERAL RECORDS

Dealers Supplied on Short Notice

Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of

LYRIC SERVICE

AMERICAN TALKING MACHINE CO., *Inc.*

GENERAL OFFICES AND FACTORY

BLOOMSBURG, :: PENNA.

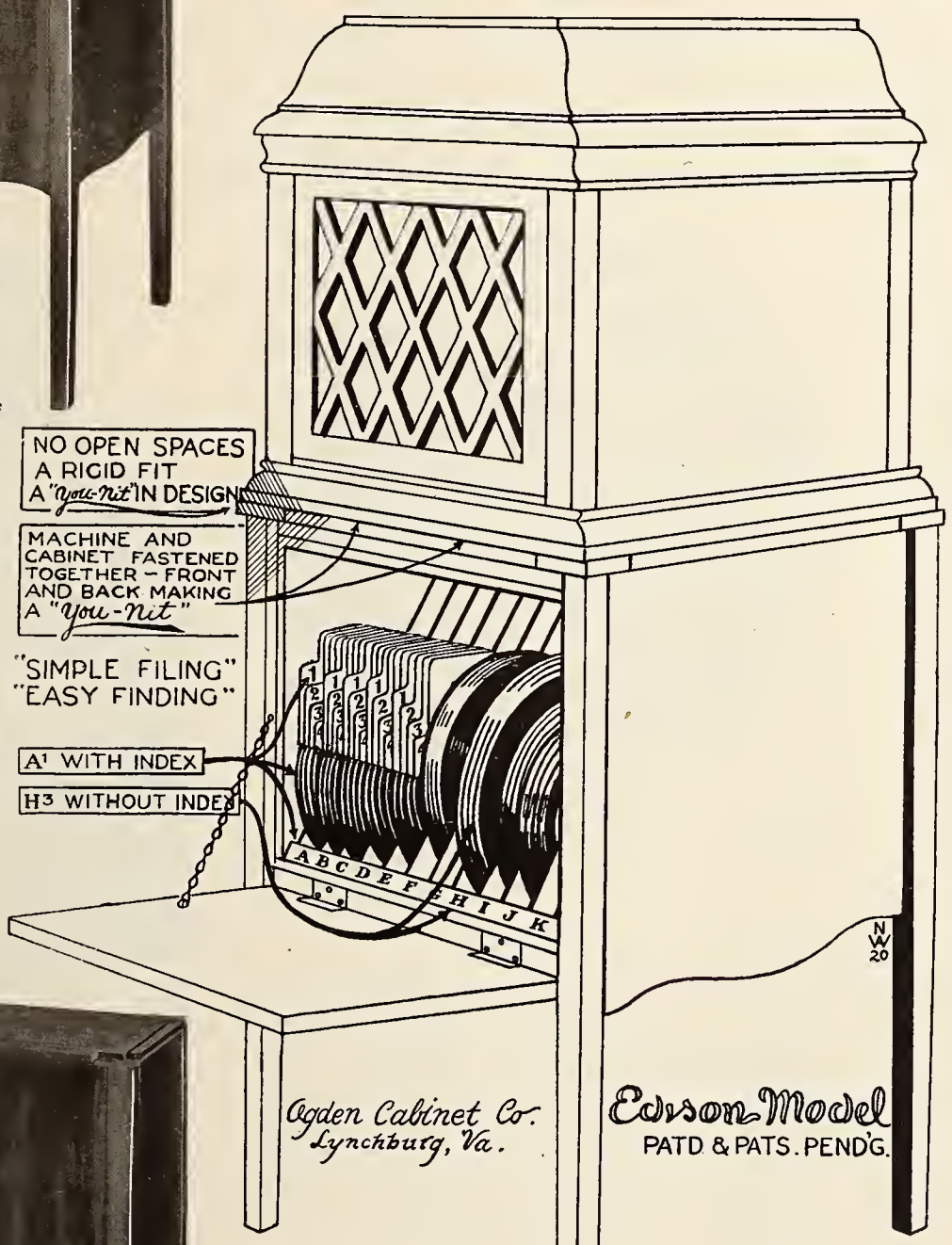
AT LAST A REAL CABINET

Which forms a "UNIT" with the machine—fits in construction and design—fastens together, making a complete Unit to match in material and finish. A cabinet without competition and one your best trade will select. Write for photographs, fullest particulars and list of jobbers.

Shipments started October 1st. If your Zone Jobber can't furnish them we will ship direct.

Model A-E with machine

OGDEN'S
You-Nit
TRADE MARK
CABINETS PATD
LYNCHBURG. VA.



Model B-E with machine

Nothing here to get out of fix.

Every record at your finger tips.

"YOU-NIT" Cabinets

Are designed to fit all makes. A special design for each model, make and size. Edison models illustrated.

Model A-E without machine

Orders will be dated as received and we will ship all orders we accept

Model B-E without machine

OGDEN CABINET CO., Box 365, Lynchburg, Va.

New Comfort Talking Machine

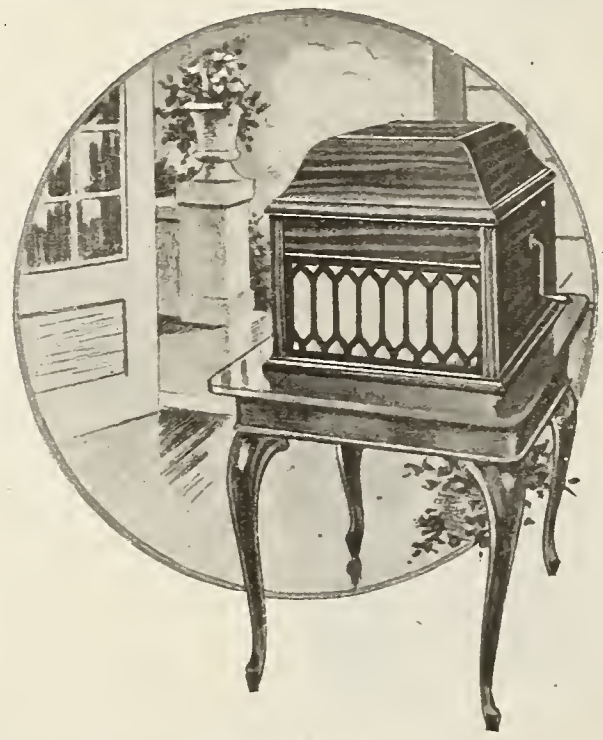
"Supreme in durability, beauty and tone"

New Comfort
TRADE MARK REGISTERED

Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.

MODEL E



MODEL 80

MODEL D17

"Known for Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

EASTERN OFFICES: 106 Bakewell Bldg., Pittsburgh, Penna.

FEATURING "HUMORESQUE"

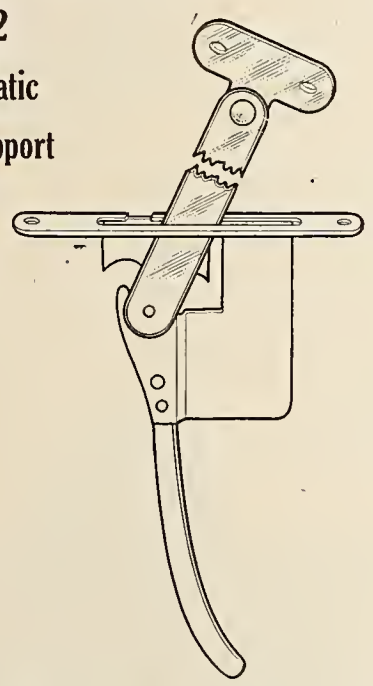
Dealer Service Department of Columbia Co. Prepares Advertising Material Featuring Dvorak's Classic in Connection With Popularity of Much Discussed Photoplay of That Name

The Dealer Service department of the Columbia Graphophone Co. has co-operated with Columbia branches throughout the country in the preparation of advertising material suitable for use in connection with the famous photoplay, "Humoresque." This film is attaining phenomenal success everywhere, and is considered one of the greatest motion pictures ever produced.

The Columbia Dealer Service department suggests that the Columbia dealers take advantage of the tremendous publicity used in behalf of "Humoresque" by securing lobby cards, posters, scenes from the film play, etc., from the owners of the local moving picture theatres. This publicity matter can be displayed by the dealer in his store and windows, in connection with show cards advising the public that "Humoresque" can be secured on Columbia records. As the entire theme of this famous photoplay is based on Dvorak's classic, the Columbia dealer has an opportunity to feature this record to advantage.

Rainy days are good in which to find "talker" prospects. They don't have so many callers on those days, and there's your chance to get in some good licks.

No. 92
Automatic
Lid Support



Newest, simplest, most perfect automatic cover support on the market. Ask for sample and price.

Eastern Sales & Export Office
Williamsport, Pa., U. S. A.

Sole Distributors
Universal & Villinger
Phonograph Supplies

JERSEY VICTOR DEALERS ORGANIZE

Association of Victor Retailers of New Jersey Formed at Meeting Held in Newark, N. J.

On September 27 a number of the Victor dealers of New Jersey assembled in the spacious building of Collings & Co., Victor wholesalers, located in Newark, N. J., in order to get together and form an association. The result of the meeting was the formation of an association known as the Victor Retailers of New Jersey. This association was formed for mutual co-operation and constructive work for the uplift of the Victor industry. A resolution was passed that those eligible for membership must be recognized Victor retailers in the State of New Jersey.

The following officers were elected: R. H. Veale, of R. H. Veale Co., Newark, N. J., president; S. Semels, of Semels Co., Elizabeth, N. J., vice-president; Frank A. Palmitier, of the Chalmers Co., Newark, N. J., treasurer; James McGarry, financial secretary, and H. H. Glasser, of E. A. Barlow & Son, Trenton, N. J., secretary.

The meeting was attended by progressive Victor retailers of the larger cities of the State. The enthusiasm and interest which prevailed during the meeting was genuine proof that the Association is going to be one of the strongest organizations of its kind in the country in a short time.

It is expected that another meeting will be held in the near future, at which time it is contemplated that invitations to all other authorized Victor retailers in the State of New Jersey to join the Association will be extended. Before adjournment a resolution was passed thanking Mr. Collings, of Collings & Co., for the courtesies and assistance of the company and for offering them their spacious establishment for their meeting. Among those present were: C. H. True, of L. Bamberger & Co., Newark, N. J.; B. De Cou, of Landay's, Newark; James McGarry, Newark; R. H. Veale, of R. H. Veale Co.; Frank A. Palmitier, of Chalmers Co., Newark; J. H. Bleisnick, of Hahne & Co., Newark; Geo. L. Hirtzel, Jr., of Elizabeth; S. Semels, Elizabeth; E. T. Perkins, Elizabeth; Joseph Boulan, of Ridgewood Talking Machine Co., Ridgewood; H. H. Glasser, of E. A. Barlow, Trenton, N. J.

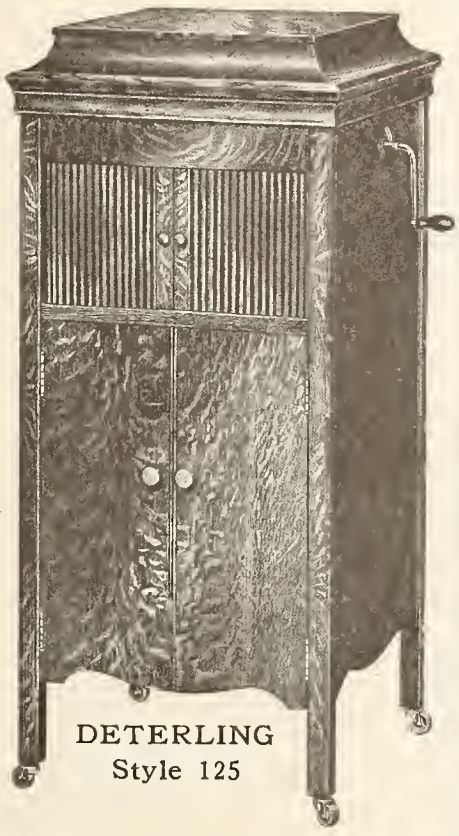
NEW WANAMAKER DISPLAY SALON

Spacious Auditorium Turned Into Handsome Display Room for Pianos and Talking Machines—Concert Work Ceases for Present

The Wanamaker auditorium in the New York store is these days the center of interest for crowds of music lovers who have often come there to attend the many musical events of note during the past year. The seats in the auditorium on the first gallery have been removed and the huge room is now made into one special display salon for the showing of the large line of pianos and talking machines carried in the department. The floor has been highly polished, covered with artistic rugs, and instruments of every description are displayed to advantage in their proper setting. What was formerly the balcony of the hall is now hung with rich rugs and tapestries, and these, together with the crystal lights and floor lamps, give the appearance of luxury and refinement.

About the room are arranged grands, uprights and players of many makes, among them being the Chickering, Knabe, Autopiano, Brambach, Emerson, Lindeman and the several instruments with the Ampico. Talking machines and phonographs of all types, upright and console, are on display, and Victor, Edison, Brunswick, Cheney, Sonora and others are to be seen on all sides. Morris R. Lamb, manager of the piano department, and Manager Bertine, of the talking machine section, are highly pleased over the latest improvement in the music department and are sparing no effort to have the displays completed at once. The concerts, which have been a feature of this New York house, have been discontinued for the time being.

School children early learn the advantages of the talking machine—see that this is carried out in the home. Let them have their own instrument and their own records.



DETERLING
Style 125

DETERLING
TALKING MACHINES

Are selling big BECAUSE

THEIR DESIGNS attract and hold the eye.

THEIR CABINETS are built to stay built—not to sell and fall apart and cause endless trouble.

THEIR SLIDING DOORS are unique and attractive, and modify the volume WITHOUT MUFFLING.

THEIR FILING SYSTEM is very effective and is a quality point that is easy to demonstrate.

THEIR MERITS—and MOTORS keep them sold.

Send for Our Story

DETERLING
MFG. CO.
TIPTON INDIANA

H. J. SMITH LABORATORIES
Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS	Plant No. 1 833 Broad Street Tel. 2896 Market NEWARK, N. J.	SAWING GRINDING ROUGHING ROLLING and EXPERIMENTAL LABORATORY	Plant No. 2 54½ Franklin St. NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Inevitable

Reviewing recent events, we are merely experiencing what to many keen business analyists has been the inevitable.

The law of supply and demand does not go on strike, but is ever at work and produces the inevitable.

The world war upset normal conditions to an extent that it seemed the inevitable could be disregarded. Temporarily perhaps, yes—but permanently, positively no.

For several years demand has exceeded supply and the inevitable has been high wages and high cost of living with corresponding inefficiency and inadequate production.

Extravagance and waste flourished.

The inevitable always happens whether we like it or not.

Economy and thrift are again in the harness, and supply threatens to exceed demand in many cases.

The inevitable will be "the survival of the fittest." It will not be a case of merely being willing to work or having merchandise, but rather of being the employe or having the merchandise that has "made good." The demand will be for employes and merchandise of reputation.

With greatly increased production of VICTOR talking machines and records, and vigorous prosecution of infringers, the inevitable has been disclosed by failures, over-production among competition and court decisions now a matter of record.

Do not be handicapped with poor representation, Mr. VICTOR Dealer, or by having your investment in merchandise that cannot stand the inevitable.

Are you prepared, Mr. VICTOR Dealer, to take care of the greatly increased VICTOR production which will be a "fact" this holiday season as against a "hope" a year ago? If so, you will reap a harvest, for VICTOR demand is permanent.

The inevitable is at hand—be ready.

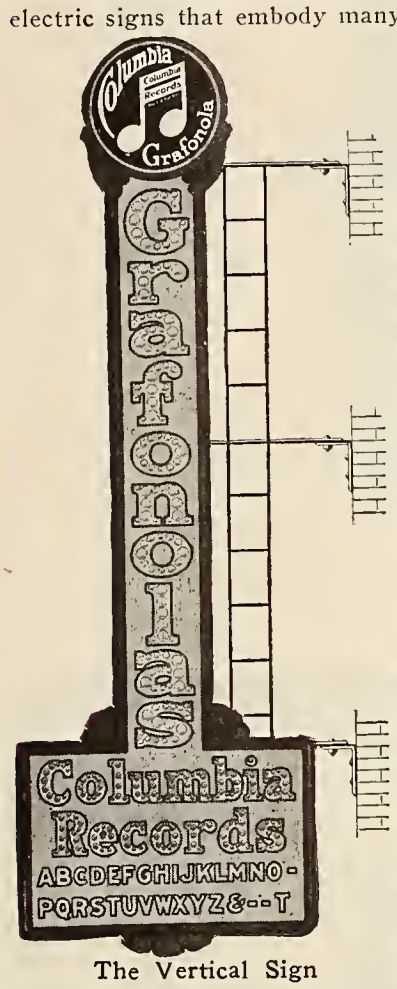
J. NEWCOMB BLACKMAN.

Blackman
TALKING MACHINE CO.
81 READE ST. NEW YORK N.Y.
VICTOR DISTRIBUTORS - WHOLESALE ONLY

TWO COLUMBIA ELECTRIC SIGNS

Dealer Service Department of Columbia Graphophone Co. Prepares Two Distinctive Electric Store Signs for Use of Retailers

The Dealer Service department of the Columbia Graphophone Co. has just advised Columbia dealers of the completion of two new exterior electric signs that embody many distinctive features and which constitute effective publicity for the dealer's establishment.



The Vertical Sign

Unlike ordinary exterior electric signs, the vertical sign has a unique, changeable letter system in the small block at the base by means of which dealers can arrange short sales messages. These talks can be made to suit local events, seasonable sales appeals or the promotion of a special artist's records. There are two lines of fifteen letters each, punched out of steel squares, enameled in colors to conform with the design of the sign background and are backed by opal glass. The illumination is rich and full and the message stands out prominently. An assortment of one hundred and fifty of these letters accompanies the vertical sign.

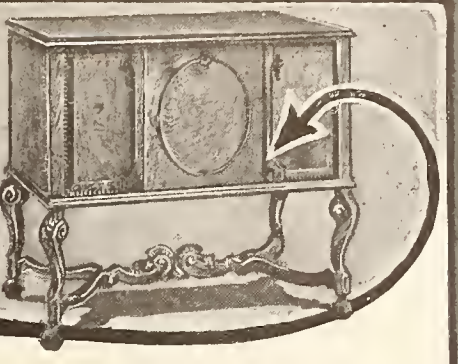
The vertical sign measures thirteen feet six inches high by four feet six inches wide. It is

Horizontal Columbia Electric Sign

particularly suited for furniture houses and department stores where the whole building is occupied. In cases where dealers do not own the entire building permission to extend the sign to floors above can usually be secured. The vertical sign has the advantage of great distance visibility, standing out above the glare from windows or street lights. The sign burns thirty-six 25-watt lamps, which are easily accessible by a steel ladder and inside trap doors—all part of the regular sign equipment.

Both the horizontal and the vertical signs are double-faced, to be seen from either direction. The brilliantly enameled colors of blue, yellow and orange that are bound to catch the eye, the heavy border outline of each letter, together with the special magnifying lens letters, insure a day as well as a night attraction value. These letters are not flat glass, but a series of from ten to fifteen lenses, which magnify the illumination at night or shine iridescent in the sun. The effect is that of a series of small electric lights in each letter which, in reality, is just the intensified light of a single lamp behind. For this reason the cost of operating either sign is nominally small.

SOSS
INVISIBLE HINGES



Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

INTRODUCE INTERESTING NOVELTY

The Cabinet & Accessories Co., Inc., New York City, is producing a novelty that is becoming very popular with the talking machine dealer. This novelty consists of leather covers for either Victor or Columbia record catalogs. In addition to the record catalog, it is also possible to insert the current monthly supplement within. These covers are very attractive in appearance and are equipped with a metal chain by which they may be securely fastened to the wall.

PRODUCING TABLE MACHINE

Stodart Phonograph Co. Adds New Model to Line—Geo. H. Beverly Optimistic

The Stodart Phonograph Co., of which George H. Beverly is general manager, is now producing a Colonial table machine in addition to the five styles which have become popular throughout the trade. The company now has very attractive sales offices in the Bush Terminal Sales Building, 130 West Forty-second street, New York, where a complete line is kept on exhibition at all times.

While talking with a representative of The World, Mr. Beverly stated this week that he was very well pleased with the business trend this Fall. "I find that there has been a great stimulation in business since the first of September as far as we are concerned, and feel quite pleased with this, as it shows that the Stodart machines have been giving satisfaction wherever they have been purchased before. The new Colonial table machine, which we are now producing, has made a distinctive hit, and we have a large number of orders for them."

"Talk-O-Photo" Records of Famous Movie Stars

(A combination of photo and phonograph record of the star)

When advertised at **3 for $1.00** by the dealer

SELL ON SIGHT—WITHOUT DEMONSTRATION

57	"Stage Fright"	Mary Miles Minter	80	"My Prize Love Letter" Clara Kimball Young
60	"I Wish I Were a Hero"	William Russell	81	"My Ambitions" Anita Stewart
65	"My Dream"	H. B. Warner	82	"Who Would Change Places With Me?" Mildred Harris Chaplin
72	"Don't You?"	J. Warren Kerrigan	83	"The Vision" Bert Lytell
74	"Happiness"	Gloria Swanson	90	"My Real Self" Mae Murray
79	"Girls I Have Loved"	Lew Cody	91	"How to Become a Star" David Powell

The first sale starts the "Movie Fan" on a collection—the rest is easy.

Retail at 35c each. Price to dealers, one gross assortment, $30.24, F.O.B. New York

TALKING PHOTO CORPORATION Robert B. ("Pat") Wheelan, Pres. **334 FIFTH AVENUE, NEW YORK**

The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

MAIL ORDER PUBLICITY EXCITES TRADE IN CINCINNATI

Talk of Association to Conserve Local Interests—Opening of Baldwin Talker Department—Pathé Line With Bellony—Vocalion Activities—Wurlitzer Discusses Situation—W. T. Haddon Arrives

Cincinnati, O., October 3.—The activities of Sears, Roebuck & Co., the Chicago mail order house, may be the cause of Cincinnati talking machine and piano merchants actually getting together on an association basis. Heretofore movements of this kind have been spasmodic and the men never landed near their goal. Just at the present time there is another effort being made to form an organization to take up the good and bad things of the trade.

The Sears-Roebuck situation is due to a full-page advertisement inserted in a Cincinnati paper last week relative to the Silvertone phonograph, the same being headed with the attractive wording: "No money down," or something to that effect.

Some of the Cincinnati merchants did not think it fair on the part of a local newspaper to give space to an outside concern which is not a regular advertiser. One, who expressed himself so, is A. H. Bates, vice-president of the Ohio Talking Machine Co. His objection may get many into the Association fold. It means that Mr. Bates may be required to do considerable missionary work, and there is a good chance of his coming out of the campaign with any kind of an office from president down to sergeant-at-arms. All this is due to the fact that Cincinnati merchants are not keen on organization work.

The Cincinnati branch of the Baldwin Co. is now in the Victor field and its handsome Victrola department was opened last Tuesday, under the direction of Sherman McLaughlin, to the accompaniment of a full-page advertisement in several newspapers. This brought about an interesting situation. The Rudolph Wurlitzer Co., pioneers in the local field on Victor goods, shot clean across the front line trenches with a like full-page advertisement. It was headed "Twenty-two Years," and referred to the entrance of the Victor line in Cincinnati through the Wurlitzer house. The latter announced that it would continue to handle this particular line as long as it maintained its standard of goods.

Jobbers and wholesalers, as well as factories around Cincinnati, have been giving some of their time during the past week towards notifying the trade there would be no decrease in the price of their particular lines. None is in sight, was the word passed around. For instance, the Edison representatives were notified that the increase over 1914 prices was but 15 per cent, and this increase would remain on the price list.

Bellonby, on Main street, north of Sixth street, during September took on the Pathé machine, and in doing so it staged a wonderful and continuous publicity stunt right in front of the store. It was nothing unusual to see fifteen to twenty-five persons flanked about the entrance listening to the music from a Pathé.

W. T. Haddon, president of the Ohio Talking Machine Co., has arrived in Cincinnati and will remain in his new field. He is house hunting. As soon as this question is settled he and Mr. Bates will make a round of the territory over in Indiana, part of Ohio and West Virginia. C. H. North, in charge of Southern Kentucky and Tennessee, is ready to take Mr. Haddon over his territory as soon as Mr. Bates completes his trip.

Mr. Bates, by the way, believes Christmas will roll around with an acute shortage of goods—even more so than during the last holiday season. He says this condition is bound to exist unless something of an abnormal national character develops in the meantime.

R. H. Woodford is now in charge of the Cincinnati branch of the Columbia Graphophone Co., succeeding F. F. Dawson. Mr. Woodford is from Philadelphia. His predecessor has not formulated any plans relative to the future.

Manager Oelman, of the Phonograph Co., is receiving interesting reports of a tone-test trip through Kentucky by Betsy Lane Shepperd. She will also visit several cities in Tennessee, which State is a part of the territory of Mr. Oelman. The trip commenced at Lexington.

A big increase in the sales of machines was a feature of September at the Rudolph Wurlitzer Co. T. Sigman, manager of the Victor department, said:

"The increase in Victrola sales for September was in keeping with the previous month of 1920, although there was a slight decrease in record sales. Our inability to increase record sales was due, of course, to the small shipments of records that we received from the factory.

"We understand that the record situation for the future, however, will be considerably better than it has been for some time past, as we understand that quite a noticeable increase is due very shortly, for the factory has increased its pressing facilities.

"Very attractive period model Victrolas will soon make their appearance on the market, and naturally this means increased interest for customers of discriminating tastes. This also means increased sales for the live dealers who specialize on this particular branch of the business."

D. S. Stephens reports that since the wholesale Vocalion traveling men have been working the territory for Melodee music rolls they have found that some of the largest dealers have added to their stock a complete line of these rolls and are reporting gratifying results.

The sales in the retail Vocalion department for the month of September were far in excess of the same month last year and the majority of these sales were for the larger models and art style Vocalions.

The wholesale Vocalion department has added several new firms to its list of dealers during the month of September, among them being Sterchi Bros. & Fowler, Chattanooga, Tenn., and the Springfield Rug Co., of Springfield, O.

The reports received from the dealers substantiate the fact that the new Red Seal records are wonderfully recorded and very distinctive, and are the means of their adding to their list of record buyers quite a number of new accounts.

Line Up with a Leader—Link Up to LAUZON!

A product of one of the oldest and finest furniture factories in Grand Rapids.

Backed by a plant that for many years has made the art furniture requirement of great home furnishing houses and large department stores from coast to coast.

Containing the highest standards of motive power, tone reproduction and accessory equipment.

LAUZON cabinet construction, plus the STANDARD motor, plus the FLETCHER tonearm, plus ample resources, plus square dealing, equals success.

Line up with a leader — link up to LAUZON!

SEVEN UPRIGHT AND TWO CONSOLE MODELS

IMMEDIATE SHIPMENTS

Attractive Proposition for Jobbers and Dealers

FOR AVAILABLE TERRITORIES

ADDRESS

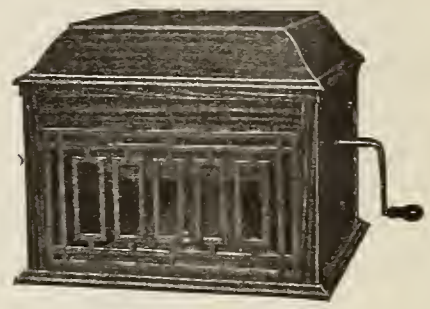
MICHIGAN PHONOGRAPH COMPANY

Office Address: National City Bank Building
Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN.

Get the ARIETTA Proposition!

A STRICTLY high-grade phonograph that will compare most favorably with the best in the industry; prices that permit generous resale values; prompt factory service—that, in a nutshell, is the REASON for the ARIETTA.



Arietta—Model I

Arietta
REG. U.S. PAT. OFF.
Sweetest Tone
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.

PHONOGRAPH

Arietta
Model III

Arietta
Model IV

Arietta
Model II

Will You Get Your Share of the Big Fall and Holiday Business?

You can, with the ARIETTA! It will satisfy your most exacting trade, both as to QUALITY and VALUE, and our prompt factory service protects you against loss of sales during the rush season by giving you ***the machines you want when you want them!***

Send the Coupon Today!

No matter what line you may already handle, the ARIETTA will fit in and put new life in your phonograph department. Get our exclusive agency proposition today, before someone else snaps it up. Send the coupon now!

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

Rountree Corporation

Manufacturers

Richmond, Va.

ROUNTREE CORP., Richmond, Va.

Gentlemen:

Kindly send me details about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.

Name .....

Address .....

Post Office .....

W.10-20

NO SIGNS OF A SLUMP EVIDENT IN BUFFALO TERRITORY

Dealers Arrange for Active Fall and Winter Trade—Walters & Barry Corp. Featuring the Brooks —E. V. Dryden's New Post—New Stores and New Equipment in Evidence—Other News

Buffalo, N. Y., October 5.—Even with prices of some commodities pointed toward lower levels there are practically no signs of a slump in the readjustment of business conditions in this city. A general feeling of optimism in all lines has had a favorable bearing on the talking machine trade, which promises to surmount all the handicaps of a presidential year. That the demand for some of the leading talking machines may be greater than the supply has been pointed out by local jobbers. Members of the trade are taking advantage of every effective means of advertising and window displays to boom their sales. Salesmen realize that this year they must work harder than they have in the past three or four years and that "Produce" is the watchword these days.

L. M. Cole, general manager of the Iroquois Sales Corp., and George H. Briggs, Eastern representative, have returned from New York City. Their trip also included the company's entire territory.

A new talking machine store will be opened at 680 Main street on October 10th. This will be known as "the Buffalo home of the Blue Bird phonograph."

The Brooks Manufacturing Co., of Saginaw, Mich., manufacturer of the Brooks automatic repeating phonograph, has given the Walters & Barry Corp., of 256 Main street, this city, distributors of this machine, additional territory as follows: Eastern half of Pennsylvania, the entire States of New Jersey and Connecticut, and has also included the metropolitan district of New York. The Walters & Barry Corp. thereby has the entire State of New York for the distribution of this product. The Buffalo concern has three salesmen calling on the trade. Mr. Walters, a member of the firm, also personally spends the greater part of his time in the territory.

Prospects for the Fall and holiday trade are bright, according to the report given out at the headquarters of W. D. & C. N. Andrews, Victor jobbers.

H. J. Childs, assistant manager of Hengerer's Victrola department, has returned from a two-weeks' vacation in New York City. He called on H. A. Brennan, former manager of that department and now metropolitan representative of the Victor Co. They spent a day at the Victor factory. Mr. Brennan was a recent Buffalo visitor. L. K. Scott, manager of Hengerer's Victrola section, has returned from his vacation.

Earl B. Dryden has resigned as manager of the phonograph department of the Buffalo Wholesale Hardware Co., Pathé distributor. He will be connected with the main office of the Pathé Frères Phonograph Co., of Brooklyn. Mr. Dryden has been an active Pathé campaigner here for the past eighteen months, and on account of his efforts the Pathé trademark is known in thousands of homes in Buffalo and surrounding territory. Mr. Dryden has arranged for a fine line of Pathé advertising at a "Red Rooster circus dance" which he planned to put on at Elmwood Music Hall on the evening of October 11. Webb's Novelty Entertainers and the Cairo fife and drum corps will be featured. The Cairo Corps is affiliated with all Odd Fellows' lodges of the city. Pathé Frères will furnish some Pathé stars for the evening. There will be all kinds of circus acts, elephants, etc., on the program. Roosters will predominate. Three weeks before the date of the affair more than 2,500 tickets were sold.

The Star department store of Elmira, N. Y., under the management of C. R. Mosch & Son, has closed out its grocery department, said to have been doing a business of more than $10,000 a year, to make room for Pathé phonographs and records.

W. K. Ruger, special representative of the Buffalo Wholesale Hardware Co., has been covering county fairs in the interests of the Pathé line. He reports that the outlook is very bright but he says it will be necessary for the dealers to put in good hard work this Fall.

The Koenig Piano Co. has added four new talking machine booths at its new Main street store.

Kuhn Bros., who featured the Columbia line, have removed to their new store at 549 Elmwood avenue.

"Victrola" week was recently celebrated by J. N. Adam & Co. According to the concern, the purpose of the event was to acquaint Buffalonians with its Victrola headquarters.

"The better musician you are the more your work will mean to you—and the more successful you will be," says George Goold, of Goold Bros. "A dealer should study music as seriously as if he intended to become a Levitzki or a Godowsky. It's half the battle and more than half the fun for the dealer to be a musician and to discuss music intelligently."

MAGNAVOX FOR HARTFORD TIMES

Newspaper Finds Telemegafone Useful in Making Important Announcements

Hartford, Conn., October 6.—The Times has just installed the Magnavox, the music and voice telemegafone, and has found it most satisfactory in making announcements to the public. It was first used at the Times office in announcing the details of the Cleveland-Chicago ball game last week, and was also used to good effect in reporting the world series games.

While it is well to have a store well lighted, care must be taken to see that the light does not become glaring. Soft lights are best.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs
Nothing More—Nothing Less

THE "BABY" MODEL
RETAILS AT $6

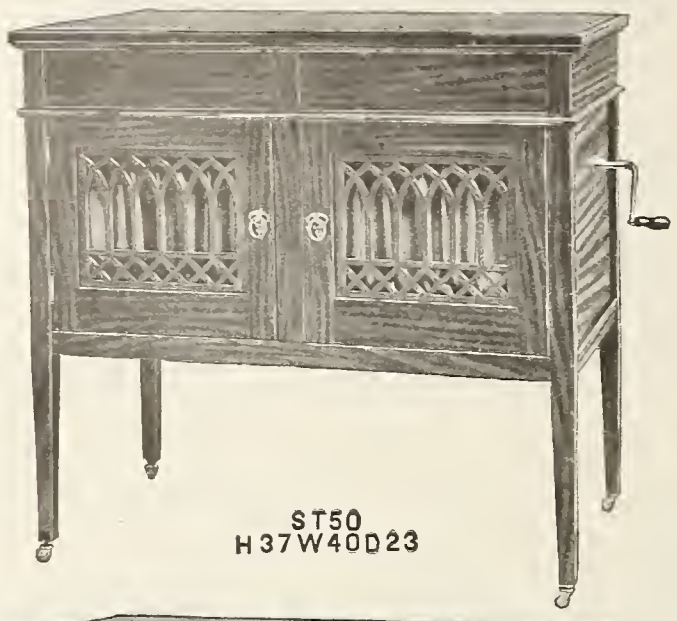
A Splendid Dealer Proposition Is Available

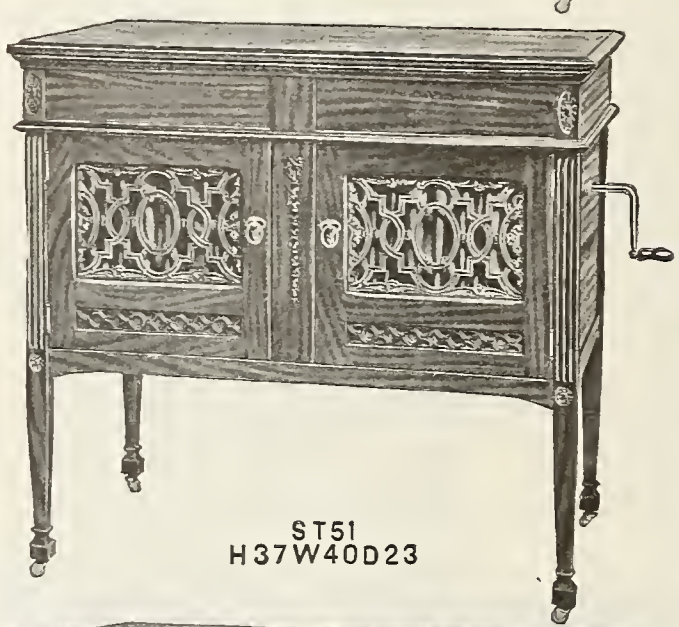
MODEL X RETAILS AT $12

CLOSED

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

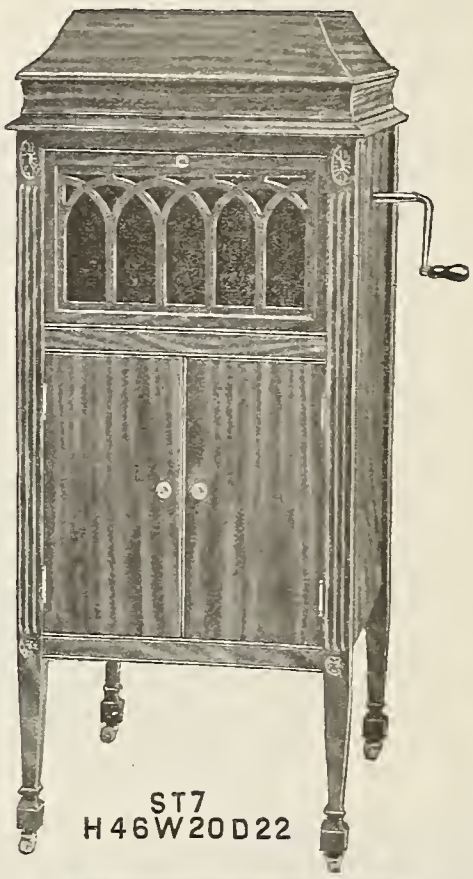
ANNOUNCING NEW ART MODELS

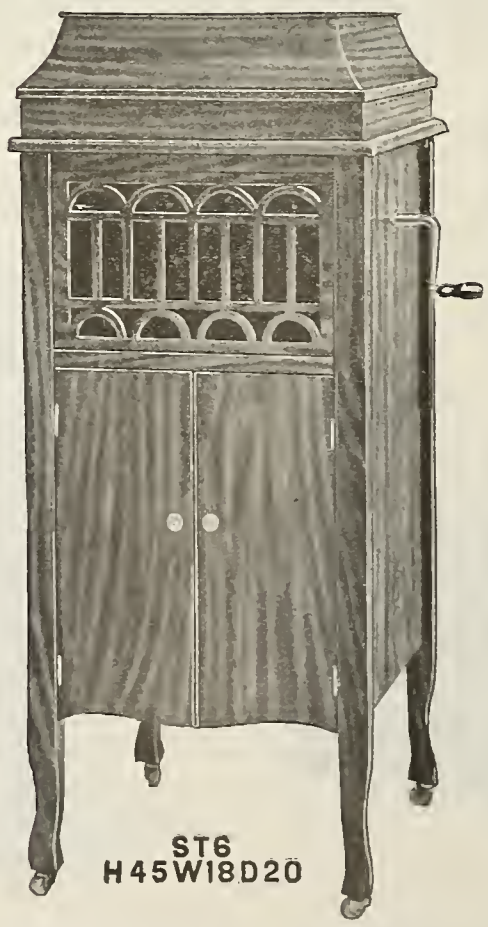




The "Natural Voice" Line has ever been noted for its quality. At the same time profits for the dealers have always been most liberal. Perfect, guaranteed machines with instant appeal and of quick salability.

Therefore the announcement of the addition of art models to this line should command your attention.





Art models of most original design and of the highest quality throughout; all meeting the high standards set by our products in the past.

To the trade desiring to place such goods on their floors we offer an arrangement of most liberal proportions.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, write today.

NATURAL VOICE PHONOGRAPH CO.

ONEIDA, NEW YORK

Distributors of This Line Wanted in Every State

TRADE CONDITIONS HEALTHY IN TWIN CITIES AND STATE

Dealers and Jobbers Optimistic—Edison Tone-Tests Under Way—Great Foster & Waldo Sign—Victor Goods Still Scarce—New Brunswick Accounts—Stone's Big Vocalion Trade—Other News

St. Paul and Minneapolis, Minn., October 4.—Car shortage is interfering somewhat with the talking machine trade in the Northwest in an indirect way and only for a temporary period. In sections devoted wholly to grain there are not enough freight cars available for the movement of grain to the markets and until the grain is marketed there will be no money available for talking machines or anything else. The result is that local dealers in the strictly grain districts, which include the larger part of the two Dakotas, are compelled to withhold their orders as their bankers are not in position to handle talking machine paper. This situation affects only a comparatively small part of the territory tributary to the distributing headquarters and talking machine jobbers in the Twin Cities.

On the whole, the situation is extremely satisfactory. The demand is brisk and there is every indication that it will be very much brisker. Every jobber and factory representative in St. Paul and Minneapolis is highly optimistic, one might say, even jubilant, over the general conditions and the outlook.

Five companies are in the Northwest giving tone-tests with the New Edison and are reputed to be exploiting the machine with fine success. The entire territory is being covered. The tone-testing combinations are as follows: Fleming trio and Hardy Williamson; Clare Peteler and Sokoloff trio; Betsy Lane Shipler; Amy Ellerman and Vera Barstow; Sybil Sanderson Fagan and Miss Davis; Dann trio and Harvey Hinchmeyer.

Laurence H. Lucker, Northwestern distributor of the Edison, returned a few days ago from Orange, N. J., where he endeavored to convince the powers that be that the Northwest is entitled to a far greater allotment of machines and records. He has not yet caught up on 1919 orders and is anxious to get even with the board again. The local sales forces of the Minnesota Phonograph Co. have been increased, four people being added to the floor force in Minneapolis.

What is declared locally to be the finest illuminated billboard west of New York is proclaiming the names of the Sonora phonograph and the Foster & Waldo Co. to the people of Minneapolis. It covers the entire end of a two-story tenement at Nicollet avenue and Ninth street and is plainly visible for two blocks along Nicollet avenue, the Broadway of Minneapolis. Sewall D. Andrews, who handles the Sonora phonographs for the Minneapolis Drug Co., reports that his machine continues to make steady progress into the affections of the music lovers of the Northwest.

Victor goods, both machines and records, are still hard to get. The two principal distributing houses in the Northwest, the Beckwith-O'Neill Co. and the Metropolitan Music Co., are hard pushed to give their patrons even a tithe of what they actually need, let alone supplying what is wanted. The Beckwith-O'Neill Co. has no stock either of records or machines, and if it were not that shipments are comparatively frequent, its business would be in a sad state. The house will do a great trade, without any question, but it is feared that a lot of good orders will be lost through inability to supply the calls from every point of the compass.

It is a nice year for the phonograph department of the Brunswick-Balke-Collender Co. George M. Nye states that so many accounts have been opened in the Northwest during the past month that he has lost the count. It is announced that A. Leath & Co., with twelve stores in Wisconsin, who have been handling various lines of talking machines, have closed out all except the Brunswick and will make their twelve places exclusive Brunswick shops.

Filling orders for Pathé machines and records engages the attention of Jay H. Wheeler, phonograph manager for G. Sommers & Co. It has been a good year for Mr. Wheeler and he is confident of surpassing his best previous efforts. Thus far he has not been hampered, as he was last year, by a shortage in shipments.

Notable newspaper advertising is being done by the Stone Piano Co. on behalf of the Vocalion phonographs with a view of making the people of the Northwest acquainted with the merits of this instrument.

Naturally the Columbia Graphophone Co. is sharing in the talking machine activity. With a splendid central location and ample quarters, W. L. Sprague, Northwestern manager, is better situated for doing a big business than ever before and is making the best of the excellent opportunities. Mr. Sprague took a brief layoff at Lake Minnetonka during the first part of October to get himself in trim for the Fall rush of business.

JOINS REINCKE-ELLIS STAFF

O. H. Williams Becomes Assistant Manager of New York Office of the Company

A recent addition to the staff of the Reincke-Ellis Co. was the appointment of O. H. Williams as assistant manager of the New York office located at 45 East Thirty-fourth street.

The addition of Mr. Williams to the New York staff should materially increase the strength of the Eastern office, as Mr. Williams is a man thoroughly experienced in the Victor line of business, having formerly been connected with both the New York Talking Machine Co., New York, and the Buffalo Talking Machine Co., Buffalo. He is well known to the Eastern Victor retailers. Due to his wide experience and thorough knowledge of advertising in the printing business, there is no doubt but that Mr. Williams will soon make himself a very valuable member of the Reincke-Ellis institution and will enlarge his circle of friends in the trade.

How About Tomorrow?

Permanent Business Success

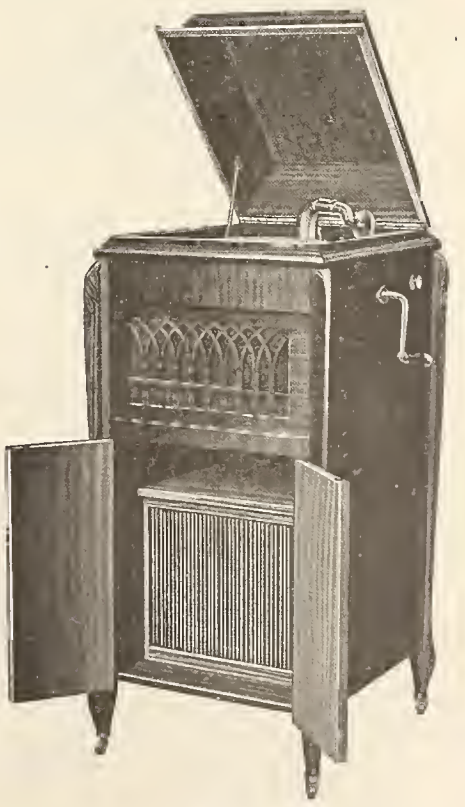
cannot be expressed in terms of first sales. The additional sales made through satisfied customers tell the tale.

The Acid Test

of Phonograph Satisfaction is Quality.

(1) **Quality Cabinets**
(2) **Quality Designs and Finish**
(3) **Quality Motors.** Quiet and Trouble Proof.
(4) **Quality Tone**

In the *Stradivara* these business building requirements are present in fullest measure. One just sells another. That's why *Stradivara Dealers* are permanent. That's why their expense of selling and upkeep is the absolute minimum. They are the trade's most enthusiastic takers of handsome sure profits. Your expenses this season can be reduced and profits increased with the same liberal proposition, *if you send for it now.*



Model 145

STRADIVARA
"KNOWN FOR TONE"

THE COMPTON-PRICE CO. Coshocton, Ohio

Pathé REG. U.S. PAT. OFF.

Records

ARE BEST SELLERS

November List of Records on Sale

List of Records

VOCAL RECORDS

NO.	TITLE	ARTIST
22420	DOWN THE TRAIL TO HOME, SWEET HOME	Sam Ash
	THE LOVE BOAT	Elliot Shaw
20462	I WANT TO SPREAD A LITTLE SUNSHINE	Jack Norworth
	ORANGE BLOSSOM TIME	Jack Norworth
22421	I CANNOT SLEEP WITHOUT DREAMING OF YOU	Gladys Rice
	MOONLIGHT IN MANDALAY,	Lewis James-Elliot Shaw
22422	THE JAPANESE SANDMAN	Orpheus Trio
	WHEN I LOOKED IN YOUR WONDERFUL EYES	Ernest Hare
20463	MY VISION GIRLS. Tenor	Noble Sissle
	STOP, LOOK, LISTEN TO THE MUSIC OF THE BAND	Sidney Phillips
22419	BARNEY COME OVER HERE	Blanche Ring
	YUM-I-YUM-I-YUM	Billy Jones

STANDARD SONGS

27031	THE LASS WITH THE DELICATE AIR,	Helen Yorke
	O LITTLE SONGS	Helen Yorke
25045	O FOR THE WINGS OF A DOVE,	Alice Godillot
	AT PARTING	Alice Godillot

INSTRUMENTAL RECORDS

27032	SHEPHERD'S HEY	Rudolph Ganz
	COUNTRY GARDENS, No. 22	Rudolph Ganz
22417	MEDLEY OF COUNTRY REELS. Violinist,	Joseph Samuels
	MEDLEY OF COUNTRY JIGS. Violinist,	Joseph Samuels

HAWAIIAN RECORDS

NO.	TITLE	ARTIST
22414	MALANAI, ANU KA MAKANI,	Hawaiian Guitars, Ferera & Franchini
	KAWAHA, "HAWAIIAN MELODY,"	Hawaiian Guitars, Ferera & Franchini

BAND AND ORCHESTRA RECORDS

40203	MARITANA OVERTURE, Part I,	Versailles Military Band
	MARITANA OVERTURE, Part II,	Versailles Military Band

NEW DANCE RECORDS

22426	WHISPERING	Nicholas Orlando's Orch.
	KISS A MISS	Nicholas Orlando's Orch.
22424	CREOLE BLUES,	United States Hotel (Saratoga, N. Y.) Orch.
	IN OLD MANILA,	United States Hotel (Saratoga, N. Y.) Orch.
22425	CUBAN MOON,	Ray Miller's Black and White Melody Boys
	I LOVE THE LAND OF OLD BLACK JOE,	Ray Miller's Black and White Melody Boys
40208	TELL ME, LITTLE GYPSY,	Della Robbia Orch. (Hotel Vanderbilt, N. Y.)
	THE LOVE NEST MEDLEY,	Nicholas Orlando's Orch.

NEW OPERATIC RECORDS

54052	LA SONNAMBULA "PRENDI L'ANNEL TI DONO"	Tito Schipa
54053	ERNANI "ERNANI, INVOLAMI,"	Claudia Muzio
54054	THE BIRD OF THE WILDERNESS,	Yvonne Gall

TENOR and BARITONE SACRED DUETS

22401	JESUS, I COME	Lewis James-Harold Wiley
	LEAF BY LEAF THE ROSES FALL,	Lewis James-Harold Wiley

PATHÉ FRÈRES PHONOGRAPH CO.

Eugene A. Widmann, *President*

10-56 GRAND AVENUE, BROOKLYN, N. Y.

Pathé REG. U.S. PAT. OFF.

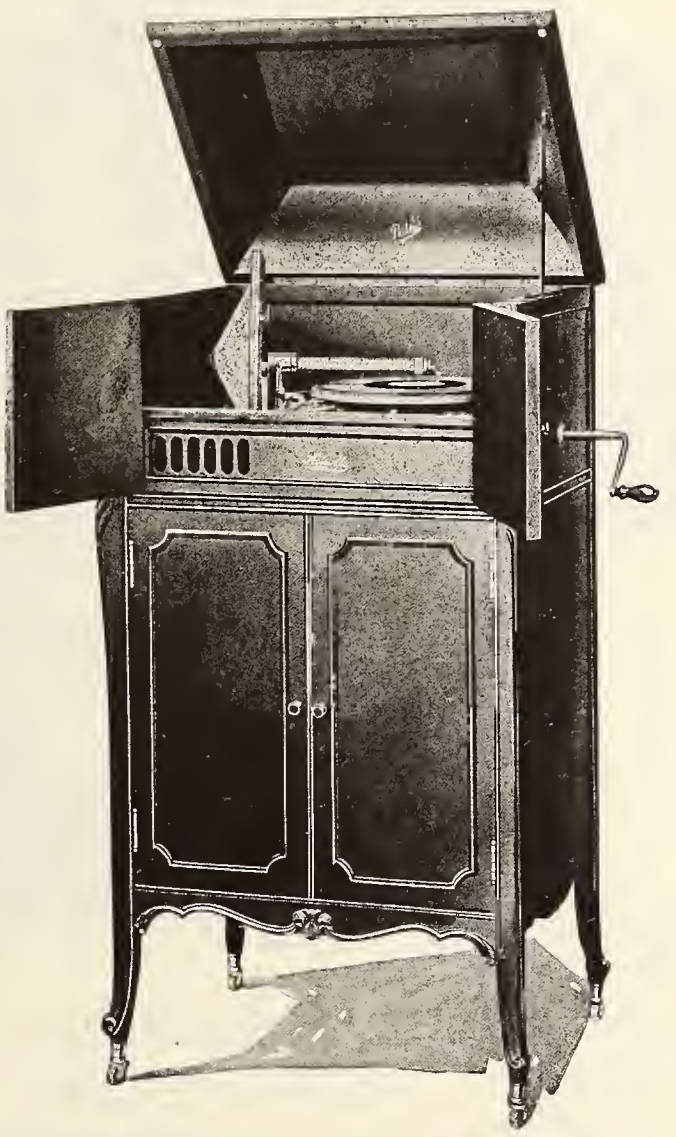
Actuelle

GREATER *than the* PHONOGRAPH

Have You the Right to the ACTUELLE?

THE only man who can offer the ACTUELLE to his customers is the Pathé dealer.

The significance of this is the fact that there is no substitute for the ACTUELLE. You cannot palm off anything else on a man who wants an ACTUELLE. There is nothing else that either looks or listens like it. The customer knows this.



To the merchant with real business sense there is no need to argue the enormous strength and prestige of such a proposition. It's plain for all to see.

Have you the right to the ACTUELLE?

If you have not, the question for you to decide is not, "Is it worth while?"—but

Can you afford to do without it?

PATHÉ FRÈRES PHONOGRAPH CO.

Eugene A. Widmann, *President*

BROOKLYN, N. Y.

Slides for Talking Machines

Over Five Hundred Thousand

Talking Machines are annually being equipped with

DOMES OF SILENCE

There's a reason!

In addition to the fact that they save strain on Cabinet legs, save floors and rugs, they permit of the Cabinet setting closer to the floor. Thus you obtain Harmony of Design as well as easy moving qualities.

Manufacturers will gladly put them on the Cabinets you order if you specify them.

HENRY W. PEABODY & CO.

Domes of Silence Division **17 STATE STREET, NEW YORK**

SPECIFY DOMES of SILENCE

LOS ANGELES CONTINUES TO BE A BIG BUYING CENTER

Opinions Are General Here That Totals of Former Years Will Be Exceeded This Fall and Winter—Great Reunion of Brunswick Forces—Some Notable Speakers—Bonnell's New Post

Los Angeles, Cal., October 5.—Sales of talking machines for the past month have again proved very satisfactory, according to reports from the various departments and opinions seem general that all previous totals in former years will be beaten. The manager of one department, Harold Jackson, of the Wiley B. Allen Co., states that orders have already been placed for talking machines for Christmas delivery, together with substantial deposit payments in about a dozen instances, the customers remarking that they would not take any chances of shortage of goods.

General Sales Manager Here

A. J. Kendrick, general sales manager, phonograph division of the Brunswick-Balke-Collender Co., visited Los Angeles in the early part of September. He called on the local Brunswick dealers and met practically all of the Southern California dealers at a banquet, which was given in honor of his visit at the Hotel Clark on September 10th. Mr. Kendrick expressed himself as very pleased with the representation of the Brunswick in this section of the country.

E. M. Bonnell Accepts New Position

One of the most popular wholesale representatives, a man known in every town throughout the Pacific Coast, from Seattle to San Diego—we nearly said to Tijuana—E. M. Bonnell, has been appointed supervisor of sales for the Pacific Coast for the Western Jobbing & Trading Co., distributors of Emerson phonographs and records. Mr. Bonnell, who recently resigned from his position as Western representative for the Magnavox Co., Sonora phonograph distributors for the Pacific Coast, will make his headquarters in Los Angeles. He will make frequent visits to the San Francisco, Portland and Seattle branches.

Bartlett Music Company Opens Branch

The phonograph and piano concession at the Broadway department store has been taken over by the Bartlett Music Co., from Fuller & Sunderland. The Columbia and Pathé lines are featured and the department is under the management of Geo. W. Kabel.

Exclusive Brunswick Dealers

Lyon, McKinney, Smith Co. recently announced that they would handle the Brunswick phonograph and records exclusively. A big newspaper advertising campaign has been launched and the department has been renamed "The Brunswick Shop."

P. H. Beck Returns

After an absence of nearly six months in San Francisco, P. H. Beck, one of the most popular members of the music trade of Southern California, has returned to Los Angeles. Numbers of his old friends have called on him already and welcomed him back to Los Angeles. He has accepted a position with the Platt Music Co. in the capacity of general manager of the Victrola, sheet music, small goods and player roll departments. In recognition of the high esteem in which Mr. Beck was held by all his associates, he was unanimously elected last May an honorary member of the Music Trades Association of Southern California.

Whittier Dealer Invades Broadway

J. Van Grove, music dealer of Whittier, has opened up an exclusive Columbia Grafonola and record department at the Melody Shop on Broadway. Mr. Van Grove has been very successful in Whittier, where he handles both pianos and phonographs.

Brunswick Banquet a Notable Affair

Harold Brown, sales manager of the Los Angeles branch of the Brunswick-Balke-Collender Co., chose the visit of General Sales Manager Kendrick as the occasion for the second "verse" of his "Harmony Meetings." The first "verse" took place on June 21. The "verse" proved to be substantial and satisfying with its ten lines of good things to eat and drink; then, too, a very distinguished line-up of guests added to the pleasures of the evening, consisting of Madame Irene Pavloska, of the Chicago Grand Opera Co.; Leopold Godowsky, renowned pianist and composer; Milton Diamond, director International Concert Bureau, New York; L. E. Behymer, famous impresario; Gertrude Huntley, talented pianist; Julius Balke, vice-president; F. P. Simpson, Los Angeles branch manager, and Dan C. Voorhies, special representative of the Brunswick-Balke-Collender Co., were also present. By special request Madame Pavloska sang three beautiful songs which were enthusiastically applauded. This was followed by a brief interesting speech by Vice-President Balke. General Sales Manager Kendrick spoke eloquently of the phonograph business and laid stress on the remarkable showing and volume of business in this territory. Leopold Godowsky gave a very humorous and entertaining talk and was followed by Milton Diamond, who explained the objects of his bureau and stated that it was his ambition to enable the music dealer in the smaller city, as well as in the large centers, to promote music by giving concerts with famous stars as attractions. He then introduced Miss Gertrude Huntley, announcing that she was a special pupil of Godowsky's, with whom she would make her debut at Carnegie Hall, New York, in December. Miss Huntley then played three exquisite Chopin selections, which were greatly appreciated. L. E. Behymer then made an intensely interesting speech; he told of the wonderful strides made by the phonograph business and of its benefit to music. He also quoted interesting figures from the assessment reports on musical instruments in Los Angeles County alone which went to show the tremendous total in dollars and cents of talking machines and pianos owned in this section. Seventy-five guests were present and included dealers from all over Southern California.

Picnic of Barker Bros. Force

The music department of Barker Bros. recently held a picnic and barbecue in the Arroyo Secco above Devil's Gate Dam. After a very sumptuous lunch, which included delicious beef steaks, broiled with consummate skill over the great barbecue fire by Ray Daynes, chief chef for the occasion, and his assistant, the baseball game of the year was played. The baseball captains, Wilbur Spray and Ray Daynes, directed their men with marked ability, and although heavy bets had been laid, General Manager Boothe saw to it that there was no tampering or bribing done among the players—that is, among the other players, because he was a prominent third baseman himself, not to mention home-run striker. Probably owing to a great extent to Wilbur Spray receiving a black eye from a foul ball, his team lost. Score 20 to 15. Among those present were J. W. Boothe,

(*Continued on page* 185)

Banquet of Southern California Brunswick Dealers at the Clark Hotel

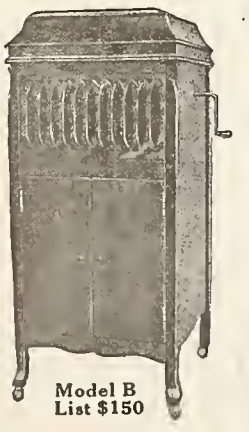
Model A
List $135

SOLOTONE—New Series

Solotones are all carefully hand finished in factories far removed from the rush of the city.

While they are of superior merit, they are made under favorable conditions which make possible a moderate priced instrument.

Prompt deliveries on most models.



Model B
List $150

Executive Offices:
1727 Chestnut Street, Philadelphia, Pa.
New Jersey Factory: Washington, N. J.
Pennsylvania Factory: Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.

Edison Message No. 81

The reduced price of the Ford touring car is still 22% greater than the price of that car in 1917.

Edison Phonograph prices, since 1914, have increased only 15%, including War Tax.

The increased price of raw materials since 1914 has been absorbed by Mr. Edison, and the Edison Phonograph business has been made stable because of his action.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

LOS ANGELES A BIG BUYING CENTER

(*Continued from page* 183)

general manager music department, and Mrs. Boothe; J. Blanchard, manager piano department, and Mrs. Blanchard; Messrs. Daynes, Spray, Doughty, Judson, Fraser, Condit, Ilch, Cassell, Corrison, Chill, Wilson, Nolan, Thompson, Smith, Shattinger, Baker, I. Robinson, K. Robinson, Stone, Wilson, Tebbens, Dear, Mr. and Mrs. G. Love, Mrs. Bartlett and Mrs. Arnold.

Aeolian-Vocalion Well Represented

H. M. Hull, Pacific Coast manager of the Aeolian-Vocalion Co., is to be congratulated on the excellent representation which he and his Los Angeles branch manager, E. R. Darvill, have succeeded in obtaining in Los Angeles. The agencies include a music store, furniture store and great department store. The Geo. J. Birkel Co. is the Steinway and Aeolian representatives of Los Angeles, and this store is known throughout the West. Barker Bros. control one of the greatest furniture houses, west of Chicago at least, and their phonograph department is famous up and down the Pacific Coast. A. Hamburger & Sons department store is also perhaps the largest establishment of its kind west of Chicago, and their music department is one of the show places of the country. Outside of Los Angeles there is an aggregate of first-class representative houses chosen evidently with the object of carrying out the traditions of the Aeolian Co.

CELEBRATES FIRST ANNIVERSARY

The Ansell, Bishop & Turner Co., Inc., Victor dealers of Washington, D. C., celebrated the first anniversary of the founding of the store in the capital. During the celebration many features emphasized the advantages of the establishment and among these was the giving away of a small Victor dog model to each visitor.

JOINS CRITERION RECORDS, INC.

Arthur H. Cushman Now Vice-President and General Manager of New Recording Company —Alex Pierman and Geo. Sleight Are Associated With Him in the Company

Arthur H. Cushman, formerly director of sales of the Emerson Phonograph Co., New York, and well known in talking machine circles throughout the country, has severed his connection with this company and is now vice-president and general manager of Criterion Records, Inc. This company has opened offices at 1227 Broadway, New York, and according to its present plans will manufacture a complete line of ten-inch and twelve-inch lateral cut records. The first list will be ready for the trade in the very near future.

Arthur H. Cushman

Associated with Mr. Cushman in Criterion Records, Inc., are Alex. Pierman and Geo. Sleight. Mr. Pierman, who was for twenty-three years chief of the experimental laboratories with Thos. A. Edison, Inc., will be in charge of the recording laboratories and technical divisions of the new company. Mr. Sleight, who was previously connected with the Columbia Graphophone Co. and the Emerson Phonograph Co., will be chief recorder.

During his association with the Emerson Phonograph Co., Mr. Cushman was an important factor in the formation of the company's sales and merchandising plans. He concentrated the greater part of his activities on developing jobber and dealer distribution, and attained exceptional success in this important work.

SHIPS PATHE TO ATHENS, GREECE

Alma, Mich., October 5.—Dealers who feel that their territory is not broad enough should note the experience of Frank M. Smith, Pathé dealer of this city, who is proudly showing photographs of the Pathé phonograph which he is shipping to Athens, Greece. The Pathé instrument was purchased by a local Greek merchant who was about to leave for a visit to his native country after twenty years' absence and ordered shipped to his new residence. This same dealer recently shipped a Pathé phonograph to Saco, Montana, 700 miles away.

DODGE COMES FOR WORLD'S SERIES

One of the many visitors to New York during the week of October 4 was George A. Dodge, of the Eastern Talking Machine Co. of Boston. Mr. Dodge is a real dyed-in-the-wool baseball fan and came on to attend the World Series games in New York. He saw the first three games here and then went to Cleveland to follow the fortunes of the national game there. He is a familiar figure at the ball games in Boston and seldom is a game called that he is not somewhere in the stands.

THE NEW MODEL E
GARFORD PHONOGRAPH
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO

What We Will Do for *YOU*

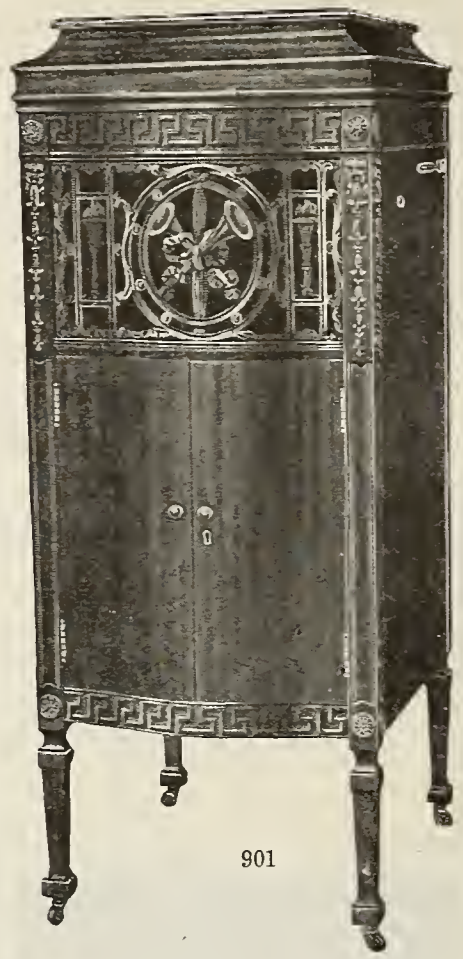
Our product is one of the highest quality. It carries exclusive patented features that create sales. We offer extremely liberal profits and prompt shipments. A permanent connection with an organization of long experience equipped with a department of dealer helps. And—"the Regina will play any record better than you have ever heard it played before."

825

EIGHT MODELS
$40.00 TO $350.00

REGINA Phonograph

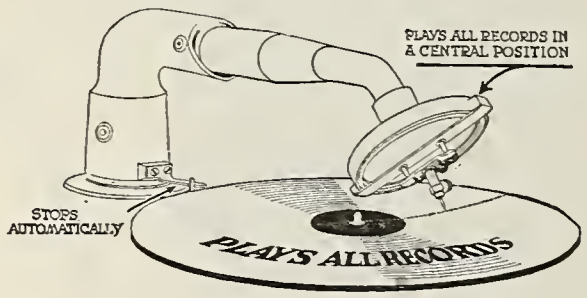
READ OUR OFFER AND FILL COUPON BELOW


901

The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is Nature's Tone in phonographs. The central position of the reproducer prevents wear and friction on all records. Plays all disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record.

Perfect Tone Expression



Manufacturers of Musical Instruments for Over a Quarter of a Century

TO RESPONSIBLE DEALERS—we will ship a sample Regina Phonograph on ten days' trial for demonstration and approval. Freight charges to be paid by consignee.

Use coupon below, marking (x) if you want a sample machine or catalog and prices.

THE REGINA CO.

47 W. 34th St., New York :: 209 S. State St., Chicago

REGINA CO., 47 W. 34th St., New York
Please send at once
☐Sample Phonograph ☐Catalog and Prices
Bank references .....
Name .....
Address .....
City .....

T. M. W. 1

TWO ATTRACTIVE AEOLIAN-VOCALION DISPLAYS IN TORONTO

Window Display of Robert Simpson Co., Ltd.

Window Display of Nordheimer Piano & Music Co.

GROWING INTEREST IN MUSIC ROLLS

Talking Machine Dealers Finding Music Rolls, Including Those of Foreign Music, Excellent Mediums for Increasing the Sales Volume

An increasing number of talking machine dealers are finding in the handling of music rolls a means for adding materially to their volume of business as realized from the selling of talking machines and records, for the average record salesman is by experience well equipped to present music rolls attractively and the dealer, as the result of the same experience, understands the possible results of quantity sales of items that bring comparatively small prices individually. A number of dealers in fact have devoted special departments to roll sales and have had no occasion to regret the move.

A feature of the roll business that is attracting attention is the handling of rolls of foreign music. Talking machine dealers who are properly located and who have seen and taken advantage of the opportunity for handling foreign records on a large scale have found that many of their clients also own player-pianos and are quite happy to be able to get music that is typical of their native land in music roll form.

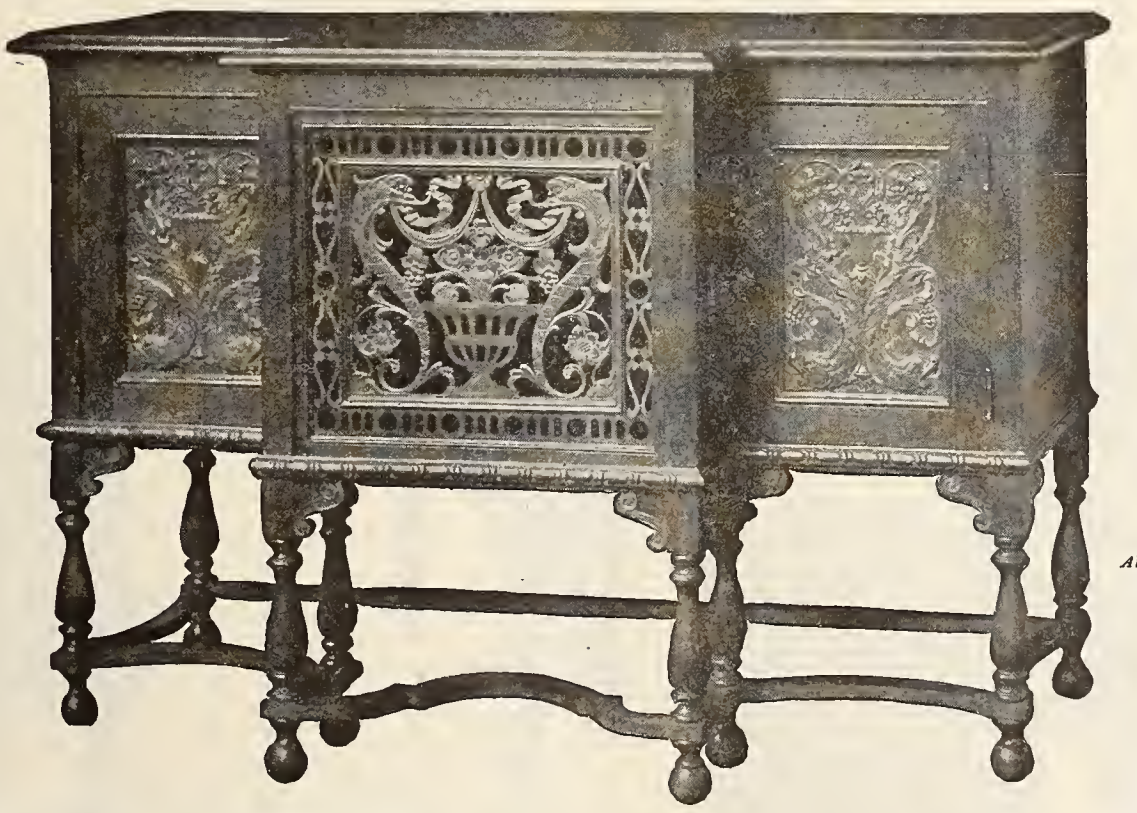
The Rose Valley Music Co., for instance, specializing on rolls of foreign music, Jewish, Italian, Polish, German, etc., report that in districts with large foreign populations, talking machine dealers report a most substantial market for their rolls. The fact that the words of various songs are printed on separate cards and enclosed with the music rolls naturally offers an added appeal.

The handling of the music rolls does not require that the talking machine dealer open up a new field, but simply that he take full advantage of the opportunities offered in the field in which he is already engaged.

BROADENING OUT THE LINE

Buegeleisen & Jacobson of New York Believe Dealers Can Make Their Store More Complete by Adding a Line of Musical Merchandise

Buegeleisen & Jacobson, musical merchandise jobbers, New York City, are exponents of the general music house idea. They report that this idea is gaining ground rapidly in all sections of the country with excellent results for the dealer. Realizing that repairs of musical instruments are a problem to many dealers, they have recently augmented their repair department considerably. This department has always been a matter of pride to the B. & J. organization and careful attention has been given to the proper equipment of it. The personnel of this department has been kept high, and it is claimed that many of the most expert musical merchandise repair men in the country are to be found therein. It is their pride that rare, old and other instruments may be safely intrusted in the hands of these master craftsmen. Buegeleisen & Jacobson report that they are very busy. Night work has been in effect for some time past in order to take care of the large volume of business being transacted by this house.



AN AMERICAN WALNUT TALKING MACHINE CABINET

AMERICAN WALNUT

"The Cabinet-wood Superlative"

For Phonograph Cabinets

Walnut is surely as desirable as it has proved to be for the finest of other forms of furniture for four hundred years and longer. Beauty, remarkable working qualities *and* its hold on the public demand put AMERICAN WALNUT in the forefront for the finer musical instrument cases. Nearly all manufacturers of high grade phonographs and cabinets appreciate this fact.

Write for data for makers or data for dealers and the "Brochure de Luxe" for your salesmen, to the producers of American Walnut lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois

THE DESIGNS CREATE THE DESIRE
The Demonstration Consummates the Sales

The Dimensions of The Amplifying Chamber are 54" in width and 10" in height. Think of that. The Cabinet is 36" high, 27" wide and 34" in depth—Shipped K. D. which assures lowest freight rates.

BABY GRAND DESIGN PHONOGRAPH
FERN-O-GRAND CO. CIN, O.

Plays all makes of records. Be sure of Delivery for Fall and Holiday Trade by ordering now. Exclusive users of the well known (Ellis) Patent Reproducer made in our own factory under supervision of the inventor.

KNOWN FOR STYLE AND TONE

Protect your trade and stimulate your business in Phonographs by this combination of wonderful tone, quality and Cabinet Artistry—

The Baby Grand Design Phonograph

creates a furore of interest because of its unique appearance which blends so harmoniously with period furniture.

Our Reproducer

together with the highest scientific principles of acoustics in the amplifying chamber are the secrets of the wonderful vocal and instrumental tones making the musical qualities incomparable, which combined with the unique style, perfect construction and finish attracts and creates interest not found in other Phonographs.

Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.
List Price $230.00
Made in Mahogany and American Walnut.
Gold and Nickel.

Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.
List Price $235.00
Made in Mahogany and American Walnut.
Gold and Nickel.

Model D—The ever-popular Louis XVI., an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.
List Price $240.00
Made in Mahogany and American Walnut.
Gold and Nickel.

Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.
List Price $225.00
Made in Mahogany and American Walnut.
Gold and Nickel.

Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.
List Price $250.00
Made in Mahogany and American Walnut.
Gold and Nickel.

The Fern-O-Grand Company

212-220 West Canal Street
Cincinnati, Ohio

FULLY PROTECTED BY PATENTS. DEALERS DISCOUNTS PROMPTLY FOLLOW YOUR APPLICATION

MILWAUKEE DEALERS WILL FORCE BUSINESS

Despite Sales Resistance Dealers Expect a Big Fall and Winter Trade—Unique Victor Concert — Brunswick Volume Increases — The Manufacturing Outlook—Bradford Opening

MILWAUKEE, WIS., October 12.—The condition of retail business in the talking machine field in Milwaukee so far in October leads all merchants to believe that the Fall and holiday season of 1920 is going to be one of the very best in all time, despite the fact that the situation generally is demanding the most diligent effort to do business that has been required of business men since the days before the war. It hardly would be fair to make comparisons with a year ago, when conditions were wholly unusual, but it might be said that stocks in the hands of retail talking machine dealers as of October 1 were considerably larger, while the prospect for getting more goods was not at all like that of last Fall, when it meant a continual fight for a dealer to get more than half enough merchandise to fill his requirements.

The problem of the trade this Fall is not one of merchandise, but rather of turnover. It is admitted that sales resistance has increased all through the present year, and it is requiring real salesmanship to do business in the desired volume. The day is past when a merchant could sit at his desk and worry only about the problem of filling this or that order. To-day he is going out after business, and hiring men who can sell, rather than be mere order-takers. The wholesale and jobbing trade in Milwaukee expresses a great deal of sound confidence in the future, especially in regard to business during the last three months of this year. While buying by retailers in the Summer months was somewhat restricted, the beginning of Autumn witnessed a new interest which is growing steadily. An excellent business is looked for in November and December, buying for which by the retailers is being done during October.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, is of the opinion that Victor business for the last quarter will be even of larger volume than in the corresponding period of 1919. While business then was sharply limited by the inability to obtain ample stocks of merchandise, this condition has been fairly well remedied and it is now possible to furnish almost everything which retailers requisition for.

The Victor merchandising organization in Milwaukee made a big success of the unique concert given at the Pabst Theatre on Thursday evening, September 30, when eight Victor artists appeared in person and rendered a splendid program. It was the first time that thousands of lovers of Victor records had ever been able to see and hear the men whose voices and artistry they have so often admired through the point of the needle. It is unnecessary to say that the result of this concert in actual sales is more than returning big dividends on the investment.

Brunswick business in Milwaukee is of a high order, according to local retailers, while reports from points in Wisconsin and Upper Michigan, as received by T. I. Kidd, manager of the district branch, are positive proof that this instrument is meriting a remarkable patronage everywhere. With an easier tone apparent in the situation regarding supplies of instruments, Mr. Kidd's office has been able to supply his dealers in much better measure than for more than two years past. Production, however, has not reached the point where it is possible to fill all orders promptly, but good headway is being made in this direction.

The Yahr & Lange Drug Co., distributor of the Sonora in Wisconsin and Northern Michigan, is getting excellent results from the vigorous advertising and general promotion campaign instituted earlier in the year. The territory is virtually covered with beautiful outdoor signs of the Sonora and the familiar blue-bell trade-mark. In Milwaukee the billboard campaign is especially notable and it has been carried to such an extent that Sonora, which was almost an unknown word three years ago, is rapidly becoming a household word.

Edison business is making excellent progress in this territory, and with the supply of Edison records coming closer to demand dealers in Milwaukee as well as throughout Wisconsin are in a position to outdo their best previous efforts in aggregate business.

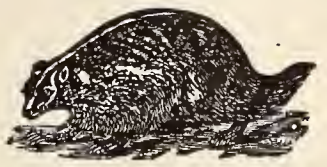
Wisconsin, which in recent years has come to be one of the most important talking machine manufacturing States in the country, has added to her fame during the Summer by reason of the establishment of a large new industry at Superior, which is the third largest city in the Badger State, and its second largest lake port. The Superior Manufacturers, Inc., is the name of the enterprise, which has opened a new plant at First street and Hughitt avenue, and is now in regular production. The principal styles are the Ensole and the Upright, made in oak and mahogany. The instrument is known as the "Superior" and is being marketed through a large distributing organization built up in the Middle West and Northwest as far as Montana. Lief Larson is president and general manager of the company.

H. M. Hahn, since August 1 manager of the Paramount department of E. R. Godfrey & Sons Co., reports a pleasing increase in business during the first two and a half months of his incumbency. The Godfrey Co. handles five Middle Western States, namely, Wisconsin, Illinois, Michigan, Indiana and Iowa. While the Paramount is a Wisconsin product, sales in the other States have increased even more rapidly than in the home State. The Paramount factory at Port Washington, Wis., is effecting an appreciable increase in output to meet the growing requirements of the Godfrey Co.'s retail merchandising organization.

One of the events of the month in Milwaukee music trade circles was the formal opening of the reconstructed store of the J. B. Bradford Piano Co., at 411 Broadway, which has extensive Victor and Sonora departments. The store in its rebuilt form is considered to be probably the handsomest and most elegant music store in the United States. The improvements represent an investment of more than $50,000. The South Side branch, at 596 Mitchell street, also has been rebuilt and is a miniature of the main downtown store. Hugh W. Randall, proprietor of the Bradford Co., has received congratulations from all parts of the country for his achievement in store artistry.

The Milwaukee Association of Music Industries, which for the last three years conducted an elaborate collective advertising campaign during the late Fall and holiday season, probably will confine its co-operative efforts this year to financing a notable music memory contest plan, to be carried out by the Community Service under the direction of William W. Norton, executive secretary. It was at first intended to conduct a campaign to secure a slogan, following this with the memory contest and, finally, with a general collective music advancement series of newspaper advertisements. This program would have involved an expense of at least $10,000 and under existing circumstances it has

(*Continued on page* 190)



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

REPAIRING

On all makes of Motors and Reproducers
Promptly and Efficiently
SAPPHIRES

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13 c. in thousand lots

Jobbers of Motors, Tonearms, Repros. and Phonograph Hardware

CENTRAL MUSIC SALES CO.
173 Sixth St. Milwaukee, Wis.

The Cabinet & Accessories Co., Inc.

145 East 34th Street, New York City
OTTO GOLDSMITH, President

Bubble Books

Record Albums, Record Envelopes, Stock Envelopes, Supplement Envelopes, Motrolas, Attachments, Phonograph Lights, Oils and Polishes, Motors and Tone Arms.

Cirolas

Converto Cabinets, Music Roll Cabinets, Sectional Cabinets, Needles, Record Cleaners, Moving Covers, Name Plates, Stewart Phonographs, Badger Cabinets for Victrolas.

The C & A Special

This cabinet for the Victrola IX, with molding, hinged so machine can easily slide in, casters, lock and key, shelves interior, nickel plated trimmings, in all finishes, top, 18¼" x 21⅞", height, 33" and 34".

WRITE FOR CATALOGUE

The ALL FROM ONE SOURCE HOUSE Will Supply You With Everything For Your Fall Trade.

Columbia Grafonola

Hear this Dixiest Dixie song of the day from Ed. Wynn's Carnival, "I Love the Land of Old Black Joe," sung by Van and Schenck. Right smart hit, this song. Get it. A-2976

Columbia Graphophone Co.
NEW YORK

TRADE CONDITIONS IN MILWAUKEE

(*Continued from page* 189)

been deemed advisable to limit the appropriations and confine the work to such effort which will do the most good at the least expense. Consequently the memory contest idea will be singled out as the chief promotional endeavor.

The Schrader Music Co., conducting the principal music stores in Escanaba and Ishpeming, Mich., has extended its operations to Marinette, Wis., at the Michigan State line. The ground floor store in the Masonic Temple, at 1614 Main street, has been leased for a long term and was formally opened to the public on Tuesday, September 21. The Victor is retailed exclusively as in the other two stores. G. J. Daley is manager of the Marinette store, and Miss Edna Hutchinson is in charge of the Victor and record department.

Oliver V. Thatcher on October 1 joined the Lyric Music Co. as general sales manager, to assistant President Joseph Roussellot and his son, Merle R. Roussellot, the secretary and treasurer of the company. Mr. Thatcher is widely known as a musician and vocalist. This marks his first excursion into the music trade.

A. G. Kunde, head of the A. G. Kunde Co., distributor and retailer of the Columbia, has returned from a three months' trip to Europe. Mr. Kunde accompanied a party of 100 members of the Wisconsin Bankers' Association on a tour of the British Isles and the Continent. He went mainly for recreation, but at the same time made a thorough study of conditions and because of the adverse circumstances now obtaining in Germany, France and other nations was able to get some very fine inspirations on how to do business when it might seem almost impossible to accomplish it.

"Victor Artists in Melody Riot" was the headline over an interesting article written by the music critic of the Milwaukee Sentinel, the leading morning newspaper of this city, on October 1, upon the appearance of eight Victor artists at the Pabst Theatre on the night of September 30. Mrs. Catherine Pannill Mead, the author, gave high praise to the performance.

STERN OPENS NEW DEPARTMENTS

San Francisco, Cal., October 5.—The Stern Talking Machine Corp., of this city, has closed arrangements whereby it becomes a representative for the Portophone, a portable type of phonograph, which has met with considerable success. The company has also added an export department to its organization, and now has correspondents in Mexico and Hawaiian Islands. In fact, prospects for export business are so favorable that a representative of the company is leaving the latter part of this month for a tour of the South Sea Islands.

RAISA AND RIMINI ARE MARRIED

Rosa Raisa, the Italian soprano, and Giacomo Rimini, baritone, who will be heard in concert and in opera here this season, recently announced their marriage, which occurred in Naples. Both of these artists are prominent among those who record for Vocalion records exclusively.

OKeh Records

4163 10-in $1.00 { THE LOVE NEST—Fox-trot, Rudy Wiedoeft's Palace Trio / BELLS—Fox-trot . . . . . Rega Dance Orchestra

4164 10-in $1.00 { A YOUNG MAN'S FANCY (Music Box Song)—Fox-trot . . . . . Rega Dance Orchestra / SCANDAL WALK—Fox-trot, Rudy Wiedoeft's Palace Trio

4165 10-in $1.00 { CUBAN MOON—Fox-trot, Ray Miller's Black & White Melody Boys / GRANADA—Fox-trot, Green Brothers' Novelty Band

4166 10-in $1.00 { JUNE—Fox-trot, Ray Miller's Black & White Melody Boys / HOLD ME—Fox-trot . . Joseph Samuels' Jazz Band

If You Are a Dealer

You want prompt service and personal attention! *We give both.*
You want latest releases and large quantities of each! *We give both.*

Try Us by Placing an Order Today

KENNEDY-GREEN CO., Cleveland, Ohio

EDDIE CANTOR SCORES SUCCESS

Well-known Emerson Artist Appearing as Star in "Broadway Brevities" on Broadway

Eddie Cantor, famous musical comedy star, has added to his laurels through the phenomenal success that he has attained as the star of the new Winter Garden show, "Broadway Brevities." This production opened a few weeks ago, and the critics in all of the leading newspapers proclaimed Mr. Cantor's performance as the outstanding feature of the production. According to present plans Eddie Cantor will continue as the star of the Winter Garden show until the first of the year, when he will be featured by the

Eddie Cantor

Shubert organization in a new musical comedy that will be ready for presentation shortly after January 1.

Eddie Cantor, whose popularity is international, is an exclusive Emerson artist, and his Emerson records have met with a tremendous sale. He has recorded topical and popular hits that have been received enthusiastically by Emerson dealers, and his present engagement at the Winter Garden will not only enhance Mr. Cantor's prestige, but will also act as a powerful sales stimulant to his Emerson records.

DEVELOPING EXPORT TRADE

Many Concerns in Talking Machine Trade Place Export Business With Charmel Trading Co.

Recognizing the tremendous possibilities for developing export trade for members of the talking machine industry, the Charmel Trading Co., New York, has opened up a special department devoted entirely to the interests of the talking machine trade. Among the well-known members of the industry who have placed their export representation with this company are the Repeaterstop Co., Piknik Portable Phonograph, Grey Gull Records, Standard Accessory Corp., Ogden Sectional Cabinet Co., Baker-Smith Co. and Parks & Parks. Important agency connections have been established by the Charmel Trading Co. for these manufacturers, and the outlook for the future is very promising.

The members of the Charmel Trading Co. are A. S. Mela, president of the company, and Ernest Charwat, secretary and treasurer. They are both devoting a considerable part of their time to the talking machine trade and their efforts are meeting with signal success.

VISITING THE WESTERN TRADE

B. R. Forster, president of the Brilliantone Steel Needle Co., is now on an extensive trip through the West and Middle West in the interests of the Brilliantone steel needles. Mr. Forster has included in his itinerary forty-one different States and will travel as far as the Pacific Coast.

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

begs to announce its appointment as wholesale distributor of

Pathé
REG. U.S. PAT. OFF.

Complete Stocks of Phonographs, Sapphire Records and

The new Actuelle Steel Needle Records.
Full line on display.

All dealers are invited to come in and hear the new

Actuelle Phonograph and Records

OFFICES AND SHOWROOMS

101 West Twentieth Street
100 West Twenty-first Street
} cor. Sixth Avenue

Telephone: Chelsea 2044

New York

BEST SELLERS IN GREY GULL RECORDS

Lateral Style

My Little Bimbo Down on the Bamboo Isle, Sung by Billy Jones Tiddle-Dee Winks at All the Men, Sung by Billy Murray	L-2015	10 in. $1.00
The Love Nest (From Mary), Fox-trot, Grey Gull Dance Orchestra Ostrich Walk, Fox-trot.....Bostonian Syncopaters	L-1020	10 in. $1.00
Let the Rest of the World Go By..Sung by Henry Burr Wond'ring.....Sung by Charles Hart	L-2017	10 in. $1.00
Chili Bean.....Sung by Billy Murray Mariella.....Sung by Patricola	L-2018	10 in. $1.00
My Isle of Golden Dreams, Waltz, Starita Saxophone Sextette Lucille, Fox-trot .....Starita Saxophone Sextette	L-1011	10 in. $1.00
I'll Be With You in Apple Blossom Time, Sung by Henry Burr Little Town in the Ould County Down, Sung by Henry Burr	L-2020	10 in. $1.00
Venetian Moon, Fox-trot.....Gilt Edge Four Beale Street Blues, Fox-trot.....Gilt Edge Four	L-1014	10 in. $1.00
Jazz Babies' Ball....Sung by the Harmonizer Quartet Sunny Southern Smiles, Sung by the Harmonizer Quartet	L-2023	10 in. $1.00
Kahola-Honolulu, Hawaiian One-step, Starita Serenaders Kilama-Wailana, Hawaiian Waltz...Starita Serenaders	L-1017	10 in. $1.00
Venetian Moon.....Sung by the Sterling Trio Golden Gate.....Sung by Campbell & Burr	L-2014	10 in. $1.00
Oh, By Jingo.....Sung by Billy Murray There's a Typical Tipperary Over Here, Sung by Mel Eastman	L-2013	10 in. $1.00
Swanee, One-step.....Grey Gull Dance Orchestra "Blues," My Naughty Sweetie Gave to Me, Gilt Edge Four	L-1021	10 in. $1.00
Close to Your Heart.....Sung by Gladys Rice Simple Simon Party.....Sung by Billy Murray	L-2019	10 in. $1.00

Two-In-One Style

(Hill and Dale Cut)

Loch Lomond .....Sung by Henry Burr Comin' Thro the Rye.....Sung by Gladys Rice The Rosary .....Sung by Henry Burr Love's Old Sweet Song.....Sung by Henry Burr	H-2009	10 in. $1.00
Chili Bean .....Sung by Billy Murray There's a Typical Tipperary Over Here, Sung by Billy Murray Mandy .....Sung by Mel Eastman After You Get What You Want, You Don't Want It .....Sung by Mel Eastman	H-2010	10 in. $1.00
Hold Me, Fox-trot.....Gilt Edge Four "Blues," My Naughty Sweetie Gave to Me, Fox-trot .....Gilt Edge Four Swanee, One-step .....Bostonian Syncopaters "Bow Wow," One-step.....Bostonian Syncopaters	H-1008	10 in. $1.00
Oh, By Jingo.....Sung by Billy Murray The Simple Simon Party.....Sung by Billy Murray When the Harvest Moon Is Shining, Sung by Mel Eastman My Sahara Rose.....Sung by Mel Eastman	H-2011	10 in. $1.00
Washington Post March..By Grey Gull Military Band Liberty Bell March.....By Grey Gull Military Band Manhattan Beach March..By Grey Gull Military Band King Cotton March.....By Grey Gull Military Band	H-4004	10 in. $1.00
Up the Street March.....By Grey Gull Military Band Cruiser Harvard March...By Grey Gull Military Band Second Regiment March..By Grey Gull Military Band Boston Commandery March, By Grey Gull Military Band	H-4003	10 in. $1.00

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.

Grey Gull Records
Boston

INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

*Name*_____

*Address*_____

OVERCOMING THE HANDICAP OF THE BROKEN SPRING

Weil Selective System Permits of the Shifting of Gears in Talking Machine Motors in Order That the Breaking of One Spring Will Not Interfere With Its Operation

Maximilian Weil, vice-president and chief engineer of the Sphinx Gramophone Motors, Inc., New York, has now in process of construction a device which permits the operation of a talking machine, regardless of a broken or defective spring. By this device, called the "Weil Selective System," any of the motor springs may be put in or out of service at the will of the user, and a machine with a broken spring will operate normally and satisfactorily. In describing this new improved device, Mr. Weil said:

"The method of operation is extremely simple—as simple as that of the far-famed button of the Kodak. The shifting of a small polished rubber control handle, projecting just above the surface of the motor-board, enables the operator to use whatever spring he may wish to employ, leaving the other springs at rest in the meantime. In the two-spring motor of the Sphinx, for example, either one of the springs may be used for a long period, independent of the other, thus leaving one spring constantly in reserve in case of accident. This utilization of one spring at a time enables the other to 'rest,' and this fact greatly lengthens the life and usefulness of the springs, for the reason that a period of rest gives a spring the opportunity to recover from the effects of the constant distortion caused by winding and unwinding—the molecules of metal, acting according to a familiar natural law, assume once more their original and natural position and relation to each other.

"This invention is one of the most important contributions yet made to the phonograph industry. It may justly be compared with the quick demountable tire of the automobile. It was the spare tire that made the automobile commercially practical, as it enabled the motorist to cover long distances with safety, pleasure and peace of mind. In a similar manner the Weil Selective System reduces to the lowest possible minimum the danger of a phonograph being out of commission by reason of disabled springs.

"The Weil Selective System accomplishes its intended purpose with no radical changes in the existing construction of a spring motor embodying correct engineering principles. It is being built into the Sphinx merely by the employment of a compound shaft, and the selective control is based upon a simple lever connecting directly with the shaft. The device materially improves the appearance of the motor-board—the control handle projects through a small notched metal plate, marked 'Motor No. 1,' 'Motor No. 2' and 'Motor No. 3.' The phonograph operator places the control lever at 'Motor No. 1' for the operation of one spring, 'Motor No. 2' for the operation of the other spring, and at 'Motor No. 3' for the operation of both springs at once.

"The purpose in evolving and perfecting this device was to free the phonograph from a serious obstacle to its continuous usefulness as a musical instrument. The means by which this end is accomplished are exceedingly simple and manifestly practical, and as the shift from one spring to another cannot be made until the motor is nearly run down the device is thoroughly 'fool-proof.' The motor utilizing this system becomes practically three motors in one, offering the operator three different reservoirs of power from which to draw and enabling him to exercise this control over the source of power by the mere pressure of a button."

IMPORTANT RED SEAL CAMPAIGN

Eclipse Musical Co., Cleveland, Introduces Interesting Trade Helps—Costumed Figures Now Ready for Victor Dealers Will Stimulate Red Seal Record Sales Throughout Country

Cleveland, O., October 6.—The Eclipse Musical Co. of this city, prominent Victor wholesaler, has instituted an aggressive campaign in behalf of one of the most important sales helps that has ever been introduced for the benefit of Victor dealers. This campaign features a series of figures in costumes that are designed to promote and stimulate the sale of Red Seal records.

The figures, which are almost lifelike in their appearance, can be costumed and draped to resemble famous characters in the most celebrated operas. The figures are perfectly formed, and the gowns designed for the costumes are handmade and complete in every respect. They are copied from the correct attire worn by the leading artists in the various operas, and each garment is removable from the figure for cleaning and pressing purposes.

While the principal purpose of these figures is in the preparation of window displays, they may also be used as store displays with more artistic effects than can be produced by the use of photographs.

At the present time there are two figures available for the use of Victor dealers, and they are furnished either costumed or uncostumed. Among the costumes that are ready for the trade are Tosca, Miss Liberty, Marguerite, Gilda, Carmen and Amneris. The figures can be costumed as the occasion requires and figure No. 3 (man) will be ready very shortly.

Victor dealers have responded enthusiastically to the campaign inaugurated by the Eclipse Musical Co., and orders have been received from the most progressive dealers in the leading trade centers.

The Ideal Music Store, Plainfield, N. J., has just completed the installation of a new plate glass front and a vestibule for the display of Victrolas and records. George Wright is manager of the store.

BEE CROFT

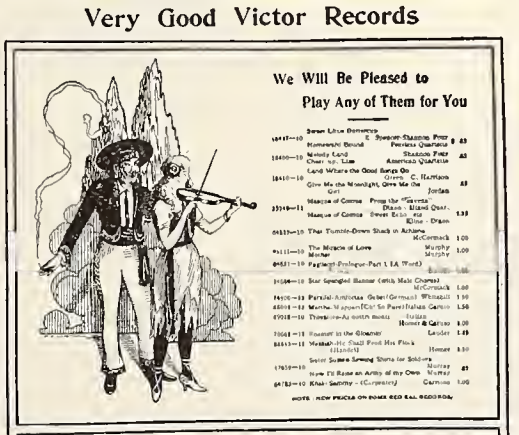
Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records



Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

BUXKIN PADDED COVERS
MAKE YOUR DELIVERIES SAFE AND EASY

This Buxkin Padded Cover for period models is just one of our popular styles.

Write NOW for description and samples of strong, handy delivery covers for your particular conditions.

Get ready for a busy season in good time.

THE NEW YORK TENT AND TARPAULIN CO.
388 Atlantic Avenue -:- -:- BROOKLYN, N. Y.

SALES OF TODAY

ARE BASED UPON MORE THAN MERE DEMAND

Look at the Simplicity of the Brooks Automatic

Good Salesmanship?
Yes.

Good Buying? *YES!*

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

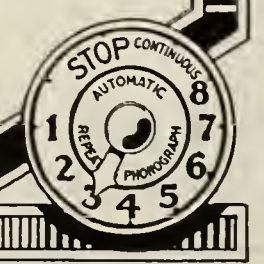
Can You Sell Such a Machine?

Its tone and its finish are both as superior, and, dealers, take note of this: The wonderful merit of our Automatic Repeating and Stop Device creates so much more sales attraction than the ordinary phonograph provides that you can reap a harvest in BROOKS BUSINESS when others lie dormant.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.

SAGINAW MICHIGAN



JAMES F. BOWERS HONORED ON FIFTIETH ANNIVERSARY

Banquet and Presentation of Gifts Mark Completion of Fifty Years of Continuous Association With Lyon & Healy—Leading Members of the Industry Pay Tributes of Esteem

CHICAGO, ILL., October 2.—James F. Bowers, striking figure in Chicago's music industry during five decades, was honored at an anniversary dinner tendered to him by some of his closest friends last week at the Union League Club, Chicago. Men with names known to every man in the music business were present on the evening of September 29 to shower him with congratulations and pay tribute to the ability and personality of the man who has left so indelible a mark on the trade itself and the house with which he has been associated.

The photograph shows Mr. Bowers' office filled with flowers given him upon the occasion of his fiftieth business anniversary. There were

James F. Bowers Surrounded by Floral Tokens From His Friends

flowers from the Victor Talking Machine Co., of Camden, N. J.; flowers from the Harris Trust & Savings Bank; from his secretary, Miss Flaherty, and her sisters and from his friend, R. E. Durham. There was a set of platinum cuff-links set with diamonds from the Healy boys and a humidor from Sherman, Clay & Co., of San Francisco.

The event of the evening was the presentation to Mr. Bowers by the gentlemen who gave the dinner of a set of Richard Grant White's Book-lover's Limited Edition of Shakespeare. The names of the givers were written in the fly-leaf, along with a little sentiment which read as follows:

"A tribute to James F. Bowers. A half century of progress towards the goal of life glorifying the souls of men by the way.

"When I would know thee, my thought looks
Upon thy well-made choice of friends and books;
Then do I love thee and behold thy ends
In making thy friends books, and thy books
friends."

A letter from Ralph L. Freeman, vice-president of the Victor Talking Machine Co., together with a resolution passed by the board of directors of that concern, was read. This said:

"I would like, if possible, to have Mr. Bowers know that his successful career has been and is an inspiration to at least one young business man, who, while not gifted with the wit and natural humor of our friend, can at least admire those qualities in him and be actuated by the same principles which have enabled him to achieve lasting success.

"I think that Mr. Bowers' selection to be president of Lyon & Healy reflects fully as much credit upon that house as it does upon Mr. Bowers personally. It is one of the finest manifestations of sentiment in the practical conduct of a great business that I have ever known in all my experience.

"If in the conduct of this complimentary dinner you draw on anybody's private stock, will you please give Mr. Bowers your free hand and take another potion on behalf of

"Yours very truly,
"RALPH L. FREEMAN."

The resolution was as follows:

"Whereas, this board has information that on September 29, 1920, James F. Bowers, president of Lyon & Healy, Chicago, will have completed fifty years of continuous service with that house; and

"Whereas, we not only appreciate the value to us of our business relations with Lyon & Healy, but hold Mr. Bowers in the highest esteem and credit him with having done much to promote a feeling of understanding and confidence between Lyon & Healy and this company;

"Be it resolved, that an expression of our felicitations and congratulations be conveyed to Mr. Bowers on the occasion of this fiftieth anniversary, together with our earnest wish that he may continue to enjoy good health, prosperity and a full measure of happiness for many years."

E. H. Droop was present and officiated at the presentation of gifts to Mr. Bowers. C. A. Woodman, president of the Music Publishers' Association, was the author of the following bit of sentiment:

"OUR JIM

Jewels of rhetoric
And pearls of virile thought
Masterful attainments
Engaging personality
Scintillating repartee

Faithful to trust

Broad-minded and fearless
Originality
Wisdom deep and kindly
Empiric. Self-made man
Reasonable and just
Symbolize faintly 'Jim'."

Mr. Bowers' hosts were the following gentlemen: Walter M. Bacon, White-Smith Pub. Co., Boston; Benjamin F. Banes, General Press Model Co., Philadelphia; Earl B. Bartlett, W. W. Kimball Co., Chicago; George P. Bent, California; James T. Bristol, Price & Teeple Piano Co., Chicago; Charles H. Ditson, Charles H. Ditson & Co., New York; George J. Dowling, the Cable Company, Chicago; Edward H. Droop, E. F. Droop & Sons Co., Washington; Charles E. Goodwin, Edison Shop, Chicago; Raymond J. Healy, Central Piano Co., Chicago; Frank E. Morton, American Steel & Wire Co., Chicago; Adam Schneider, Julius Bauer & Co., Chicago; Otto Schulz, M. Schulz Co., Chicago; Frederick T. Steinway, Steinway & Sons, New York; Ernest Urchs, Steinway & Sons, New York; Edwin S. Votey, Aeolian Co., New York; Eugene Whelan, W. W. Kimball Co., Chicago; Perry B. Whitsit, Toledo, O.; Charles A. Woodman, Oliver Ditson Co., Boston. Numerous telegrams and letters of felicitation were received from all over the country.

OPENS REPAIR SHOP IN MEMPHIS

MEMPHIS, TENN., October 7.—F. W. Atwood, one of the veterans of the talking machine trade here and an Edison dealer in the old days when the cylinder record machine was first placed on the market, has opened a repair shop on Monroe avenue. He will specialize in all makes.

"Happiness in Every Box"

Quality *Distinction*

THE "VICSONIA" REPRODUCER

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both **Edison** and **Pathe** records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET **NEW YORK, N. Y.**

MELODEE Music Rolls

The World's Finest Music Roll

Produces Musical Effects
Possible With No Other Roll

THESE HITS ARE READY FOR SHIPMENT

4079—I'd Like to Fall Asleep and Wake Up in My Mammy's Arms, Song Roll, Fox Trot - - - - $1.25
4019—Avalon, Song Roll, Fox Trot - - - - $1.25
4077—I'm in Heaven When I'm in My Mother's Arms, Song Roll, Ballad - - - - - - $1.25
4073—Love Nest, Song Roll, Fox Trot - - - $1.25
4075—My Little Bimbo, Song Roll, One Step - - $1.25
4071—Tripoli, Song Roll, Waltz - - - - $1.25

COMPLETE CATALOGUE—3000 NUMBERS

MEL-O-DEE MUSIC CO., Inc.

29 West 42nd Street, New York
529 So. Wabash Ave., Chicago, Ill.
455 Mission Street, San Francisco, Cal.

BERT WILLIAMS COLUMBIA WINDOW

Enterprising Columbia Dealer in Johnstown, Pa., Features Columbia Record "Ten Little Bottles"—Display Produces Splendid Sales

The Pittsburgh branch of the Columbia Graphophone Co. forwarded recently to the advertising department of the Columbia Graphophone Co. a photograph of an interesting window display used by the Rothert Co., Columbia dealer, at Johnstown, Pa. This successful dealer featured in its window the Columbia record of "Ten Little Bottles," made by Bert Williams, famous musical comedy and vaudeville star and exclusive Columbia artist.

How Rothert's Featured "Ten Little Bottles"

The unusual theme of this selection adapted itself particularly to effective window displays, and the Rothert Co. took advantage of this opportunity to prepare one of the most unique and attractive displays that have appeared in Johnstown for some time past. This display produced excellent results, and the Columbia record "Ten Little Bottles" scored a sensational success in Johnstown territory.

NEW VITANOLA AGENCIES

The Memphis Furniture Mfg. Co., which has the Vitanola jobbing franchise in Tennessee, has established several new agencies in that State and in Arkansas and Mississippi.

INTERESTING NEW NEEDLE READY

Fletcher Alltones Needle So Designed That a Simple Twist Will Bring Forth a Loud, Medium or Soft Tone As Desired

After some months of careful experimenting the Fletcher Alltones talking machine needle has been placed on the market with sufficient production assured to take care of better than normal requirements. The needle has already been described in The World. It is of the semi-permanent type, with both body and point of special quality steel, the whole needle being heavily gold plated.

The name Alltones has been selected for the reason that the needle is so designed that it can be adjusted to produce a loud, medium, or soft tone without being removed from the needle holder of the soundbox. The needle is grooved on two sides and by a simple turn can be adjusted to produce practically any volume of tone desired. Experiments indicate that the needle really accomplishes what is claimed for it.

It is the claim of the manufacturer that with one needle able to play loud, medium or soft, as desired, the necessity of the machine owner keeping on hand an assortment of needles is eliminated.

The Fletcher Alltones needle is offered on an attractive card, which carries four needles, and it is the intention of the company to provide an excellent advertising service for the use of the retailer in bringing the needle to the attention of his customers.

Andrew H. Dodin, Inc., 28 Sixth avenue, New York, has been appointed jobber in this territory for the Fletcher Alltones needle. Mr. Dodin is well-known in the trade throughout the metropolitan district, which fact should help much in bringing success to his new venture.

If the salesman succeeds in making his customer feel at home he has won half the battle.

TO THE TRADE

We are pleased to announce that we are now Stock Holders and Distributors of the ***Arto Phonograph Records, and Arto Music Rolls.***

We believe, that in the future, the *Arto Company* will be among the leading concerns as the manufacturers of the World's finest *Phonograph Records* and *Music Rolls*; therefore it would be for your own mutual advantage to become a Dealer of the *Arto* Products.

PROMPT DELIVERIES and QUICK SERVICE IS OUR POLICY

For further particulars, fill out coupon below.

FULTON $35.00 MODEL

Mahogany—16x16x10 inches, double spring Motor, Universal Tone Arm. Back casting, and metal horn.

Discounts according to quantities.

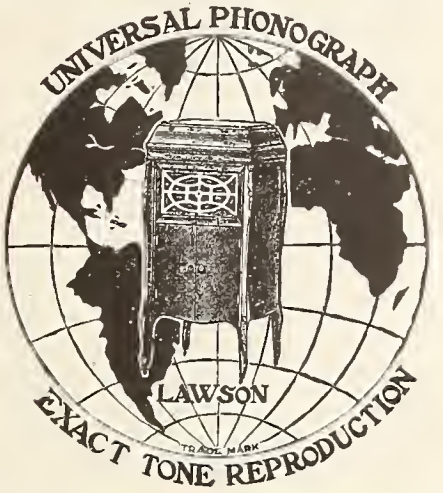
We are also now in a position to furnish a full line of PHONOGRAPHS, MOTORS, TONE ARMS, NEEDLES AND ACCESSORIES, at very lowest prices.

FULTON TALKING MACHINE CO.
253 Third Ave., New York City.

Gentlemen: Please send (Catalogs) (Samples) (Arto Records) (Arto Rolls) and particulars of sales plan.

Name .....
By .....
Add. .....

A "Sure Results" Sale Plan FREE and SUPERB QUALITY make the LAWSON



"The Dealer's Delight"

Manufactured by piano makers of 40 years' highest standing, experts in tone production and mechanical detail.

Every LAWSON PHONOGRAPH is finished and polished like the finest pianos.

LAWSON dealers have exclusive territory and biggest direct-from-factory discounts as well as real service.

Write today to

Lawson Piano and Phonograph Corp.

Office and Factory

2572 Park Avenue, New York City

PATHE NEWS BUDGET

Many Interesting Happenings Recorded in the Bulletin Just Issued for October

The October issue of Pathé News was published during the first week of the month. As usual, every page was crammed full of helpful suggestions for the Pathé dealer. This is the tenth issue of this publication, and it rightfully takes its place among the leading house organs published by industrial organizations. Each issue is looked forward to by the Pathé dealer for the current news from headquarters.

On the first page of this month's issue is a large half-tone reproduction of the Pathé plant on Grand avenue, Brooklyn, showing the completed new buildings together with the original building, which are entirely devoted to the manufacture of Pathé and Pathé Actuelle records. The buildings shown occupy only one-half of the block which extends from Flushing to Park avenue. The Park avenue end of the block is occupied by buildings which only reach to the third floor of the new unit. It is stated that it will not be very long before the other half of the block will match the large buildings already erected. Growing room on the opposite side of the street is already owned by the Pathé Frères Phonograph Co., and as quickly as leases expire the tenants are moving out. Attention is also called to the fact that in addition to these large holdings the Pathé Frères Phonograph Co. owns a large cabinet factory in Brooklyn, covering six acres of ground space, which is said to be one of the most modern and best equipped plants of its kind.

A number of excellent advertising suggestions, of which matrices are available for the dealer, are shown. In addition to general publicity ads, there are a number following the Thanksgiving and Christmas themes. "Babe" Ruth is also featured in a number of advertising suggestions which are offered in conjunction with the "Babe" Ruth Pathé records. The publicity plan, as a whole, is imposing and means much for trade advancement this Winter.

Pierre

$100.00

THE Cardinal PHONOGRAPH

The Phonograph with the "TONGUE"

THINK!!!

of what the tongue means to a human being!!!

THEN—play a "CARDINAL"

and hear what "Tone Expansion Tongues" mean to a phonograph.

* *

Try It! NOW!

Stratford

$125.00

Sherwood

$175.00

Manor

$225.00

Dealers!

Send for sample machine.

You will then order the full line.

"CARDINAL" Phonographs are Real Sellers

* * *

Line Up With a "Profit Maker"

FILL IN—TEAR OFF—MAIL TO-DAY

CARDINAL PHONOGRAPH CO.,
NEWARK, OHIO.

Date.....

Kindly send me, without obligation, full details of your DEALERS' proposition and descriptive matter of the CARDINAL PHONOGRAPH.

Name .....

Address .....

City .....

State .....

T. M. W. 9-15-20

Write at once for our liberal dealers' proposition

CARDINAL PHONOGRAPH COMPANY

Factories at Zanesville, Ohio

Newark, Ohio

MAYERS CELEBRATES OPENING

New Quarters of International Phonograph Co. on Lower East Side Strike New Note in Store Decoration and Equipment—Three Floors Utilized in Main Building for Display Rooms

The week of October 2 to 9 marked the opening of the two new stores of the International Phonograph Co. on the lower East Side of New York. The main store is now located at 103 Essex street, while the other is at 208 East Houston street. Jos. H. Mayers, the proprietor of this company, has built up a large business in his section of the city and his newest venture makes his stores the most elaborate and well equipped talking machine houses on the East Side. Unusually artistic finishing is noticeable throughout the interior of the main store, the walls being paneled in ivory and blue silk brocade, with small electric wall lights in profusion. The first floor has a large number of demonstration booths, which, as explained by Max Kaplan, of the sales force, are equipped with several new features originated by Mr. Mayers and his store manager, H. A. Jacobs. Each booth has walls paneled in silk, with easy chairs and smoking stand. A novel idea is contained in a small push button conveniently located, which when pressed by the customer causes a small blue light outside to signal the salesman that he is wanted in the booth. In this way quick service may always be obtained.

The record counter, located in the rear of the store, is large enough to contain both the regular record stock and also the foreign records on which Mr. Mayers specializes. The lighting here is so arranged as to illuminate brilliantly the record racks without throwing any light in the customers' eyes.

The second floor contains two display rooms for showing the various models of the Victor, Columbia, Sonora, Brunswick, Modernola and other lines handled. These rooms are also finished in ivory and silk. The third floor continues in the same plan and during the celebration week was used as a concert hall, where nightly many music lovers were entertained by special recitals. The store front is in keeping with the interior decorations and the display windows are large and hung with silk curtains. A large Victor sign extends the entire height of the building.

The many visitors to the store during the grand opening week were presented with souvenirs, such as Victor dogs, record brushes and the like. The store itself took on a festive appearance due to the many floral pieces sent by Mr. Mayers' friends, wishing him all success in his new venture. On Sunday evening, October 10, the sales force was entertained by Mr. Mayers by a banquet at Sylvan Hall. He in turn was presented with a handsome silver loving cup by his employes as a token of their appreciation of his kindness toward them.

A TIMELY VICTOR CO. WINDOW LAYOUT FOR HALLOWE'EN

OPEN STORE IN WALLINGFORD

The Howard Music Co., of Meriden and Southington, Conn., has leased a store in Wallingford and will shortly open as a general music house handling all kinds of musical instruments.

CONVENIENT FOR CUSTOMERS

An umbrella rack near the door of the store will save rugs and polished floors and will be more convenient for the customer as he makes his purchases.

Our Share in Helping the Growth of Your Victor Business

There is no questioning the fact that Victor goods should be merchandised along the most modern methods, that the utmost service should be rendered to the purchaser, and that in every way a Victor shop should be an ideal establishment.

Model shops and salesmanship schools are a regular part of our institutions. They were originated and are conducted in order to make your Victor business bigger and better.

When you sell a Victrola you are placing in some home the greatest source of pleasure yet conceived by man.

(*Signed*) Jew. E. Mickel

Mickel Bros., Omaha, Neb. — Mickel Bros., Des Moines, Ia.

Barrientos, Gordon, Hackett and Stracciari in the "Quartette from Rigoletto." Here's a combination of voices that can't be beat. You'll say so when you hear this selection. Columbia 49782.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

MANY EVIDENCES OF PROGRESS IN THE BALTIMORE TRADE

Some Complaints of Shortage of Goods, but Outlook Is Improving—Big Advertising and Business Promotion Plan Launched by Kranz-Fink Co.—W. S. Parks Optimistic Over Future

Baltimore, Md., October 5.—Now that October has arrived, increased activity appears to be the watchword on the part of the dealers in their efforts to round up more business before the real holiday season rush arrives. Dealers in a measure have been looking for some cut in prices due to the current atmosphere in the automobile world, but so far the only news of any cut has come on two discontinued models of one of the prominent makes.

September proved to be a month that found dealers holding their own and in some cases going ahead. Victor dealers still complain about the lack of goods, while the output appears to be improving with the Columbia. With the Victor people the impression is that the heavy shipments are now traveling westward and that this nearby factory section will soon reap the benefit of shipments.

The big event of the month as the business gets under way was the big advertising and business promotion plan launched by the Kranz-Fink Talking Machine Co., of which Joseph Fink is manager. This firm started well with one of the most unique Victor windows ever shown in Baltimore. The idea—that of the baseball field—not being exactly new to the trade, was new to the Baltimore public and was handled elaborately. The window showed a playing field in a perfect baseball park, with Victor dogs in baseball togs as players and also as the spectators in the grandstands, and even the "umps" and the press box occupants. The firm used a page ad in the newspapers to tell the story of the Victor and invited customers to the establishment. More than 5,000 Victor dogs were distributed and the volume of business done already, aside from the business that is expected to come in the future and the trade to be worked up, showed the wisdom of the plan.

"This is the greatest thing we have ever done," said Mr. Fink, "and already the business done in machines and records has shown that the step we took to bring about business and to awaken the buying public was a very good one from every standpoint. Of course, we made a large expenditure, but we have already found out that it will pay us big returns."

W. S. Parks, manager of the Columbia Graphophone Co.'s branch here, says that September, after dragging along for a time, closed with a good increase over the previous year. Mr. Parks is optimistic over the outlook and is looking forward to record-breaking business. He sees nothing but brightness and does not see any reason for any reduction in price. He declares that the buyers of musical instruments and their allied necessities do not look for reductions, but are after the best kind of results. The Columbia Co. will hold an important sales meeting next week at the Emerson Hotel. H. W. Webb-Pepploe has succeeded Mr. Hering, the Columbia city salesman. H. W. Dubbon takes in a new section of Virginia and A. M. Callis has been given a new territory in North Carolina.

W. B. Turlington, manager of Sanders & Stayman, distributors for the Vocalion, says business is coming along very satisfactorily. Mr. Turlington has just returned from a visit to New York and Atlantic City.

E. M. Walz, sales manager for Cohen & Hughes, expects to see a big improvement in shipments of instruments and records very shortly. The receipts from the Victor factory are not what he would like to see them, but he expects improvement as soon as the West gets a little more of its share. City Salesman Bosee, of the company, was the victor in the prize offered by the Penn Phonograph Co., of Philadelphia, for the largest sale of Victor dogs. The first prize was $75. Mr. Bosee sold the Kranz-Fink Talking Machine Co. 5,000 and also sold additional orders of 1,000. The Kranz-Fink order was the largest single order ever taken for the Victor trade-mark.

A. P. Petit, manager of the Brunswick-Balke-Collender Co., says record shipments are improving and he is getting more machines to handle the ever-increasing business for the Brunswick line. He says business is showing improvement and dealers that had been holding back are now buying all they can get their hands on.

E. Paul Hamilton, Inc., expects to open its new Victor salesrooms before the middle of the month. The work of installing a dozen booths and a new record department is now under way.

F. B. Hammann, who was formerly associated with Hammann-Levin, Inc., will shortly go into business and expects to have a talking machine department in his music house.

Robert Ansell, Inc., expects to show some feature windows shortly. This firm has had several very attractive windows. Inside the door the firm has a side counter on which are a dozen boxes of records open and customers sort of help themselves the same as at a bargain counter. Records that are good sellers and some numbers that are not often called for are always on the shelf and this has added to the selling of records.

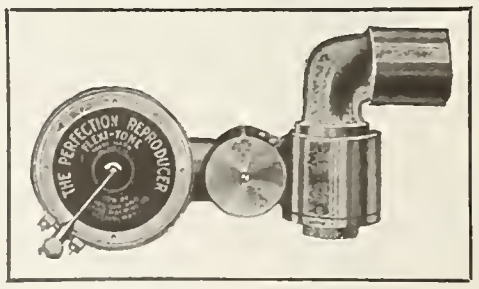
Hammann-Levin, Inc., has a reproducer on a Victor model in front of its establishment and an electric light over it showing the number of times the record has been played with a Tungs-tone needle. Hundreds of persons are attracted to the instrument daily and Mr. Levin says it has proved to be good advertising.

William M. Mueller reports good business at his two stores, Eastern avenue and North Gay street. He has erected twenty large wall and board signs and expects to have 100 of the large signs, on which he has expended about $4,000, out shortly. He also has a piano department and some of the signs carry the dual ad. He will discontinue his jewelry business the first of the year and devote all of his time to music. He also expects to add several branch stores.

Field Sales Manager Porter, of the Columbia Co., visited the territory recently, as did Chief Auditor Monroe, of the same company. A. B. Creel, formerly attached to the local Columbia headquarters and now manager of the New Orleans store, was a visitor to Baltimore on his way to New York and Washington.

School days are music days—days when the child's fingers must be trained to master the intricacies and the mind to understand the beauties.

"Perfection" Phonograph Reproducers and Ball-Bearing Tone Arms



They are mechanisms of precision, finish and quality, making the leading makes of phonographs and their records interchangeable. All arms and reproducers guaranteed mechanically and scientifically perfect.

The Perfection attachments make a perfect combination of arm and reproducer available for playing all makes of records requiring steel, tungsten and fibre needles. The reproducer is guaranteed to reproduce perfectly, from highest pitched soprano voice to lowest pitched bass.

Write for descriptive Catalogue and prices to Selling Agents

PHOENIX TRADING CO., 1265 Broadway, New York City

Manufactured by New England Talking Machine Co.

HOFFAY
AIR-TIGHT
REPRODUCES ANY RECORD

Hoffay Phonographs
Resurrectone Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

PRICES WILL BE MAINTAINED

Wm. Maxwell, Vice-President of Thos. A. Edison, Speaks Interestingly on Price Situation and Predicts Big Business This Fall

"Credit is easier and the public is buying, when convinced that prices are right. Bank loans are more liquid and there is more money available for commercial and industrial uses than at any previous time within the past three or four months."

The foregoing statement, made by Mr. Maxwell in his office at Orange last week, will be noted with interest by many who do not at present share his optimism, but who recall that he has been consistently right in forecasting general financial and business conditions.

In the Spring of 1918 he predicted that the war would end that year. After the armistice he announced to the trade that prices could not go down and would probably have to go up before the end of 1919 and, as long ago as September of last year, prophesied the financial contraction that occurred last Spring. He now says:

"The sales policies of the Edison Laboratories have been formulated in accordance with these prognostications and Edison dealers have benefited materially by the fact that the prices of Edison phonographs have been raised less than 15 per cent since 1914." Mr. Maxwell adds that the public appreciates that it will be many years before the general level of commodity merchandise prices gets down to the present prices of Edison phonographs and that there has been no check to Edison business, except in isolated cases, where local bank accommodation has been inadequate to the needs of dealers. This latter condition is showing marked improvement and he believes that the banks will be able to take care of a very large Edison business this Fall. Mr. Maxwell states that one reason for the present caution of bankers in making loans to retail merchants and jobbers is the fear that the value of stocks will have to be written down to an extent that will compromise bank loans.

"Fortunately for the Edison dealer," remarked Mr. Maxwell, "bankers are quite generally informed of the fact that the prices of Edison phonographs have increased very little and that there is no possibility of any decrease in their prices or value as merchandise."

Never let a customer leave your store with the feeling that you are indifferent to his wants.

What More Can You Ask

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

Watching the Music Come Out

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

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

SHOWS HOW RECORDS ARE MADE

Simons Piano Co. Has Emerson Display Depicting Various Steps in Manufacture

Spokane, Wash., October 4.—The Simon Piano Co., of this city, recently featured a display of phonograph records in the making. The display is of Emerson records and shows phonograph records in all stages of completion, including the original wax master record and the completed stamping matrix.

The first record shown is the one on which the original musical selection is recorded. Other records show the nine different processes through which a record goes in the course of completion.

INCORPORATED

The All-in-One Phonograph Supply House, New York, has been incorporated with a capital stock of $50,000. The incorporators are H. H. Livingston, S. Alweis and P. Oliner.

JOIN EMERSON ORGANIZATION

L. J. Bourgette and Paul Zerrahn Now Associated With Wholesale Staff of Company

Jos. I. Carroll, sales manager of the Emerson Phonograph Co., announced recently that Louis J. Bourgette and Paul Zerrahn have been appointed members of the Emerson wholesale staff. Mr. Zerrahn for the time being will confine his activities to the development of the Eastern territory, while Mr. Bourgette will concentrate the greater part of his efforts on building up the trade in the Middle West.

Louis J. Bourgette is well known in the talking machine industry, having been connected with some of the leading phonograph manufacturers in the trade, and his previous experience will enable him to offer Emerson dealers valuable co-operation.

The Robinola Talking Machine Co., Cincinnati, O., has been incorporated with a capital of $10,000 by C. M. Robinson and O. H. Caswell.

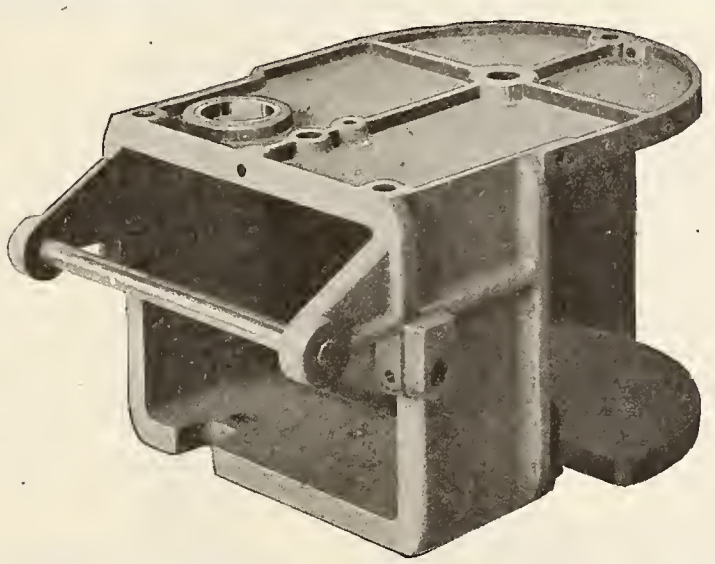
Another Big Point of Superiority!

The One-Piece Casting Insures

PERMANENT ALIGNMENT OF GEARS

In The

ROEMER RED SEAL MOTOR



Perfect alignment of gears—permanently—is insured in the ROEMER RED SEAL MOTOR by the one-piece motor casting. The ROEMER motor will not, as sometimes happens in motors with two-piece castings, work loose, thus throwing the gears out of alignment, reducing the efficiency and creating noise.

This is only one of many reasons why the ROEMER is the most silent, easy running and powerful motor on the market. With the ROEMER installed in your phonograph you can be sure its quality and dependability are complete; that the effort and money you have expended in perfecting the other features of your phonograph will be loyally and permanently upheld by the vital power plant.

Ten Big Points of Superiority

There are TEN BIG REASONS why the ROEMER should be used in **your** phonograph. These reasons explain why the ROEMER will build trade and lasting satisfaction. Write today for complete details.

ROEMER MANUFACTURING CO.

2318-20 South Western Avenue **Chicago, Illinois**

Test the Roemer Yourself

We are so confident the ROEMER will prove its superiority that we will gladly and without obligation to you send a sample motor for your inspection. Test it thoroughly—see for yourself if our claims are based on facts. No matter how satisfactory your present motor, it will pay you to take advantage of this offer. Write or wire *today*.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

Franklin G. Dunham, for the past year educational director for Landay Bros., New York City, has been placed in charge of the metropolitan district by the Victor Educational Department. He will supervise educational departments established in dealerships and give direct service to the public, private and parochial school systems of this important territory.

* * *

Thos. A. Edison, Inc., Orange, N. J., has gone to great lengths to procure an appropriate artist for the Re-creation of Jenny Lind songs. Frieda Hempel, late of the Metropolitan Opera Co., has been secured to make these records, which will be of great interest to conservatories of music, where the Jenny Lind tradition still survives.

* * *

Princess Wahtahwaso, the popular Indian mezzo-soprano, will begin a regular tour of the larger cities of the country in January. She is an exclusive Victor artist and is booked under contract by Victor jobbers and dealers. She made a special return trip to St. Louis from October 4 to 9, in order to fill a request series of concerts in the St. Louis public schools. Here the concerts were held under the direction of Miss H. A. Rosebrugh, educational director of Scruggs, Vandervoort & Barney, exclusive Victor dealers in St. Louis and one of the largest department stores of the Middle West.

* * *

The Columbia Graphophone Co.'s Educational Department has recently published some rote-songs from the Ginn & Co. New Educational Song Readers, a system in use in many of our Eastern schools.

* * *

The publication of the new book for primary grades, "Music Appreciation for Little Children" (Victor Co. Educational Department), has created not only a wide interest in educational circles but also among mothers, "big sisters" and the many other folk who have little children's destinies in their charge. It is so simple, direct and appealing that every Victor dealer who has stocked the book agrees that another edition must be requested at once. One dealer who saw fifty copies disappear from his shelves the first few days of sale tried to get another order in before his jobber was sold out but, unsuccessful though his attempt, he was rejoiced to find fifty more in the next shipment, the original order having been duplicated by his own order clerk by mistake.

* * *

The Victor traveling staff, Educational Department, gave instruction in nearly all the large university Summer schools and conducted the music work in hundreds of teachers' institutes throughout the United States this Summer.

* * *

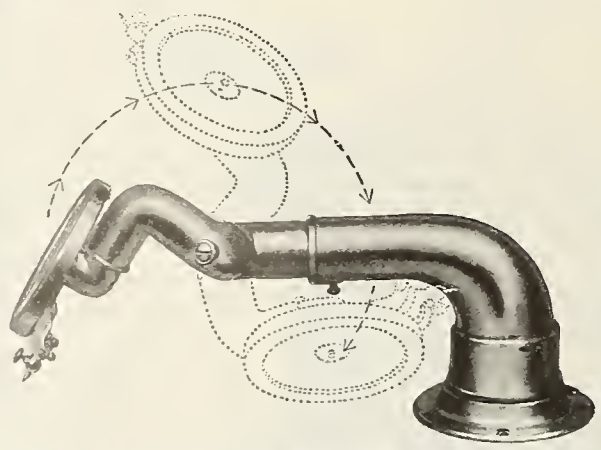
Mrs. Frances E. Clark, director of the Educational Department of the Victor Co., and who is also director of the Educational Department of the National Federation of Music Clubs, has just prepared for the use of the latter organization a special course of studies for junior and juvenile classes.

A SUGGESTION THAT IS TIMELY

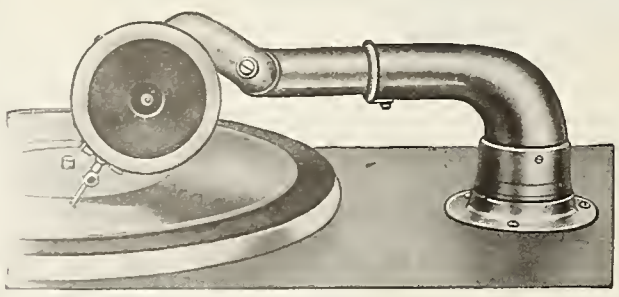
The current weekly trade letter, sent by the Knickerbocker Talking Machine Co., metropolitan Victor wholesalers, to their retailers, carries a reference to current market conditions that is worthy of notice. "In these times when a 'drop in price' seems to be the common byword, would it not be well for all Victor retailers to call the attention of the public to the fact that practically all Victor records are selling lower in price than before the war, so that no price reduction can be expected where no rise has occurred."

Accompanying the letter were three pages of helpful suggestions on selling the Victor Tungstone stylus which includes a suggested form letter and a newspaper ad on this subject.

Rainy days are days when people like to linger indoors. If the store is cozy they will linger there—and buy.



Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.



Illustrating The No. 3-C Concert size tone arm and the Model T-C Concert size reproducer. Highest grade Concert size combination.

The Oro-Tone
QUALITY FIRST

Oro-Tone Reproducers and Tone Arms have never been given publicity due to the fact that it has not been possible in the past to take care of the business that came to us voluntarily.

After moving three times in the past eighteen months we are now located in our own permanent home where we have ample facilities for increased production.

After November 1st we will be in position to take care of a few more substantial accounts.

Why the Oro-Tone Excels

Adjustable in length from 7¾ to 9½ inches.

Adjustable in height.

Illustrating the No. 3-A Standard size arm and the Model LS rocker action reproducer. The highest grade Standard size outfit it is possible to produce.

Illustrating the No. 3-A Standard size tone arm and the Model T-2 reproducer. A splendid Standard size outfit.

Special take-up adjustments preventing loose rattling joints and connections.

Perfect floating elbow.

Sensitive record feed permitting needle to travel the record grooves with greatest ease, thereby insuring the delicate sound engravings against damage.

TONE QUALITY The tone quality is the vital part of the phonograph and makes the lasting impression. The manufacturer who is earnestly striving to build an enduring business that will satisfy and hold his dealers and that will further influence business for the dealer as the result of pleased and satisfied customers will profit by using ORO-TONE tone arms and reproducers.

Samples Will Be Sent on Approval to Substantial Concerns

SHALL WE SEND YOU COPY OF LATEST CATALOGUE AND PRICE LIST? READY OCTOBER 1st

THE ORO-TONE COMPANY

1010 GEORGE STREET CHICAGO, ILLINOIS

Manufacturers of Highest Grade Phonograph Equipment

Quick Sales—Big Profits In Charmaphone Phonographs

Exclusive Territory to Live Dealers

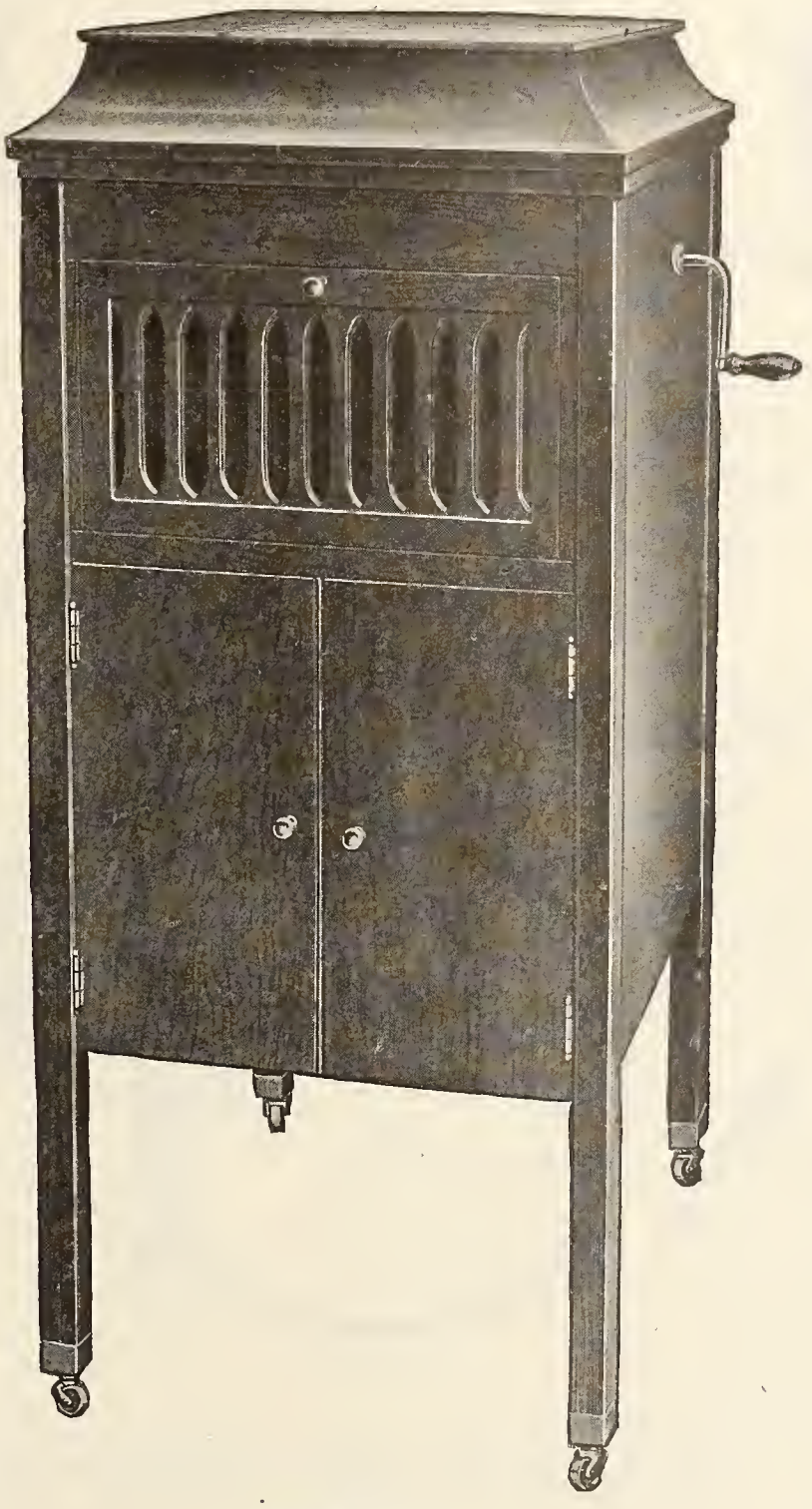
THIS Model No. 4 is proving a Big Seller for

Charmaphone Dealers.

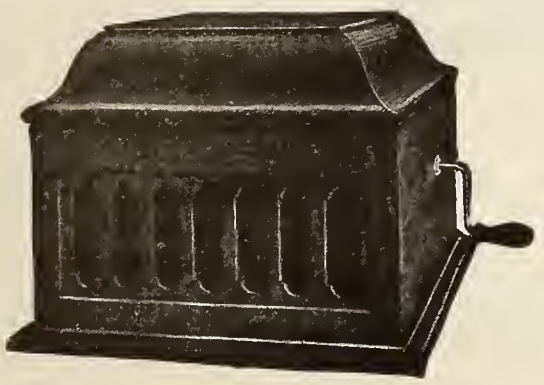
Why not for you?

Its tone, equipment, finish and construction are of high standard.

Value for your customers—
Profits for you—
Priced so they Create Sales.



MODEL No. 4
Height 42 inches. Width 18 inches. Depth 23 inches
Five album shelves. Nickel plated leg sockets and casters
Retail Price $75.00



MODEL No. 3
Height 12 inches. Width 18 inches. Depth 20 inches
Retail Price $45.00

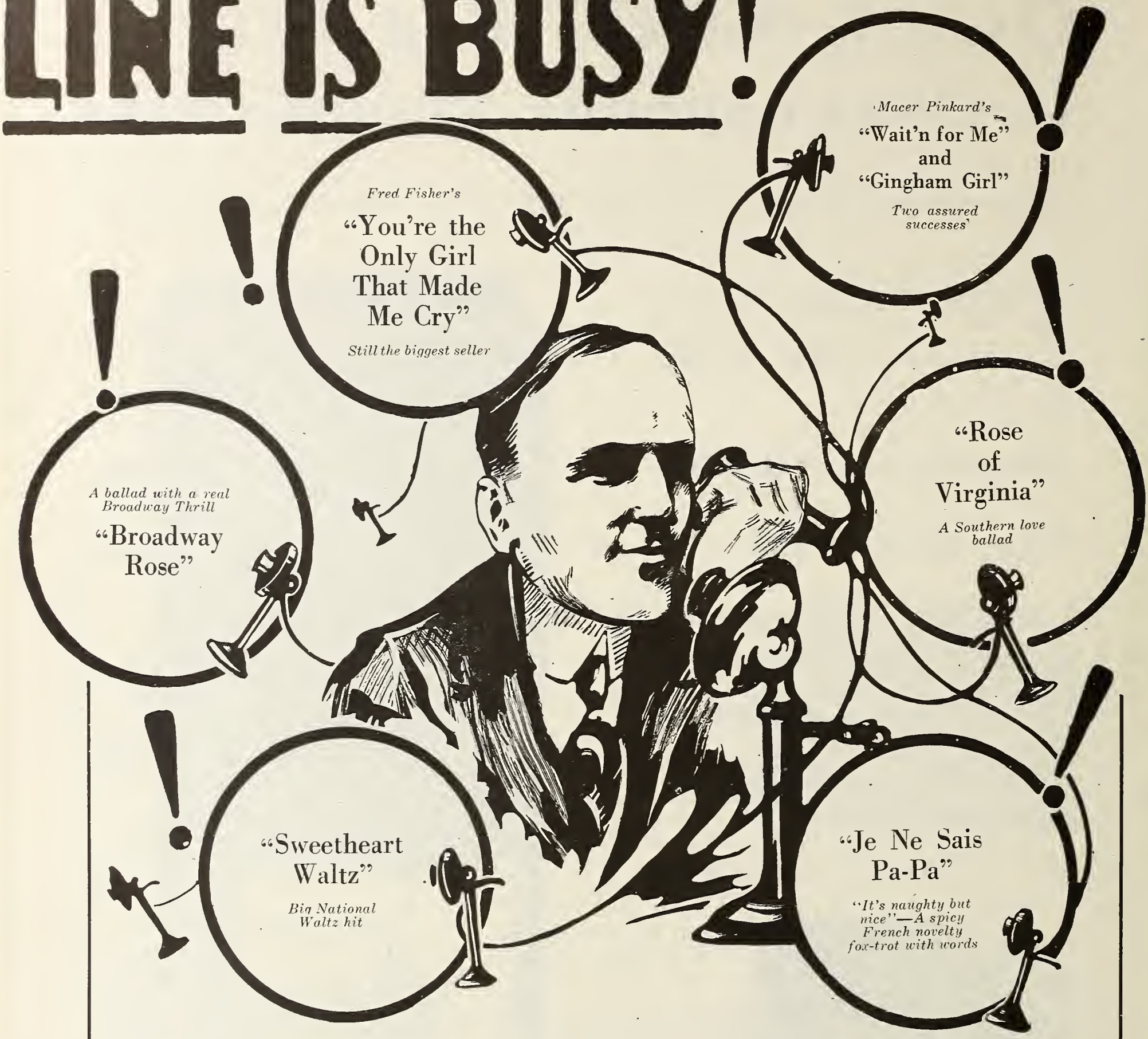
SUPREME IN TONE, QUALITY, PRICE AND CONSTRUCTION

Write at once for our liberal dealers' proposition and catalogue illustrating our complete line.

CHARMAPHONE COMPANY

39 West 32nd Street, New York City **Factory: Pulaski, N. Y.**

LINE IS BUSY!



ALL OVER the Country we are getting calls for these song and dance novelties—you too will have calls—lots of them.

The wise dealer will stock at once the SHEET MUSIC—TALKING MACHINE RECORDS—PLAYER ROLLS

FRED FISHER, Inc.

224 WEST 46th STREET - - - - NEW YORK CITY

GLEANINGS from the WORLD of MUSIC

WHY THE FOX-TROT FLOURISHES

Talking Machine Records Credited With Making and Keeping That Dance Popular

There are always among us those who have a mania for demanding that a ban be put on everything that is believed to jar the sensibilities of the individual, just on general principles. This leads us to remark that several times during the past two seasons there have been those who would prohibit the fox-trot. At one time they apparently had slight success when they managed to link it up with the "shimmie." Their advantage in this direction, however, was short-lived, and to-day, as for several seasons, the fox-trot still persists.

It is hard to say just what makes the fox-trot so popular. In other years we have had a different dance time and with just as tuneful melodies. The rhythm, of course, has much to do with the great favor with which it is received. It was not so long ago that the fox-trot was an unknown quantity. Shortly after its initial appearance it divided honors about equally with the one-step, but to-day it seems to have monopolized the dance field, with the exception of an occasional waltz.

Much of the credit for the success of this style of music is frequently given to the talking machine records. Certainly they favored the dance with a large measure of publicity in record and other forms. The orchestras, too, seem to follow this lead, and the result has been that those who write the melodies felt it necessary to contribute offerings which would win the largest popularity and sale, so they are, more often than not, fox-trots.

Each individual publisher has his own ideas as to the extent of assistance that his titles receive on their road to success from talking machine records. Most of them, however, willingly admit that the records can and often do "put over" instrumental numbers. This has been proven very pointedly on several occasions, and invariably the recent instances where the records have performed such service the numbers have been fox-trots.

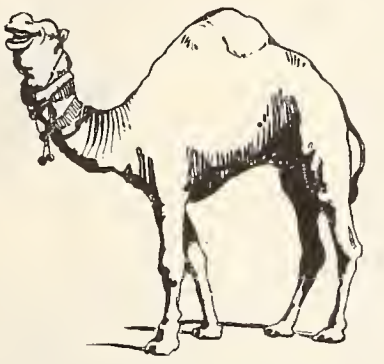
Acknowledging the merits of the work accomplished by the talking machine records and the orchestras is not, of course, to say that the publishers themselves have not done their share in placing the fox-trot into the position it holds. On the other hand, the publishers and these other forces seem to have co-operated in making this attractive dance what it is. Their publicity campaigns have been almost co-ordinated.

While some would apparently like to have the fox-trot eliminated, there is nothing on the horizon that would indicate that such a move is evident. This dance appears to be gaining even greater popularity, if such a thing can be possible, and at least one can say without fear of contradiction that there is not the minutest chance of its falling from favor during the coming season.

Those who attack this dance are prone to call it "jazz," thinking thereby to bring it into disrepute. There have been jazz fox-trots, but the best fox-trots can in no wise be termed "jazz." The rhythm of the fox-trot has an appeal all its own, and this is proved by the readiness with which it lends itself to descriptive publicity.

The publishers and others interested apparently have made a move to eliminate the word "jazz" from their catalogs. They have not done this in unison, but all seem to have realized that that was not an appropriate description of the rhythm of such numbers. To call a number "jazz" because it happens to be a fox-trot is doing the majority of such numbers an injustice and encourages attacks from a source which is ever on the alert to criticize and to prohibit, if possible.

The Camel



IS DESTINED TO BECOME THE NATIONAL BIRD OF AMERICA.

But—why worry—stock up from our "cellars".

Nothing "ales" the prices; and you can get "a head" with any of them.

Among the popular blends in stock are:—
"Alabama Moon"—"Stop It"—"Amorita"—"Biddy"—"Sweet Luana"—"Dear Old Dixie Moon"—"One Sweet Day"—
BETTER ORDER NOW.

SAM FOX PUB. CO., Cleveland, O., U.S.A.

RUTH ROLAND BUYS SONORA

Ruth Roland, famous moving picture star, is one of the latest additions to the long list of prominent film artists who are possessors of Sonora phonographs. This list includes some of the most successful artists now appearing in motion pictures.

Ruth Roland is well known to moving picture lovers throughout the country. She has appeared in some of the greatest successes introduced in recent years. Among her latest pictures in which she appeared as a star are the following: "Who Pays?" "The Adventures of Ruth," "Tiger's Trail" and "Ruth of the Rockies."

SOME GOOD PUBLICITY MATERIAL

Hinds, Hayden & Eldredge Issue Some Excellent Sales Helps for Dealers

Hinds, Hayden & Eldredge, the well-known New York publishers, who during the past few months have been running a publicity campaign on several of their numbers, including "When Your Ship Comes In" and "In the Afterglow," have just issued some special display material which, although it is produced primarily for the sheet music trade, proves very effective material for talking machine dealers. With this in mind, the above publishers have announced to the trade, particularly to Victor dealers, that they will gladly furnish such material gratis.

VALUE OF DEMONSTRATION BOOTH

Give a thought to the demonstration booth. Remember that every little improvement is a step toward better service and will impress the customer with the idea that your store is the one to patronize.

All musical people seem to be happy—it is the only engrossing pursuit—almost the only innocent and unpunished passion.—Sydney Smith.

HINDS, HAYDEN & ELDREDGE, Inc., SONGS ON THE NOVEMBER LISTS

"IN THE AFTERGLOW," by Frank H. Grey, sung by Elsie Baker, Victor Record No. 45200.

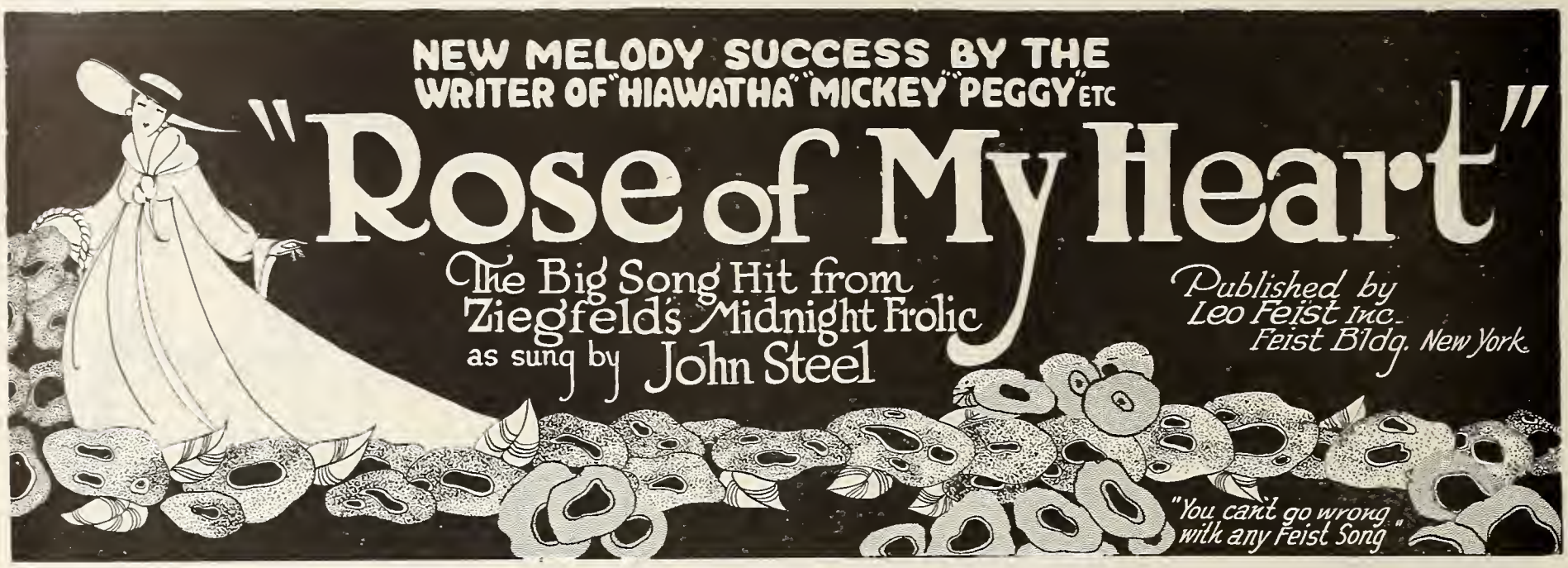
"WHEN YOUR SHIP COMES IN," by Lily Strickland, sung by Orville Harrold, Victor Red Seal No. 64909.

"A SOUTHERN LULLABY," by Robert H. Terry, sung by Percy Hemus, Pathe Record No. 25044.

These songs are established successes—new ones you will hear much of this season are "Somewhere-Someday," by Francis; "Home, Sweet Home Lullaby," by Brothers, and "Sometime in Dreams," by Lemont.
Watch for them.

Published by **HINDS, HAYDEN & ELDREDGE, Inc., 11 Union Sq., West, New York**

If you sell sheet music you can make 100% on these songs.



Men Who Make Popular Songs

No. 17—A. Baldwin Sloane

To be both prolific and consistent is the happy lot of A. Baldwin Sloane, who, after a period of comparative quiet following his earlier musical comedy successes, returned to the scene of former triumphs by writing the music for the second edition of Marie Dressler's "Tillie's Nightmare," after which he furnished the much sung and whistled music of the

A. Baldwin Sloane

"Greenwich Village Follies of 1919," which included such hits as "I Want a Daddy Who'll Rock Me to Sleep," "Red, Red as a Rose" and "The Message of the Cameo." His share in the success of this show naturally made him the logical successor to himself when the "Greenwich Village Follies of 1920" was produced, and in this he has again scored well. Chief among the songs in this latter production are "I'll Be Your Valentine," "Come to Bohemia," "Just Sweet Sixteen" and "Tam, Tam, Tam, Tam, Tam." Previous to his present-day reputation, Mr. Sloane was responsible for a dozen Broadway successes. His return to the domain of composition marks a new period in his career, and from present indications we are destined to get something valuable from his pen each season.

DANCE RECORDS EDITED BY LADA

Pathè Co. to Introduce Records for Dance Instruction—New Outdoor Sign—"Babe" Ruth Publicity in Slides

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has added to the publicity given to the "Babe" Ruth Pathé and Actuelle records with dealer advertising slides for moving picture screens.

An entirely new feature in Pathé records is announced which will doubtlessly be welcomed by every Pathé dealer. A series of Pathé records will be produced for dance instruction. The service of Lada, who is said to be one of the most phenomenally successful dancers of the day, has been secured. She is an American who has taught European and Asiatics their own dances and is said to be particularly efficient in being able to impart her knowledge of dancing to others. The music for these dances will be played by Nathan Franko's orchestra. During the past five months Lada has played and replayed the Pathé records of her dances every day. Aided by motion picture cameras and stenographers, every movement of the dances was marked down in picture and word. With every record will be given a book of photographs of each and every step in conjunction with the music, showing pictorially how to make the necessary steps and movements. Lada will appear this season in over one hundred different cities and wherever there is a Pathé dealer she will visit the store and autograph all her records sold that day. It is expected that the Lada dance records will be announced in November.

The new outdoor sign for Pathé dealers is now ready. This new sign has been finished in red, white and black enamel and features the famous Pathé Rooster. The demand for this sign has been heavy and the shipping headquarters at the Pathé establishment is very busy taking care of the demands.

MAGNAVOX PRODUCTS ORGANIZED

Magnavox Products is the name of a new concern recently incorporated in New York. Its name explains its business. The active capital is $10,000 and there are 2,000 shares of common stock having no par value. The incorporators are F. J. Coupe, J. Wolff and J. O. Morris, Forest Hills.

LASHANSKA IN BEVERLY CONCERT

Noted Soprano and Exclusive Columbia Artist Will Give Concert in Beverly, Mass.—Engaged by Well-known Club in That Town

The Columbia Graphophone Co. received recently an interesting communication regarding a concert which will be given by Mme. Hulda Lashanska and Alexander Gunn at Beverly, Mass., on November 17. Mme. Lashanska, who is an exclusive Columbia artist, is internationally famous, and her Columbia records have met with an enthusiastic reception everywhere.

Mme. Hulda Lashanska

In a letter to the Columbia Co. in connection with this concert, Chas. A. Woodbury stated that Mme. Lashanska was engaged for this concert by the Men's Singing Club of Beverly, an organization of fifty trained voices. This club is prominent in social circles in Massachusetts, and their concerts invariably draw capacity audiences.

It is interesting to note that the club arranged for Mme. Lashanska's appearance in Beverly after hearing her sing "Annie Laurie" on a Columbia record, and her rendition of this selection was so pleasing to the members of the club that they arranged immediately for Mme. Lashanska's appearance.

Waltz Lullaby Success! On All Records and Rolls
PICKANINNY BLUES
Chicago McKINLEY MUSIC CO. New York

RECEIVE LOVING CUP FROM DEALERS

Retailers Who Take Trip to Victor Factory Last Month Present Token of Their Appreciation to the Putnam-Page Co., of Peoria, Ill.

Peoria, Ill., October 4.—The members of the large delegation of Victor dealers of Indiana who, under the auspices of and accompanied by officers of the Putnam-Page Co., Victor wholesalers of this city, made a special trip to the Victor factory in Camden, N. J., from September 5 to 9, recently presented to the Putnam-Page Co. a handsome silver loving cup as the mark of their appreciation of the courtesies extended to the dealers during the trip.

F. H. Putnam, president of the Putnam-Page Co., acknowledged the gift to each dealer individually, writing as follows:

"There are some achievements that we accomplish through careful planning, but no

Cup Presented to Putnam-Page Co.

amount of effort on our part could merit such a wonderful tribute as is the loving cup that arrived here to-day inscribed by the Victor dealers' party.

"We, of the Putnam-Page staff, know that the spirit that inspired the remembrance was born of a set of generous-minded men, and we thank you for that as well as the beautiful and substantial token.

"The cup will have a place of honor in our new dealers' service room and will be a constant reminder of the responsibilities to our dealer associates and our most cordial relations with you.

"We trust that when you attend our 'get-together' in February, we may put the cup to practical use."

GRANBY JOBBERS IN NEW YORK

Ziegler, Baker & Johnson, New York, Okeh record jobbers and well known in Eastern trade circles, have been appointed distributors for the Granby phonograph, manufactured by the Granby Phonograph Corp., Norfolk, Va. This enterprising concern has placed a large order for immediate delivery, and will shortly inaugurate an intensive campaign in behalf of this line.

Since its introduction to the trade a few weeks ago, the Granby phonograph has made remarkable progress, and Ziegler, Baker & Johnson selected this instrument after making a thorough investigation of its musical quality and after studying the local market from every possible angle. The members of the firm are convinced that the dealers in metropolitan territory will find a ready demand for Granby phonographs, and as each member of this jobbing firm is a practical talking machine man, the Granby dealers who are served by Ziegler, Baker & Johnson will be offered practical cooperation in solving their trade problems.

If it can be said that your store has "atmosphere" then it is a sign that what you are doing is being appreciated.

FOREIGN MUSIC ROLLS

FOR YOUR

FOREIGN RECORD TRADE

MEANS INCREASED SALES

THE NEW

MONO ROLL

OFFERS

JEWISH
POLISH
ITALIAN
AND
GERMAN

Folk Songs, Dances and Classics, recorded with a faithfulness that arouses memories of the homeland. Many selections recorded from manuscript.

ALL ROLLS 88 NOTE OPEN CUT, FIRST QUALITY

$ .75 to $1.75

Liberal trade discounts from the latest bulletin, each with the words on a separate card for singing.

GERMAN

M 2000	Das Heidenröslein (Volkslied)..... *Von Goethe*	$0.75
M 2001	Ich Weiss Nicht Was Soll Es Bedeuten (Die Lorelei)..... *Von Heinrich Heine*	.75
M 2002	Wenn Ich Mich Nach Der Heimat Sehn (Der Tyroler und Sein Kind) ..... *Von Jos. Ferd. Nesmüller*	.75
M 2003	Wie Die Blümlein Draussen Zittern (Volksweise) ..... *Von Franz Abt*	.75
M 2004	Ich Hatt Einen Kameraden (Volkslied) ..... *Von Ludwig Uhland*	.75
M 2005	Steh Ich in Finstrer Mitternacht... *Von Wilhelm Hauff*	.75
M 2006	Still Ruht Der See..... *Von H. Pfeil*	.75
M 2007	Immer Noch Ein Tröpfchen (Schottische) ..... *Von W. Hinsch*	.90
M 2008	Darf Ich Bitten (Schnell Polka).. *Von A. Czibulka*	.90
M 2009	Electrisch (Schnell Polka)) Aus "Die Landstreicher" ..... *Von C. M. Ziehrer*	.90
M 2010	In Flagranti (Schnell Polka) Aus "Die Landstreicher" ..... *Von C. M. Ziehrer*	.90
M 2011	Marsch-Polka. "Auf der Kirmess" *Aus Volksliedern zusammengesetzst*	.90
M 1021	Overture "Schauspiel" (It. Drammatico) ..... *By Chr. Bach. Arr. by Ellis Linder*	1.25

ITALIAN

M 1022	Bolero d' Amore (Italian Song)... *By R. Falvo*	.75
M 1023	'O Marenariello (Italian Song).... *By S. Gambardella*	.75
M 1024	Santa Lucia (It. Barcarolla)..... *Arr. by Nino Gavitti*	.75
M 1025	Nuttata 'E Sentimento (Italian Ballad) ..... *By G. Capolongo*	.75
M 1026	'O Sole Mio! (It. Canzonetta)... *By E. di Capua*	.75
M 1027	Nun T' Affaccia (It. Serenata)..... *By Luigi Fragna*	.75
M 1028	Torna a Surriento (It. Canzonetta). *By E. de Curtis*	.75
M 1029	Speranze Perdute (Valse Italiano).. *By A. Morelli*	.75
M 1019	La Benedizione del Pugnale (From Les Huguenots) ..... *By G. Meyerbeer. Arr. by Ellis Linder*	1.25
M 1020	Rosa Della Spoza ..... *By Lavalle. Arr. by Ellis Linder*	1.25
M 1021	Overture "Schauspiel" (It. Drammatico) ..... *By Chr. Bach. Arr. by Ellis Linder*	1.25
M 1039	Mari, Mari! (Italian Song).....	.75

POLISH

M-R 1000	Gdy Narod Do Boju! (Marsz).... *By A. Szuszczewicz*	.75
M-R 1001	Marsz Narodowy Polski ..... *By J. Z. Krygier*	.75
M 1002	Stanislawa Polka ..... *Arr. by J. Messina*	.75
M 1003	Co Ja Winna (Mazurka) ..... *By S. Trymolski*	.75
M 1004	Podkoweczki Dajcie Ognia (Mazur) *By K. Namyslowski*	.75
M-R 1005	Marzenia Rozkoszy (Walc) ..... *By A. Szuszczewicz*	.75
M 1006	Cieszmy Sie Polka ..... *By W. Osmanski*	.75
M 1007	Marzenia Mlodosci (Walc) ..... *Arr. by W. K. Grigaitis*	.75
M 1008	Dziadunio Polka ..... *By K. Namyslowski*	.75
M 1009	Oberek Do Bialego (Polish Dance) *By K. Namyslowski*	.75
M 1010	Warszawska Polka ..... *Arr. by W. K. Grigaitis*	.75
M-R 1011	Wieniec Melodyj Narodowych ..... *By Urbanek. Arr. by K. W. Grigaitis*	1.25
M 1012	Wesola Wiesniacka Polka ..... *Arr. by E. Owczarski*	.75
M 1013	Faworitka Polka ..... *Arr. by W. K. Grigaitis*	.75
M 1014	Nowy Rok Polka ..... *By J. Wisniewski*	.75
M 1015	Ognisty Mazur ..... *By B. K. Namyslowski*	.75
M-R 1016	Pieszczotka Polka ..... *By A. Szuszczewicz*	.75
M 1017	Pliszka Polka ..... *By Fr. Zikoff*	.75
M 1035	Ladna Helcia Polka ..... *Arr. by W. K. Grigaitis*	.75
M 1036	Dziarska Chlopcy Mazur..... *Arr. by W. K. Grigaitis*	.75
M 1040	Polish Dance Medley No. 1..... I. Polonez Kosciuszki II. Cieszmy Bracia Nadzieja	.90
M 1041	Polish Dance Medley No. 2..... I. Mazur (z op Skalmierzanki) II. Mazur (Zuch Stach)	.90
M 1042	Polish Christmas Hymn. Wsrod Nocnej Ciszy (Pastoralki).....	1.00

RUSSIAN AND MALO-RUSSIAN

M-R 1037	(Potpourri-iz-Russkich-Piesen No. 1) *Played by Louis Dubrow*	1.75
M-R 1038	(Potpourri iz-Malo Ruski-Piesen No. 1) ..... *Played by Louis Dubrow*	1.75

HEBREW

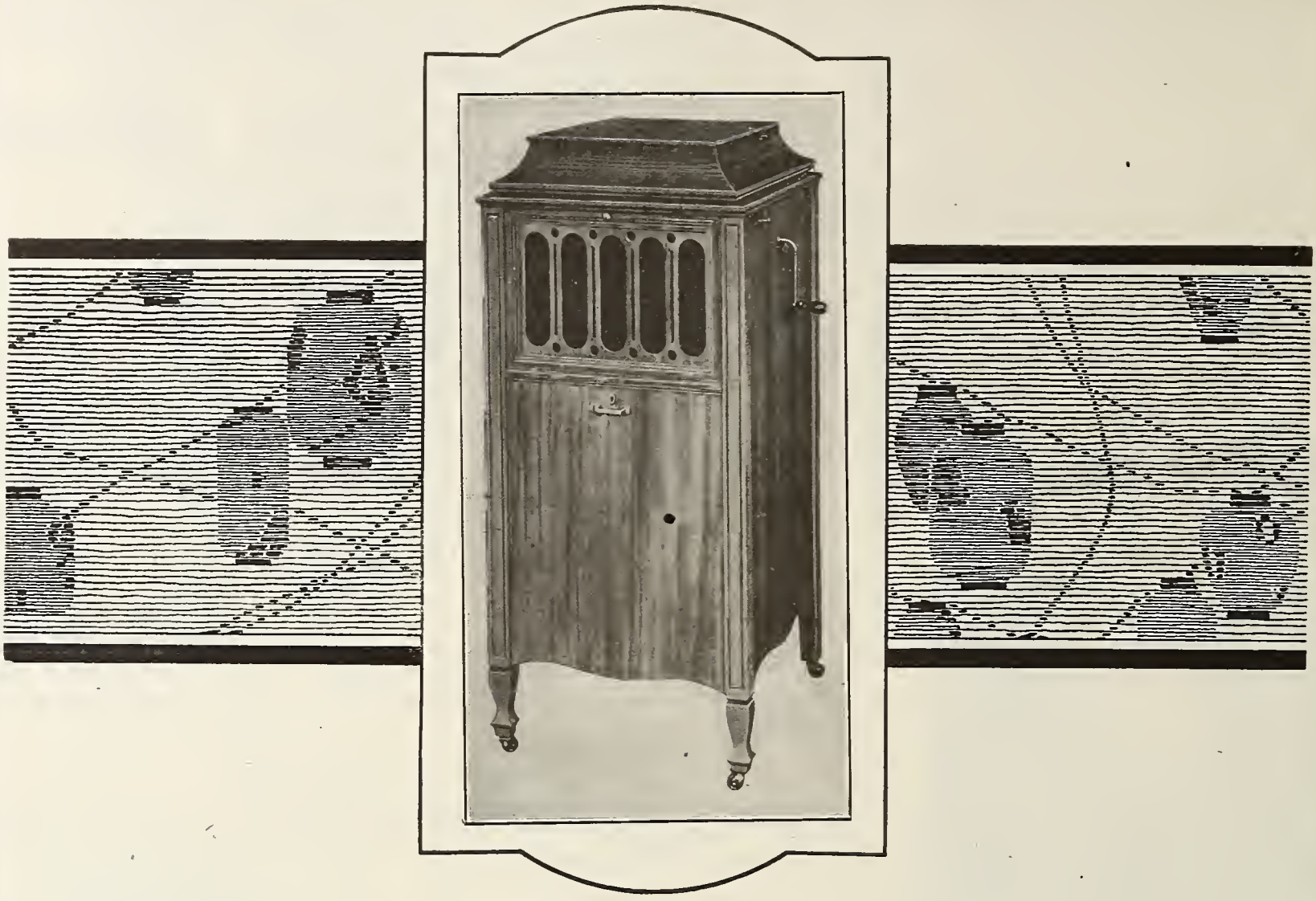
M-R 1030	Mazel Tov Mechutonim (Hebrew-Bulgar Dance)	1.00
M-R 1031	Die Frehliche (Hebrew-Bulgar Dance)	.75
M-R 1032	Chupeh Tanz (Hebrew Dance).....	.75
M-R 1033	Kolomeika Tanz (Hebrew Dance)...	1.00
M-R 1034	A Russiche Schehr No. 2 (Hebrew Dance)	1.10

MADE BY

THE ROSE VALLEY COMPANY

55th Street & Hunter Avenue - - Philadelphia, Pa.

***New York Office*—1367 Broadway—SAM H. SPECK, *Manager*.**



FROM MOTOR BOARD TO CASTER

The DELPHEON is all quality and will be *"The Ultimate Choice"* as your leading line

THE living tone of the Delpheon—the complete lack of the mechanical quality—is as amazing as it is charming. The "True Form" Rounded Amplifier which gives to the Delpheon its rich, humanly vibrant, appealing naturalness is the result of years of experimentation and is used exclusively on the Delpheon. The Delpheon Automatic Stop and the "Ready-at-Hand" Record File are other of the Delpheon's features that are not to be found elsewhere.

The Far-seeing Dealer Will Inquire Now

THE *Delpheon* CO.

BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas

WM. J. HAUSSLER "IN THE AIR"

Treasurer of Bruno & Son Looks Down on Greater New York From an Aeroplane

Finding the view too restricted from the upper floor of a modern loft building, W. J. Haussler, treasurer of C. Bruno & Son, Victor distributor and musical merchandise wholesaler, enlarged his vista on last Saturday in accepting an invitation from Monsieur Gaubert, the eminent French flier, who during the war tested hundreds of planes for the French Government, for a Farman aeroplane flight over Greater New York. Mr. Haussler states that the speed of 125 miles an hour at which he traveled prevented his locating any carloads of Victrolas that may have gone astray while enroute to Bruno's, but learned, nevertheless, during the brief stops made at other planets, that the same acute shortage in Victor goods prevails with the dealers there as it does here.

Plane in Which Mr. Haussler Journeyed

DELPHEON MAKING PROGRESS

Bay City, Mich., October 7.—C. J. Bonsfield, president of the Delpheon Co. of this city, manufacturers of the Delpheon phonograph, states that the outlook for Fall business is very encouraging, and that during the past few weeks there has been renewed activity all along the line. The Delpheon factory is now working to capacity, and many new accounts have been opened in important trade centers.

The Phonograph Sales Co., of Boston, Mass., formerly known as the Rosen Phonograph Sales Co., which distributes the Delpheon line in New England territory, has forwarded substantial orders to the factory, indicating that the Delpheon is making rapid progress in New England territory.

Store lighting is an essential which is sometimes overlooked by the busy dealer, but he will find that improved lighting will mean improved business.

EMERSON SHOP FORMALLY OPENED

Artistic Establishment on Fifth Avenue Opened This Week—Will Benefit Emerson Dealers Considerably—Newspapers Announce Opening

The Emerson Shop, one of the most artistic and unique talking machine establishments in the country, was formally opened a few weeks ago, and during the past month has been visited by Emerson dealers from the metropolitan territory and from many out-of-town points. The new shop is located at 206 Fifth avenue and 1126 Broadway, New York, and no expense was spared to make this establishment worthy of the prestige of the Emerson product.

Full pages were used in all of the leading newspapers recently announcing the opening of the new Emerson Shop and inviting the public to visit the warerooms where the new Emerson phonograph and Emerson records would be played for their convenience. Several of these full pages appeared in rotogravure sections of the newspapers, and illustrations were used which added materially to the effectiveness of the advertising.

A complete line of Emerson phonographs is on display at the Emerson Shop, and in the full pages appearing in the newspapers the Queen Anne model was featured. There were also portrayed exterior and interior views of the new warerooms, and particular attention was devoted to the presentation of the Music Master horn, which is one of the exclusive features of the Emerson phonograph.

E. M. Latham, who was appointed manager of the Emerson Shop, is enthusiastic regarding the value of this establishment to Emerson dealers. Mr. Latham has built up an efficient organization which is co-operating with the Emerson clientele in every possible way, and the success of this new shop, which is maintained in the interests of Emerson dealers in the Metropolitan district, is assured.

VICTROLAS IN RURAL SCHOOLS

Educational Department of the Victor Co. Doing Excellent Work Just Now Among the Rural Schools Throughout the Country

The Educational Department of the Victor Talking Machine Co., under the direction of Mrs. Frances E. Clark, has for some time past been devoting particular attention to educational work via the Victrola in the rural schools of the country, operating with the close co-operation of State and county music supervisors in many instances.

The work has been very successful, and those in charge of the music of the various rural schools have become enthusiastic regarding the assistance offered by the Victor booklet, "Ten Lessons for Rural Schools," which was issued some time ago, and has been distributed widely. The practical value of the book has been quickly recognized, and Mrs. Clark has received a number of letters of commendation regarding it. A State Supervisor in the East, for instance, wrote:

"I have been studying your 'Ten Lessons in Practical Music for Rural Schools.' The further I read the better I like it. I wish that this course of lectures might be given before every county institute in ———. The advantage to teachers would be enormous and the profit to thousands of children in rural schools beyond computation. I shall urge the incorporation of the course in institute programs wherever I can."

The book, "Music Appreciation for Little Children," issued recently by the Educational Department of the Victor Co., has also had a wide appeal, with the result that a second edition of the book has already become necessary to meet the demand.

J. A. Silberberg, a furniture dealer of Memphis, Tenn., has taken on the Pathé agency in that city. He plans to have an attractive department.

BRUNO

Standing still is going backward. That explains the "Forward March!" attitude of every Victor dealer.

BRUNO

45" HIGH
MODEL No. 6, $75

WHEN HARDING IS ELECTED—

And business picks up you will want on your floors a machine such as the

Adora

which because of its popular pricing in popular sizes, its quality both in tone and cabinet work and its other special features satisfies the big demand that stands for good profits.

Do you know the Adora proposition?

We distribute

United States Player Rolls
Puritan Records and Supplies

ADORA PHONOGRAPH CO.

242 E. Jefferson Ave. **Detroit, Mich.**

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD · · · LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD · · · · · · LONDON, E. C., ENGLAND

CELEBRATED EDISON ARTISTS HEARD

Frieda Hempel and Arthur Middleton Score Great Success at Concert Recently Given to Celebrate Centennial of Jenny Lind's Birth

Frieda Hempel and Arthur Middleton, both of the Metropolitan Opera Co. and both noted Edison artists, scored a great success at Carnegie Hall on October 6, where was celebrated the one hundredth anniversary of the birth of Jenny Lind, the famous Swedish soprano.

So far as it was possible to make it so, the concert was an exact replica of the first concert given by Jenny Lind in America in 1850 in Castle Garden, the program being repeated in every detail, with the exception of one number, the music of which at present seemed to be unobtainable. Miss Hempel was chosen to represent Jenny Lind because her voice, her art and her personality most strikingly resemble those of the earlier Queen of Song. She was a golden-haired vision, very much like the Swedish Nightingale, in white satin crinoline, garlanded with flowers. Arthur Middleton, who represented the baritone, Signor Belletti, appeared in a colored dress coat, high collar and stock.

The actual program was an exact copy, even to the artists' names, of that of the concert in Castle Garden in 1850. Miss Hempel sang brilliant airs by Bellini, Rossini and Benedict, with finished art and spontaneous ease. Mr. Middleton did extremely well in the florid air from "Maometto Secundo," and was also heard in Rossini's "Sorgette" and "Largo al Factotum," bringing delight to a fine audience.

Following the concert it was announced from the stage that the prima donna had received a message of congratulation from the King of

Frieda Hempel as Jenny Lind

Sweden, who was represented at the concert by the Swedish Ambassador.

Altogether, Jenny Lind gave nearly 100 concerts in this country. Everywhere audiences fought like angry mobs to gain entrance to the concert hall and extra concerts had to be given to satisfy the throngs—and Jenny Lind added more extra concerts for charity herself. Incidentally, the proceeds of the centennial concert are to go to the same charitable institutions which Jenny Lind, on the advice of the mayor of New York, selected as the beneficiaries of her first American concert.

There is no record of Jenny Lind's voice—nothing to perpetuate it for the coming generations—and no one can tell whether Miss Hempel approached Jenny Lind in her airs and songs. Fortunately, the same is not true of the voice of either Frieda Hempel or Arthur Middleton. Both have sung for the New Edison repeatedly, and it is exceedingly gratifying to know that their Re-Creations will cause delight to future generations, even as it does to those of the present day.

ACQUIRES BUSINESS OF C. A. KITZ

Milwaukee, Wis., October 9.—The Singer Talking Machine Co. has been incorporated here with a capital of $150,000, divided into 75,000 shares of preferred stock with a par value of $100, and 7,500 shares of common stock having no stated value. The new company has been organized to assume the business of C. A. Kitz. Mr. Kitz, however, will remain in active control and management of the corporation. The transfer of interests takes place on October 18.

GODOWSKY'S BRUNSWICK RECORDS

Announcement has been made by the Brunswick-Balke-Collender Co. that the famous pianist, Leopold Godowsky, will now record his art on Brunswick records. The acquisition of this noted artist makes an important addition to the number of Brunswick artists.

A warm store is a good asset these cool Fall days and will attract customers.

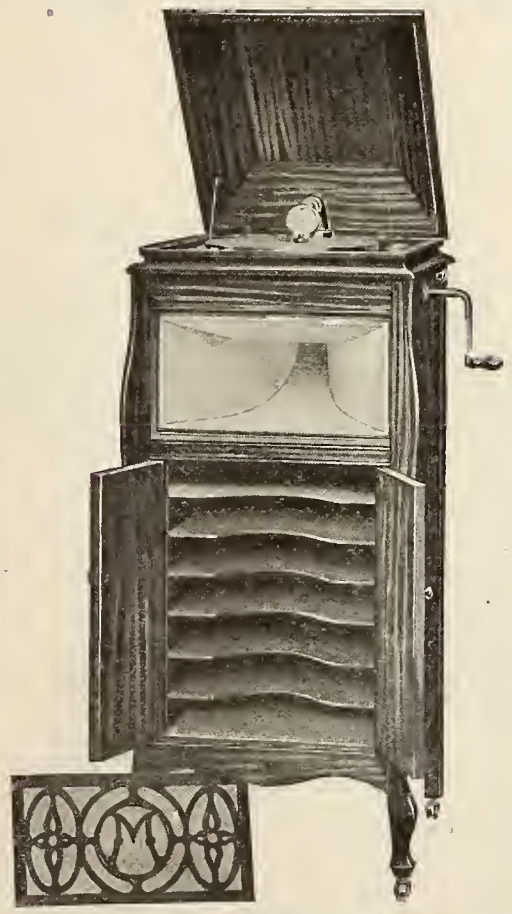
MELODIA

The Phonograph Played and Endorsed by

Gino Marinuzzi

Composer and Musical Director of the

Chicago Opera Company



Its natural rendition, attained after years of laborious experiments, has won for the Melodia a plaee of prominenee in the hearts and homes of musie lovers.

All agree that the voiees of Caruso, Galli-Curei and other famed artists are reproduced in a most life-like manner by The Melodia.

It is artistieally designed and seientifieally eonstrueted. Its equipment is the best obtainable.

Dealers interested in something new and better write for further information.

The Melodia Phonograph Co.

400-406 N. Sangamon St. Chicago, Ill.

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, by which the point is improved to such an extent that we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

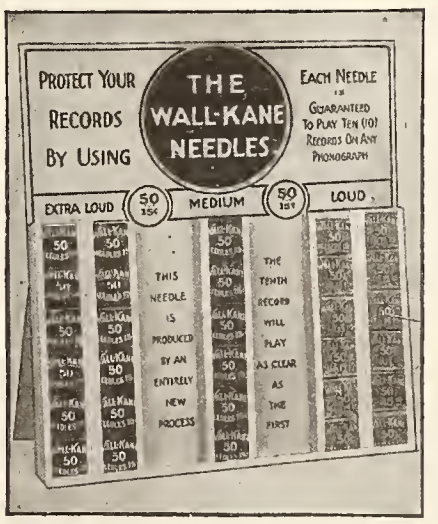
WE GUARANTEE THAT EVERY WALL KANE NEEDLE, HAS BEEN AND WILL BE IN THE FUTURE, THE HIGHEST GRADE ORDINARY STEEL NEEDLE OF DOMESTIC MANUFACTURE.

BEWARE OF IMITATIONS

A package of 50 WALL KANE NEEDLES is superior to 500 ordinary steel needles.

WALL KANE NEEDLES improve the tone and preserve the life of your records.

A package retails at 15c.—costs the dealer 7½c.—8c. in the Far West.



This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, $4.60; $4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a tone of WALL KANE Needles, cost the dealer $7.50; $8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

SIX OF THE EIGHT NEW PERIOD VICTROLAS RECENTLY INTRODUCED TO THE TRADE

William and Mary

Gothic

Queen Anne

Adam

Louis XVI

Chippendale

NEW PERIOD VICTROLAS NOW READY

Victor Co. Sends to Trade Special Half-Tone Illustrations of Eight Leading Styles of Period Models—Should Prove Most Appropriate for the Coming Holiday Trade

The Victor Talking Machine Co. has just issued to the trade an attractive series of eight illustrations, showing as many different period models of Victrolas which are now ready for shipment. These period Victrolas have been awaited by the trade with a great deal of interest, and the fact that they are now ready proves most gratifying to dealers who cater to the better class of customers.

The models illustrated, each one on a separate sheet, include the Gothic, Louis XVI, Sheraton, Sheraton with ivory finish, Queen Anne, William and Mary, Adam and Chippendale. Each of the models is offered in two types, one with spring motor, and the other with electric equipment, the prices for the various models ranging from $1,000 to $1,340.

In announcing the fact that the new period Victrolas are ready the Victor Co. emphasizes particularly that these new models will undoubtedly prove appropriate for the Christmas trade, and that the company has endeavored to save time by simply sending out half tone reproductions of the models rather than have an elaborate catalog prepared.

The supply of these period models will, of course, be somewhat limited, inasmuch as instruments of the type cannot be manufactured in great volume, but there will be enough available to take care of the pressing needs of the dealers.

The several period types have already been brought to the attention of the trade through the medium of articles in "The Voice of the Victor" and the general designs have met with wide favor.

The decorative treatments are absolutely true in their details and follow the various period styles closely. A number of distinctive features of the ordinary cabinet Victrola have been observed in the period models, however, which in a sense lends to their distinctiveness and value.

TWO NEW UDELL FOLDERS ISSUED

The Udell Works, Indianapolis, has just sent out to dealers throughout the country folders Nos. 69 and 70, one devoted exclusively to music roll cabinets, and the other to talking machine record cabinets. Several of the leading styles in each type of cabinet are shown in the folders which should prove of particular value to dealers in building up an increased business in cabinets during the Fall. Extra copies of the folder may be obtained by dealers on request from the Udell Works.

J. C. RAY TO PACIFIC COAST

J. C. Ray, of the executive staff of the Columbia Graphophone Co., and connected with the organization for the past ten years, left town last week for the Pacific Coast. Mr. Ray is planning to take a three-months' rest, and around the first of the year will probably join the Los Angeles branch of the company.

A. P. Anderson, of the statistical division of the Columbia Graphophone Co., succeeds Mr. Ray at the executive offices.

Superior Workmanship
Superior Finish
Superior Service
→ Trade "SUPERCAST" Mark DIE CASTINGS

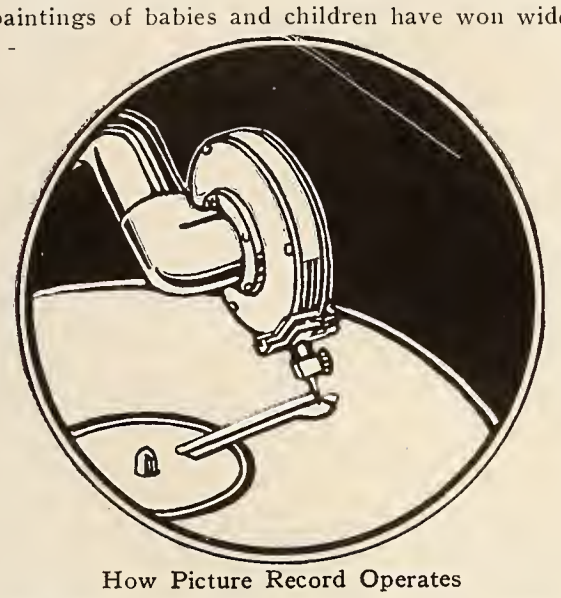
THE SUPERIOR DIE CASTING CO.
411 FRANKFORT AVE. CLEVELAND, OHIO

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
DORAN CO. DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
Pamphlets with fac-simile illustrations and prices mailed on request.
SMITH-SCHIFFLIN CO.
149 Church Street New York City
FROM THE PHONOGRAPH CO. 1240 HURON ROAD CLEVELAND
SOLD BY WALTER D. MOSES & CO. 102 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

INTRODUCING THE PICTURE RECORD

New Emerson Invention Should Prove to Be an Interesting Novelty for Children

A new invention of considerable importance is announced by the Emerson Phonograph Co., Inc., in its new Picture Record to be placed on the market at an early date. Such famous artists as Will Pogany, creator of the scenic effects in the original production of "Le Coq d' Or" at the Metropolitan Opera House, and Catherine Burd, whose magazine covers and paintings of babies and children have won wide



How Picture Record Operates

recognition, will illustrate the stories and songs carried by the records themselves.

Extremely ingenious and practically simple is this latest product of the brain of V. H. Emerson. It consists of a double face record, placed between handsomely illustrated covers which are clamped to either side of the record by a brass bushing coming through the center hole of record. The hole in center of record itself has been reamed slightly so that the bushing will fit the spindle of turntable on machine when record is played. The playing is accomplished through a grooved slot in cover, to admit of needle coming in contact with grooves on record, the covers, of course, being sufficiently loose on bushing to prevent their revolving with record. This holds covers stationary while record plays.

The first releases will consist of children's stories and nursery rhymes, and kindred subjects, in order to provide dealers with this new Emerson product in time for holiday business. Rapidly following will come Picture Records of popular songs, monologues by vaudeville headliners, with drawings by well-known cartoonists, "travelogues" showing scenes in different countries, etc., etc. Not to be overlooked either are its educational possibilities. For instance, the foreign language student will be able to hear the voice of his "teacher" and at the same time have in front of him the printed translation of his lesson together with its spelling in the original tongue. In fact it does not require much imagination to foresee the ramifications which this new development will cover.

NEW DEALERS' SERVICE ROOM

Miss M. A. Cloud, Once in Charge of Victor Idea Shop, Now With Putnam-Page Co.

Peoria, Ill., October 9.—Work has been nearly completed on the new dealers' service room, installed by the Putnam-Page Co. in the recently added quarters in its building on South Adams street. The room is being equipped with modern Unico Booths, record racks and sales counter and modern sales and service helps will be installed.

On the same floor will be quarters set apart for the convenience of visiting dealers and the trade generally. The service room will be in charge of Miss M. A. Cloud, who joined the Putnam-Page Co. after an experience in charge of the Idea Shop at the Victor factory.

ELECTRIC ILLUSION IS PUZZLER

In the north show window of Killea's Leading Phonograph Shop, 35 South Pearl street, Albany, N. Y., there is displayed a mirror, in a handsome gold frame. Ladies who have stopped to see themselves in this mirror have been mystified to see their own reflection disappear from the face of the mirror and another face, that of the beautiful Brunswick girl, appear. The illusion is brought about by the use of an electrical device and the rights to its exclusive use in advertising talking machines belongs to the Brunswick.

CELEBRATES FIRST ANNIVERSARY

Strand Temple of Music Meets With Great Success in Albany, N. Y.

The Strand Temple of Music, Albany, N. Y., of which Al. Edelstein is manager, recently celebrated its first business anniversary with appropriate ceremonies, including an elaborate concert. The Strand Temple of Music has enjoyed a large volume of business since the day it was opened, with the result that the quarters have been remodeled several times. At present improvements are under way that will give the shop a battery of seventeen Unico booths, and a rack capacity for over 15,000 records. The Victor line is featured exclusively, and special attention is given to elaborate window displays and daily newspaper advertising.

BRUNSWICK SHOP IN MT. STERLING

Mt. Sterling, Ill., October 9.—M. P. Perry, who for some time past has been handling the Brunswick line of phonographs and records, together with his clothing and men's furnishings, has opened a new store which he calls the Brunswick Shop. This is the only music store in Mt. Sterling, and in fact in the county, and should prove very successful under Mr. Perry's energetic direction. In addition to phonographs the shop will also handle pianos, players, etc., with Robert F. Perry and Homer Cox in charge.

THE EMERSON RECORD SALES COMPANY

Take pleasure in announcing that they are distributing agents for the

MELODEE Music Rolls

for New York City and all metropolitan districts.

THE EMERSON RECORD SALES COMPANY

206 Fifth Avenue New York City

Edison Amberola Message No. 10

A quality product—manufactured by a responsible concern—marketed at a fair profit to all—and sold at an uninflated price—will not be affected by "squalls" of business depression.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

ACTIVITIES OF EMERSON STAFF

Executives and Travelers Visiting Jobbers and Dealers Throughout Country—Co-operating With Trade in Development of Phonograph Business—Some Interesting Reports

H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co., New York, returned recently from a visit to the Southern States Phonograph Co., Atlanta, Ga., where the new Emerson factory is located. This plant has made splendid progress, and Mr. Leeming was also gratified to find that Emerson products are gaining daily in popularity in Southern territory.

W. H. Shire, field sales manager of the company, spent a month on the Pacific Coast, where he found the trade optimistic regarding the future for the new Emerson phonograph. Mr. Shire spent most of his time in Los Angeles, Seattle, Spokane and San Francisco, working and co-operating with the jobbers in that territory. In San Francisco, Los Angeles and Seattle, the Western Jobbing & Trading Co. is making plans for a banner Fall trade, and in Spokane the Northwest Phonograph Jobbers, Inc., is leaving nothing undone to give efficient service to the dealers.

Joseph I. Carroll, sales manager of the Emerson Phonograph Co, visited Pittsburgh and the Pittsburgh district, making his headquarters at the warerooms of the Clarke Musical Sales Co., jobbers in that territory. This enterprising concern advised the trade in its district that the complete line of Emerson phonographs would be displayed for several days in the Fort Pitt Hotel, and invitations were extended to the dealers in western Pennsylvania to inspect the line at their convenience. As a result of this invitation practically every Emerson dealer in that territory visited the Fort Pitt Hotel during the exhibition and, what is even more gratifying, placed orders calling for immediate delivery of the Fall line.

H. E. Morrison, assistant sales manager of the company, has just completed a trip which included a visit to Chicago, Duluth, Omaha, Kansas City, St. Louis, Oklahoma, Houston and Dallas. Mr. Morrison concentrated his activities entirely on the Emerson phonograph line, and through his many years' experience in the industry was able to give the jobbers in these trade centers valuable service and suggestions in their merchandising plans. He states that the Emerson phonograph is meeting with success far beyond the highest expectations of the company and its jobbers.

L. J. Bourgette, of the Emerson wholesale traveling staff, recently spent a short time in Minneapolis and St. Paul, opening up new accounts for the Emerson phonograph in behalf of the Marshall-Wells Co., of Duluth, jobbers in this territory. Mr. Bourgette left for St. Louis a few days ago, where he will do similar work for the Murmann Phonograph Co., of that city, who are laying plans for an intensive campaign featuring the Emerson phonograph.

Robert McMacken, of the wholesale staff, also spent a few weeks with the Marshall-Wells Co. doing development work among the dealers in this jobber's territory. Mr. McMacken is now co-operating with the Carpenter Paper Co., of Omaha, Neb., where he is working with this jobber's sales staff along practical lines.

Charles F. Usher, of the Emerson sales staff, recently returned from a two weeks' trip spent among the dealers of the New England Supply & Equipment Co., Emerson jobbers in Massachusetts and Connecticut. He states that business conditions in this territory are very gratifying, and that the dealers are placing substantial orders for the complete Emerson line.

EIGHT VICTOR ARTISTS IN PEORIA

Putnam-Page Co. Books Famous Aggregation on Tour Through Central Illinois

Peoria, Ill., October 9.—The Eight Famous Victor Artists made their first appearance here October 2, under the auspices of the Victor dealers served by the Putnam-Page Co., who has booked the artists on a tour through Central Illinois. One of the largest audiences gathered in the Shrine Temple and witnessed an unusual performance, and the interest aroused in the artists' records was unusual. They appeared on Monday night in Galesburg, Ill., on Tuesday, Burlington, Iowa; Wednesday at Springfield, Ill.; Thursday at Decatur, Ill., and Friday at Urbana, Ill., making one of the most successful week's tours they have ever experienced.

LAMPAGRAPH AT ELECTRICAL SHOW

The Lampagraph, manufactured by the Lampagraph Co., St. Louis, Mo., was on display the past week at the Electrical Show, which was held at the Grand Central Palace, New York. This show was a tremendous success, and capacity crowds visited the various booths every day.

The Lampagraph was greatly admired by all visitors to the show who were enthusiastic regarding its handsome appearance and its pleasing tone quality. This instrument has many exclusive features which offer the Lampagraph jobbers and dealers extensive sales arguments, and the exhibit at the Electric Show gave this product valuable prestige. The exhibit was in charge of Miss Foss.

NEW LANSING DISTRIBUTORS

Boston, Mass., October 7.—The Lansing Sales Co., of this city, manufacturer of Lansing Khaki moving covers, announces the appointment of F. A. Kohler & Co., Chicago, Ill., and O. J. DeMoll & Co., Washington, D. C., as additional distributors for the company's products. Both of these companies have an extensive clientele in their respective territories, and they are preparing to feature the Lansing covers in their sales campaigns.

A few flowers now and then will add a touch of freshness to the store and will impress your women customers favorably.

AMERICAN

The American line will bring you success. Nine models made in the popular finishes.

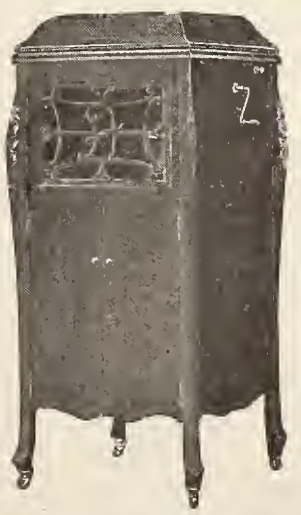
Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.

No. 8



No. 11

ARTo RECORDS

ARTo WORD ROLLS

Into the Home—

ARTo Music Rolls bring JOY

ARTo Phonograph Records bring AMUSEMENT

ARTo Profit-Sharing Certificates bring PROSPERITY

ARTo 10 INCH PHONOGRAPH RECORDS

THE LATEST SONG AND DANCE HITS for NOVEMBER, 1920

VOCAL RECORDS

Chile Bean. (L. Brown-A. von Tilzer Baritone Solo, Orch. accomp.....Ernest Hare Pretty Kitty Kelly. (E. Nelson-H. Pease) Tenor Solo, Orch. accomp.....Arthur Hall	9021
I'll Be With You in Apple Blossom Time. Tenor Solo, Orch. accomp.....Arthur Hall Marion, You'll Soon Be Marryin' Me. (McConnell) Male Voices.....ARTo Trio	9023
Tired of Me. (G. Clark-W. Donaldson) Tenor Solo, Orch. accomp.....James Price When I Looked in Your Wonderful Eyes. Tenor Solo, Orch. accomp.....James Price	9020

DANCE RECORDS

Avalon. Fox-trot. (A. Jolson-V. Rose), Selvin's Novelty Orch. Alice Blue Gown (From "Irene"). Waltz (H. Tierney) .....ARTo Dance Orch.	9018
Whispering. Fox-trot. (J. Schonberger), Selvin's Novelty Orch. In Old Manila. Fox-trot. (M. Earl), Selvin's Novelty Orch.	9019
Swanee. One-step. (G. Gershwin), ARTo Dance Orch. On Miami Shore. Waltz. (V. Jacobi), ARTo Dance Orch.	9022

STANDARD INSTRUMENTAL AND VOCAL RECORDS

Irish Reels. Medley.....ARTo Military Band Irish Jigs. Medley.....ARTo Military Band	3024
Poet and Peasant. Overture. Part 1 (F. von Suppe) .....ARTo Military Band Poet and Peasant. Overture. Part 2 (F. von Suppe) .....ARTo Military Band	3039
Dear Old Girl. (R. Buck-Theo. Morse), Peerless Quartet Where the River Shannon Flows. (J. I. Russell) Tenor Solo .....Henry Burr	3043
The American Patrol. (F. W. Meacham), ARTo Military Band The Thunderer March. (J. P. Sousa), ARTo Military Band	3044
Faust Selection. (Chas. Gounod), ARTo Military Band Pilgrims' Chorus. From "Tannhauser" (Richard Wagner) .....ARTo Military Band	3045
La Boheme. Aria: My Name Is Mimi. Soprano, Orch. accomp. .....Mme. Genie Fonoravia La Boheme. Aria: Farewell May You Be Happy. Soprano .....Mme. Genie Fonoravia	3046

Ask for the Complete Catalog of ARTo Records

THE ARTo CO.

Factories: Orange, N. J.

New York Office: 1604 Broadway

NO PRICE CUT ON EDISON PRODUCTS

Wm. Maxwell, Vice-President, Announces That Present Prices Will Be Maintained

The attitude of Thomas A. Edison, Inc., toward any reduction in prices on Edison phonographs is set forth in no uncertain manner in a telegram sent to K. R. Moses, sales manager of Shultz Bros., Edison jobbers of Omaha, Nebr., by William Maxwell, vice-president of the Edison Laboratories, just made public.

Mr. Moses wired the Edison Laboratories from Omaha on September 25, as follows:

"Enough dealers have indicated a belief that there may possibly be a reduction in Edison phonograph prices to indicate that possibly more think the same way about it and have not given voice to their thoughts. If in harmony with your policies, will you please send me a telegram which I can incorporate into a bulletin which will indicate or assure dealers that there will be no decline in Edison prices within the next six months?"

Mr. Maxwell, on behalf of the Edison Laboratories, replied:

"You can bet your life that the prices of Edison phonographs are not going to be reduced during the next six months. I will bet that none of the present models will ever be reduced in price. We are going to be lucky if we don't have to increase our prices during the next six months."

Edison phonograph prices have formed the subject matter of a large part of the Edison trade-magazine advertising for some time and, quite recently, were introduced into the national magazine advertising as well. Despite the present trend of industrial conditions, therefore, Edison dealers may feel confident over the future Edison business and, in order that this confidence may be conveyed to prospective Edison phonograph purchasers also, dealers have been furnished with a large window sheet, on which is printed a facsimile reproduction of the aforementioned telegraphic correspondence.

SALE OF WORLD PHONO. CO. ASSETS

On October 5 bids were opened for the sale of the assets of the World Phonograph Co., of Chicago, recently bankrupt. Included in the assets are the factory, stock of phonographs, motors, supplies, lumber, veneers, woodworking machinery, patents, trade-marks, good will, real estate, etc. The Central Trust Co. of Illinois is the receiver for the bankrupt company. The opening of bids was made in response to the order of the District Court of the United States.

A special meeting of stockholders of Columbia Graphophone Mfg. Co. has been called for October 27 to vote on increase in authorized common capital from 1,500,000 to 3,000,000 shares. It is not intended, according to President Whitten, to issue any of the stock at this time.

Cabinets for Sale

ALSO COMPLETE MACHINES

500 for Immediate Delivery

$160.00 and $350.00 MODELS

Dimensions: 46½ in. high, 23½ in. deep, 22 in. wide

We are open for contracts for the manufacture of Cabinets of every description. Moulding, Grills and other special material. Large stock of Motors and Tone Arms for sale. Prices are very attractive—call and convince yourself.

Monarch Cabinet Mfg. Co., Inc.

TELEPHONE: HARLEM 2879

2074 SECOND AVE. (Bet. 106th and 107th Sts.) NEW YORK CITY

AN EFFECTIVE WINDOW DISPLAY

Wiley B. Allen Co. Features "The Love Nest" to Great Advantage in Portland

Portland, Ore., October 8.—Among the most attractive music store display windows in this city are those of the Wiley B. Allen Co., at Morrison and Broadway. The window displays are changed

Featuring "The Love Nest"

frequently, and each new arrangement is most artistically and carefully prepared. A window that attracted much attention recently was that featuring "The Love Nest," which is a hit here, as well as in every other section of the country. In the window there was shown a small cottage with a loving couple gazing longingly at it, and reflecting in every detail the spirit of the song.

It is reported that the window display proved effective in stimulating record sales, not only of "The Love Nest," but of other timely record numbers carried by this house.

R. A. YOUNG APPOINTED MANAGER

Takes Charge of Retail Victor Department of Philip Werlein, Ltd., in New Orleans

New Orleans, La., October 7.—J. D. Moore, manager of the Victor division of Philip Werlein, Ltd., announced this week the appointment of Ralph A. Young as manager of the company's retail Victor department. Mr. Young recently completed the Red Seal salesmanship class at the Victor factories in Camden, N. J., and Philip Werlein, Ltd., are confident that he will attain signal success in his new work.

Mr. Young entered the Victor business about six years ago, when he became associated with the Victor department of the Lion's Store, Toledo, O., which was under Mr. Moore's management at that time. He was later appointed manager of the Victor department of Batterman & Co., Brooklyn, N. Y., and was so successful in that position that he joined the organization of Stewart & Co., Baltimore, where he has been located for the past three years, during which time he acquired a thorough knowledge of every phase of the Victor business.

Trade Commissioner Lynn W. Meekins reports that a Pekin agency has been established for an American talking machine company. The most popular instruments in this Chinese city are the cabinet models, he says.

CRITERION RECORDS, *Inc.*

MANUFACTURERS OF RECORDS FOR THE PHONOGRAPH

IT is a recognized principle that the fulfillment of a promise made by a new firm to produce good merchandise depends almost entirely on the knowledge, experience and calibre of the men at the head of the organization.

Phonographic record manufacturing is of such a highly technical nature mechanically, electrically and chemically that men with a complete mastery of their art are of vastly greater importance than in most industries.

We believe for the first time in the history of the phonographic industry a new organization has been completed in which the head of each major department—research, recording, music, manufacturing, business and selling—is a man of marked attainment in his individual field.

When the time comes to reveal the personnel back of CRITERION RECORDS, Inc., the trade will be in no doubt as to the high standard of excellence which will be attained in the phonograph world by CRITERION RECORDS.

TWELVE TWENTY-SEVEN BROADWAY
NEW YORK

DEATH OF AUGUST H. GOETTING

Prominent Music Publisher and Jobber of Springfield, Mass., Passes Away in Sixty-fourth Year—A Leading Figure in Politics

Springfield, Mass., October 4.—Col. August H. Goetting, one of the prominent figures in the music publishing and sheet music jobbing trade of the country, died at his home here yesterday morning of heart trouble. Col. Goetting was born in New York in 1856, and came to Springfield in the early 80's, where he engaged in the music jobbing business, in which he met with unusual success. In the course of years he branched out and secured control of concerns in the sheet music field in New York and other

Col. August H. Goetting

cities, and was also interested in the following well-known houses in the talking machine trade: Mutual Talking Machine Co., Inc.; Progressive Phonographic Supply Co., Inc.; the Manhattan Phono Parts Co.; the Supreme Phono Parts Co., and the Concert Record Mfg. Co. As a mark of respect to Mr. Goetting, these various enterprises remained closed on Thursday afternoon, October 7.

Despite the demands of his business Col. Goetting found time to engage in politics to a considerable extent, and in 1913 was candidate for Lieutenant Governor of Massachusetts, being defeated for that office.

Your National Advertising and the Dealer's Window—

must be "tied up" logically, forcefully and irresistibly to get the full value of your appropriation.

Back of a successful "tie up" with the dealer's window (and the dealer's interest) there must be a well-thought-out, definite plan—a purpose and a policy.

Einson Litho, Inc., have been the most successful exponents of this new method of localizing a national advertising campaign and securing real dealer co-operation.

From original conception to written plan; from plan to art work; from art to lithography and printing—with the 101 mechanical details, the assembling, packing and shipping monthly to each local dealer—every phase of the work is carried out by this specialized, completely equipped organization.

We shall be glad to discuss with you, in person or by mail, our experiences in securing dealer co-operation.

EINSON LITHO INCORPORATED

Executive Offices and Art Studios 71 W. 23rd St., N. Y.

Factory & Plant 327 East 29th St. New York, N. Y.

Chicago Offices 1306 Auditorium Tower Bldg. Chicago, Ill.

A. H. MAYERS HAS FORMAL OPENING

Well-known New York Dealer Now Operates Great Victrola Establishment on the West Side—Elaborate Program Marks Occasion

The big feature in musical circles on New York's West Side recently was the formal opening of the enlarged store of A. H. Mayers, at 781-83 Ninth avenue, corner Fifty-second street, which occurred on the evening of October 6. At the present time Mr. Mayers has one of the largest, if not the largest, Victor stores in that section of the city.

In reality, the business occupies two double stores and a basement, the corner store, 781 Ninth avenue, having recently been taken over by Mr. Mayers as an addition to his quarters next door, and the two stores thrown into one. The quarters have been remodeled and redecorated throughout, and there have been installed twenty-one soundproof demonstrating rooms all finished in ivory with mahogany trimming. The steady increase in the size of the establishment is a distinct tribute to the aggressive business methods of Mr. Mayers and his sons, Willie and Archie Mayers, who are associated with him in the business.

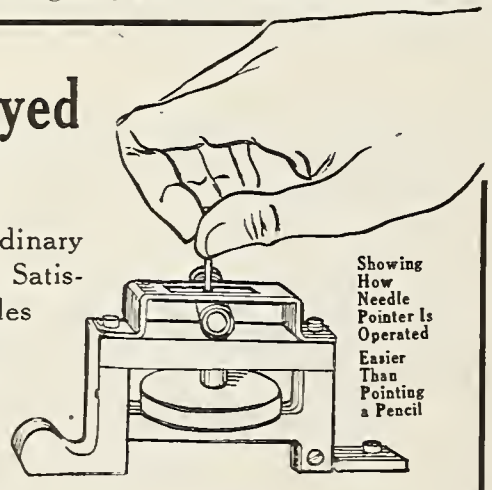
The formal opening was marked by an elaborate concert, for which attractive invitations were sent out and which served to attract during the evening over 3,500 people, packing the store and congesting the sidewalk. The program included several dance numbers by Lochers' Jazz Orchestra and some of the latest songs by representatives of the leading music publishing houses. A feature was the dancing of Miss Thelma Wilkening, who is at present appearing in "Mecca" at the Century Theatre. The concert was followed by dancing.

Each guest was presented with a souvenir of the occasion, the souvenirs including mirrors, Victor dogs, fans, etc., and a great percentage of the visitors were registered on cards prepared for the purpose. It was announced that those who signed the cards would receive regularly "Mayers' Monthly Messenger," a bulletin listing the new records and other timely information of interest to those who own or contemplate purchasing Victor machines. Another card was provided for those who, as customers of the Mayers' store, desired to introduce their friends.

A number of local jobbers and business friends of Mr. Mayers sent floral pieces for the opening, and the trade generally was well represented at the reception. Mr. Mayers incidentally operates another store at 1983 Broadway, which also will be enlarged when the opportunity occurs.

Hundreds of Records Played With One Steel Needle

Tone improved. Life of record prolonged. Ordinary steel needle can be used over and over again. Satisfaction of always having perfectly pointed needles



Showing How Needle Pointer Is Operated Easier Than Pointing a Pencil

Needle Pointer Attached, Ready for Use

By using

Hobson's Steel Needle Pointer

It is attached to any disc record machine. Merely insert the needle in pointer and hold it in place a few seconds. The revolving disc on the phonograph operates the pointer.

RETAIL PRICE, $2.50 EACH

Jobbers and dealers, write for our liberal offer.

Hobson-Miller Manufacturing Co.

LANCASTER, PA.

INTER-MOUNTAIN DEALERS MEET

The convention of the Inter-Mountain Victor dealers, which was held in Salt Lake City, October 7th, under the auspices of John Elliot Clark Co., was a great success. An interesting paper, under the caption "The Future," prepared by J. J. Rockwell, advertising counselor of the Reincke-Ellis Co., Chicago, was read at this gathering.

Grey Gull Records

All the latest popular numbers in stock for prompt delivery. List price $1.00. Big dealers' discount. Write for record list and Dealers' discount.

JOS. BARNETT & CO., Cedar Rapids, Iowa

THE LAMPAGRAPH NOW REPRESENTED IN KANSAS CITY

Company Established at 813 Walnut Street—Business Outlook Favorable—Steinola Co.'s New Plant—Columbia and S. N. Henley Co.'s New Quarters—Schmelzer Co. News—Other Items

Kansas City, Mo., October 8.—This territory is vastly better in buying ability than it has been for some time as a result of the unusually good production of crops. Farmers are realizing financially upon their investment and this circulation of cash throughout the territory has brought about an increase in the demands for talking machines and records. Fall is rapidly advancing and there is evident in many places an increase in trade, although the increase has not been as marked as was expected. This is the month of conventions and a steady stream of people come into the city, and they come to buy and buy heavily, according to our leading merchants. The talking machine trade is getting its share.

C. V. Bissell, district manager of the Starr Piano Co. here, says the business is far in advance of the expectations for the season of the year, and that the demand is growing steadily.

Harry Wunderlich, of the Wunderlich Music Co., has a good coating of tan as a reminder of his Summer on Northern Lakes. Mr. Wunderlich says: "This is to be one of the banner years for Fall and Winter business in talking machines and records. The theatres are partly responsible for the demand for music and it looks as though a goodly percentage of the population intended to dance through the Fall and Winter months without a pause; that is the reason the demand for dance music is increasing to enormous proportions.

Kansas City has a brand new establishment at 813 Walnut street in the Lampagraph Co., now in the old location of the S. M. Henley Music Co. Z. D. Brown, owner of the Brown Building and the Brown Fur Co., is the proprietor of the new store. The company, besides doing a retail business, acts as distributor throughout the State of Kansas and the western half of Missouri. The company confines its business solely to the Lampagraph, a combination library lamp and phonograph. using a General Electric motor, with Johnstone mechanism and Empire tone arms. Mr. Brown has been assisted in opening the new establishment by John J. Valentine, a factory representative, and has built a sales staff around Miss Renabelle Wilson, who is managing the retail sales department. Miss Wilson is well known in the trade in Kansas City and thoroughly experienced, having had several years with the Wunderlich Music Co. and the J. W. Jenkins' Sons Music Co. J. C. Telfair, for five years with the Edison headquarters, is also a member of the sales staff. The company does not maintain a record department, although one is operated in the store—it is a branch of the Columbia agency of S. M. Henley Music Co.

The Steinola Phonograph Co. has succeeded in thoroughly organizing its new factory at the old armory at Fourteenth street and Michigan avenue. Upon moving there the company more than trebled its capacity, and according to G. W. Gist, secretary of the company, the increase in demand has brought production to a point where the increased capacity and floor space gives every indication of being taxed to the utmost.

E. S. Hall, proprietor of the Hall Music Co. and a well-known Victor dealer in this city, has moved to 1004 Grand avenue.

The Schmelzer Co., Victor distributor in this territory, has finally succeeded in separating its wholesale business from the retail establishment and the department, the special protegé of Arthur A. Trostler, general manager of the company, is in the new wholesale building.

The local branch of the Columbia also recently moved its wholesale department from 1019 McGee street to Twentieth and Wyandotte streets. E. A. McMurtry, manager of the wholesale branch, declares that the business has developed remarkably in this territory during the past few weeks and that he expects such an increase in demand for machines and records during the coming months that will surprise even many old heads in the business.

The S. M. Henley Music Co. has moved nearer the heart of the business district from 813 Walnut street to 1127 Walnut street, upon enlarging its scope of activity by taking the agency for the Aeolian-Vocalion and at the same time continuing its Columbia connection. The Aeolian-Vocalion has had one of the best receptions in Kansas City accorded a machine, being for years a well-known make here, although without an agency.

The Columbia Grafonola Shop, the retail Columbia store, also moved last month from its former location just two doors south to 1112 Grand avenue. O. D. Standke, manager, says: "This has been the best Summer season that I have had in this city; business is not only exceedingly good, but is increasing in every department and most especially in the sale of higher-priced machines. This has made me very optimistic in regard to the prospects for Fall and Winter business. It is my belief that only unforeseen influences can deter the trade to such an extent that the coming season will fail to be the best that the industry has ever had in this territory."

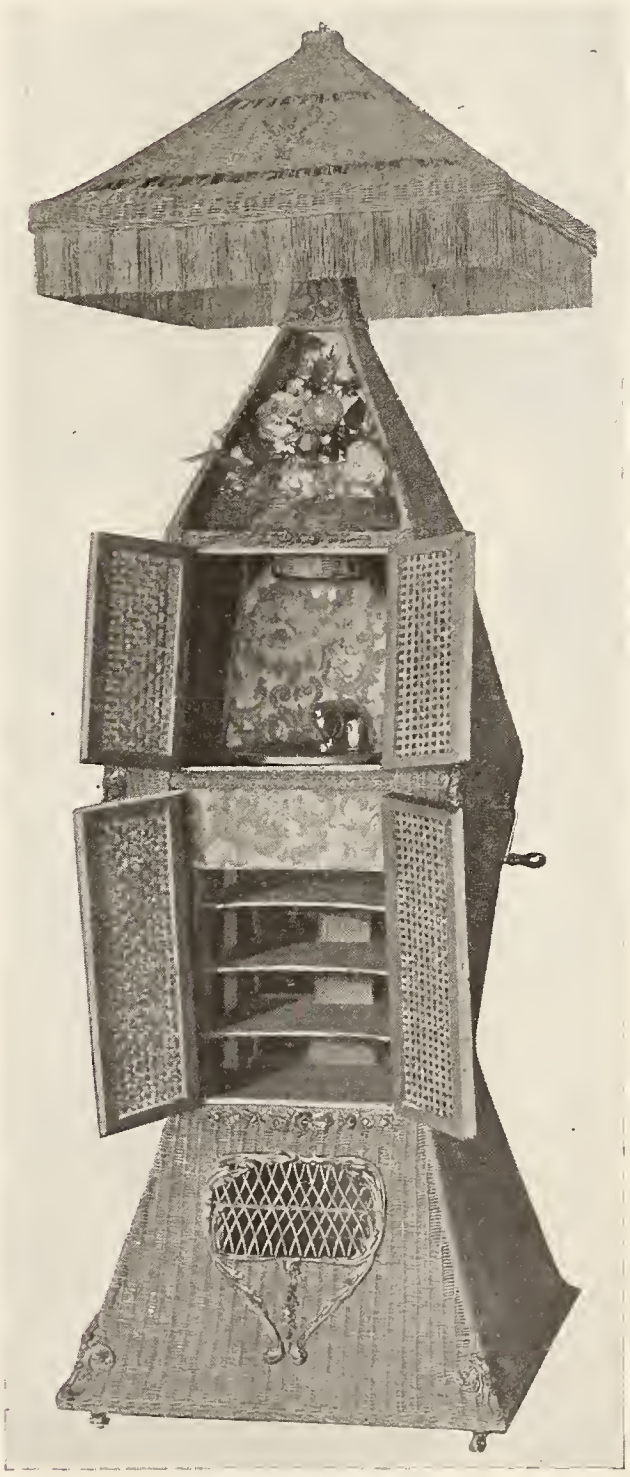
Myrtle M. Paul, of the Paul Talking Machine Shop, reports that business has shown a splendid development during the past few weeks. The Paul Shop has built up a large Columbia trade, which Mrs. Paul declares has been in a large measure due to the fact that she keeps her store open until 10 o'clock every evening.

CROOKSTON MUSIC HOUSE MOVES

The Crookston Music House, which was recently opened in Crookston, Minn., has moved from its old location in the Collings block and is now on Second street, in the modern McKenzie block.

The Brunswick Phonograph Shop of Dubuque Ia., has organized with $25,000 capital.

Ornamental! ***Practical!*** ***Artistic!***



Model 269

RETOLA

ART AND SERVICE: This model represents both. A combination phonograph and lamp of rare distinction that will add to the beauty of any home.

Made of flat American reed and stands six feet 11 inches high. Equipped with Stephenson Gold Motor, plus turntable and gold plated metal furnishings. Furnished with seven electric bulbs. Interior of cabinet lined with Chinese silk. Extra long horn produces a tone of remarkable beauty. Price (including war tax) $260.

AUSONIA REED FURNITURE CO., 844 GERARD AVENUE NEW YORK CITY

JAZZ AIDS THE FEEBLE MINDED

Phonograph Placed in Every Ward of Milwaukee County Home for Mental Diseases and Plays Popular Airs for the Patients

Milwaukee, Wis., October 9.—In view of the wide discussion being carried on in music trade circles relative to the value and in fact the real status of jazz music, it is interesting to learn that at the Milwaukee County Home for Mental Diseases there is a phonograph in every ward, and the music is considered one of the greatest aids in the cure of the unfortunate patients.

In the treatment of mental ailments one of the most important factors is the soothing of the nerves, and this necessary quiet is induced by the sounds of music, according to Dr. A. F. Young, superintendent of the institution.

"Music has almost always a soothing effect on anyone, especially those suffering from nervous diseases," said Dr. Young. "It quiets the nerves and relaxes the system, and the needful calm has a beneficial effect on mental disorders. For our less serious nervous patients we find the phonograph an important help, and even in what we call our 'disturbed' wards, the sound of music will reduce the most violent of patients to a condition of quiet. Many of these we allow to operate the machines themselves, and they take great pride in it.

"I do not know that there is any choice of selection that we use, but I find that popular songs, especially what are called jazz tunes, are greatly liked by patients.

"I believe that the phonograph is a most important aid to the treatment of mental diseases."

At the frequent dances which are held for the patients at the institution the phonograph is used.

John M. Taylor, of Columbia, Mo., has recently leased the August Meyer Building in that city on North Washington street and will open there a music store handling a general line of musical goods.

READER GIVES EDISON TONE-TESTS

Novelty of Virginia Powell's Performance Makes Strong Impression on Audiences

Excellent success is attending the series of unique Edison tone-test recitals being given by Virginia Powell, the well-known reader, according to reports received by the Edison Laboratories from dealers located in towns where she has appeared.

Giving an Edison tone-test, stripped of its natural color by the absence of flowing tones of music, presents a remarkable accomplishment

Virginia Powell

and never fails to make an indelible impression upon an audience. Her recitations and pianologues also add a distinct novelty to the recitals in which she appears and add greatly to their effectiveness.

Miss Powell is now touring the State of New York and is appearing in joint recital with Leola Lucey, widely-known soprano.

NEWS GLEANINGS FROM CHARLESTON

Charleston, S. C., October 6.—Activity pervades the talking machine field in this city. Under the management of Sidney Tesky, the well-known orchestra leader, the talking machine department at Haverty's is one of the musical centers of the city. A recent addition is a bungalow Grafonola department.

With A. G. Rhodes & Son this is Victrola Week. A very attractive window in which talking machines, records and famous Victor dogs are utilized in a suitable design has greatly interested the public.

Siegling's Music House is making a very attractive display of Victrolas and Brunswicks.

The Jordan Music House, the largest Edison store in the Carolinas, is now carrying a very complete line of Edisons and Aeolian-Vocalions. Every one in the trade seems optimistic over business prospects.

INTRODUCES NEW ART MODEL

There has just been added to the extensive line of period designs manufactured by the Sonora Phonograph Co. an attractive Hepplewhite model. This instrument has been on display at the Sonora sales offices for the past fortnight, and has won the approval of the jobbers and dealers who have visited the offices. The many distinctive characteristics of this new Hepplewhite model, the design of which is extremely simple, will undoubtedly appeal to connoisseurs in home furnishings.

The Dorn Music Co., West New York, N. J., held a formal opening of its new show rooms last week. The Edison, Sonora and Brunswick are carried by this house.

Always First with the Hits

NEW RELEASES

"JAPANESE SANDMAN," Fox-trot.....Selvin's Novelty Orchestra
"Granada," Fox-trot.....Waldorf-Astoria Orchestra
"The Cat Step," Fox-trot.....Jos. Samuels Dance Orchestra
"When I Found You," Waltz from the "Poor Little Ritz Girl".....Jos. Samuels Dance Orchestra
"Any Time, Any Day Any Where," Fox-trot.....Yerkes' Jazzarimba Orchestra
"Oh! Joe, With Your Fiddle and Bow," One-step.....Louisiana Five
"Land of Creole Girls," Fox-trot.....Louisiana Five
"Tired of Me," Tenor.....Sam Ash
"Pretty Little Cinderella," Duet.....Helen Clark and Helen Bell Rush
"Broadway Blues," Tenor.....Billy Jones
"Don't Take Those Blues," Baritone.....Ernest Hare

Write for Dealers' Terms and Prices. Immediate Deliveries

Lyraphone Co. of America

117 Mechanic Street Newark, N. J.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Sales Ideas, Ad Ideas, Window and Other Ideas

Sparks That Will Start Your Engine Turning Over

OCTOBER—November—December—and Christmas!

These three months will tell the story of your success or failure in the race for profits. You are like the mile racer, who has been pacing round the track, saving his supreme effort for the final sprint to the tape. You have been plugging along through the year. Now is the time to sprint, to put on extra steam, ginger, pep, enthusiasm—whatever you wish to call that vital force which inspires your organization with life and activity.

The time to catch fish is when the fish are biting. The time to go after business is when business is most plentiful. That time is now.

"Speak now, or forever hold your peace." So said our friend the preacher. Perhaps he never managed a music store, but nathe-less he spake sooth. Advertise now, or else quit advertising for-ever. For if ever there was a time when all the advertising and sales effort possible were needed, now is the time. The advertising, the canvassing, the aggressive salesmanship you use now, will count heavily when your holiday season comes along.

Father Time is a miser. He won't allow you a fraction of a split second more than your allowance. Don't waste a minute, an hour, or a day of the slender store of time you have in your treasury. *To-day* is the day to put in that large display ad. *To-day* is the day to dress up your window with a fresh trim. *To-day* is the day to prepare that circular, announcing your offer to exchange small ma-chines, or your sale of used pianos, or your newly received shipment of talking machines. *To-day* call that salesmen's meeting, to map out your campaign, marshal your forces, and permeate your sales staff with the spirit of "up-and-at-'em." *To-day* is the day to send out a strong circular letter, featuring your instruments, or the size of your record stock, or your convenient location, or the new dance hits and best old dance records, for Hallowe'en, Thanksgiving, and Christmas festivities. If you wait till the last minute, it is too late to start. By that time the other fellow has already begun to "sprint." He is bound to win the race and leave you in the ruck.

Q.—"What shall I write my next ad about?"

Ans.—Repairing.

Get Music From a *Music Store.*

Our Knowledge of the Record Catalog Helps You Find the Ones You Like.

Special List of "Hard-To-Get" Records, Now in Stock.

Accessories You Need For Your Talking Machine.

Records Your Children Will Like.

Favorite Dance Records.

Exchange Your Small Machine in Part Payment for a Cabinet Model.

Q.—What shall I put in my window now?

Ans.—A Hallowe'en display, with Jack-o'-Lanterns, against an orange background, showing witches riding brooms, in silhouette.

An "educational" display, contrasting the talking machine with a heap of text books and dictionaries, and explaining that the t. m. is a great educator.

A children's display, with small machines, children's records, an imitation "Bean-Stalk," and a cardboard figure of "Jack" preparing to climb it.

A display of Old Time Songs—in the center, a beaver hat and old-fashioned poke bonnet—grouped about records with cards reading, "When You and I Were Young, Maggie," "In the Gloaming," "Silver Threads Among the Gold," etc.

A "Cheer-Up" display, showing comic records, recitations, and dance tunes, with appropriate signs.

EVERY month, about the time the new records are released, comes the question, What kind of a form letter shall we send out with our bulletin? Shall the letter be general, boosting the records, but not featuring individual titles? Shall we feature two or three indi-vidual records? Shall we talk about the educational value and interest of the bulletin, and urge that it be read? Shall we enlarge upon our store service, our comfortable booths, our knowledge of the record catalog?

All of these topics are good—IF skillfully handled. But the letter which gets best results seems to be the one which features two or three individual hits from the monthly list, singling out the best record of the Red Seal class, the best popular song, and the best dance tune—following each with an enthusiastic, well-written descrip-tion.

Most record buyers come in because there is a definite record which they want. So if you give them definite records to think about, they are more apt to come in than if you merely present in general terms, the desirability of having some new records.

STYLE is another moot question, in writing form letters. There are successful letters of breezy, chatty style; there are successful letters of conservative, formal style. But while the formal style is more appropriate when you are selling securities, real estate or in-surance, the entertaining, friendly letter is more in keeping with the idea of music and all that music implies. Don't be afraid to unbend a bit.

FORM letter experts all know that a form letter, like a short story, is made or marred in the first paragraph. It must have a hook, a kink, a catch in it that, with the dexterity of sleight-of-hand, will grasp the reader's attention, and hold on to it. In your newspaper ad, you are helped by display type, cuts and borders. In your form letter, you have no such resources. You must depend solely upon the sharpness of your wits. If the first paragraph is dull and ordinary, the reader goes no farther. In the last paragraph you might offer him a ten-dollar bill in exchange for a canceled two-cent stamp—he wouldn't even find it out. The letter "died a-bornin'." In your first sentence, say something unexpected, make a statement that arouses curiosity, start to tell a funny story. Put it over in the first paragraph—or tear the letter up and save your postage.

THE psychology of collecting money is delicate. Nobody relishes dunning letters; everybody resents the implication that their credit is not good or their honesty questionable. You can touch a man on almost any other point with less risk than on the subject of money. Therefore, collection letters have to be very carefully worded. The most successful ones are a combination of firmness with friendliness. They avoid threatening, blaming or scolding, and appeal to the debtor's sense of fairness and honesty in a friendly but forcible manner.

There are many collection letters which have to be worded indi-vidually to fit the circumstances of the case. Here is a form letter which has proven very successful and is an example of the type of letter now favored for general use:

Dear Mr. Jones:—

Did you ever stop to think what would happen to us if *all* our customers neglected to make their payments?

Guess we'd be in jail, or some place like that. We cer-tainly wouldn't be in business very long anyway.

Because we can't do business without money. And our only income is from our customers,—mostly those whom we have accommodated by extending the privilege of making time payments.

So we're just sending this letter along to ask you if you won't try to co-operate with us by "coming across." If you can't pay the entire amount of $—— now, send along what you can, and tell us when you can send the rest.

We certainly will appreciate your effort. Thanking you in advance, we are,

Yours very truly,

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any ques-tions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

The Cathedral Reproducer

A SLIGHT turn automatically adjusts the Cathedral Reproducer so that it plays all records perfectly. This is one of the features that give the Cathedral leadership in sales. Illustration shows position for diamond point record.

POPULARITY measures phonograph sales. Immediate public acclaim has greeted the wonderful Cathedral.

The reasons are many. There are the exclusive mechanical specifications.

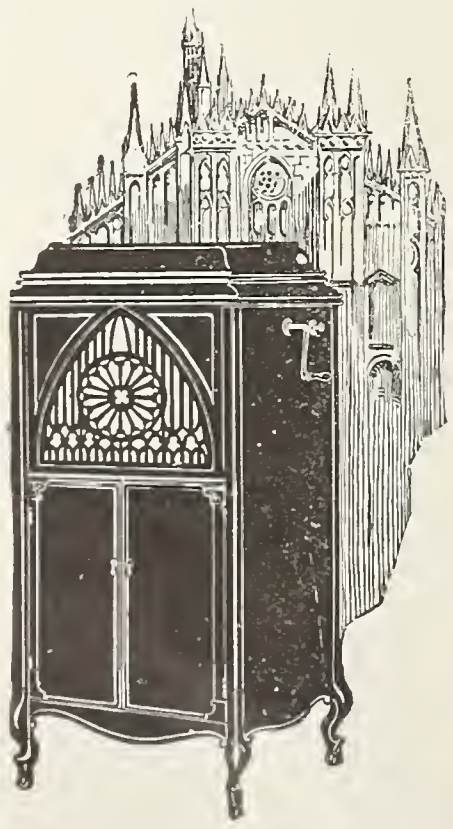
The full, natural tone. The exquisite wood work designs reminiscent of famous cathedrals. Unlimited choice of records, all played scientifically correct.

BESIDES the Cathedral Reproducer other mechanical features are:

Counterbalance Valve. Causes needle point to ride at perfect equilibrium and with exact contact. Adds to record life.

Cathedral Amplifier. Eliminates sympathetic vibrations. Reflects natural tone waves with perfect distinctness.

Automatic Stop and the ***Cathedral Motor,*** dependable, precise and well balanced.

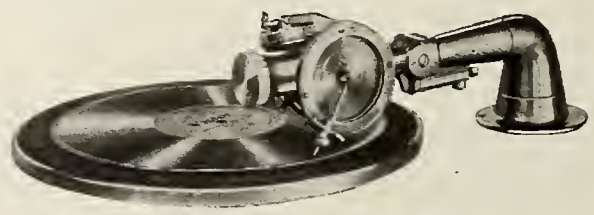


MILAN MODEL

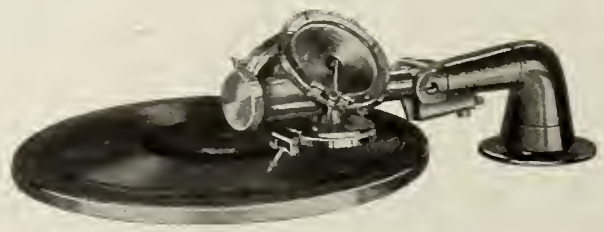
Cathedral
Phonograph

Alert Dealers appreciate what the Cathedral offers in increased sales.

Write for further details.



Cathedral Reproducer playing lateral cut (Victor type) record.



Cathedral Reproducer playing sapphire ball record (Pathe type).

Cathedral Phonograph Co.

GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O. CHICAGO, ILL. GRAND RAPIDS, MICH.

"TALKERS" IN FURNITURE STORES

15,510 Furniture Stores in U. S. Handle Talking Machines—75 Per Cent of These Have Record Departments—3,780 Have None

The Grand Rapids Furniture Record has compiled some very interesting statistics on the number of furniture stores in the United States and the kind of merchandise handled by them. Exclusive of stores dealing in second-hand goods there are 23,000 stores which may rightly be called furniture stores. But furniture is by no means the only product handled by these houses. Stores such as these offer a distributing outlet for many other lines of merchandise, including everything that might possibly be of use in furnishing a home. It is to be expected that musical instruments such as talking machines, pianos, as well as talking machine records would find a place in these establishments.

It is estimated that out of these 23,000 furniture stores, 13 per cent, or 2,990, handle pianos. Talking machines are carried by a much larger number of stores, the percentage being 67 per cent, or 15,510. The number of stores carrying records is 11,730, or 51 per cent. From these figures it may be seen that out of the 15,510 stores handling talking machines, there are but 3,780 which have no record departments. The talking machine is evidently recognized as a part of the equipment of the home, and it will be seen that about 75 per cent of the stores carrying talking machines also have their record departments.

NEW SERENADO PERIOD MODEL

"Folk Lore" Model Made by This Company Has Been Greatly Admired by the Trade

Cedar Rapids, Ia., October 6.—The Serenado Mfg. Co., of this city, manufacturer of the Serenado talking machine, has advised its trade of the addition to the Serenado line of console and period models. The company has been perfecting this line for some time past in order to furnish its dealers with a group of period models that will meet with a ready sale and which will

Serenado "Folk Lore" Model

be faithful reproductions of the periods they represent.

The first one of these models to be produced is the Serenado model 100 or the "Folk Lore" model, designed particularly for club-rooms and large music rooms. This instrument is made of walnut with handsome hand-carved folk lore subjects. The cabinet is electrically equipped throughout, having an electric motor, electric lights in the record racks, etc. It has met with the enthusiastic approval of Serenado dealers.

IMPORTANT TRADE ANNOUNCEMENT

Emerson Phonograph Co. Will Protect Its Distributors Against Any Price Fluctuations—Letter Sent to Trade by H. T. Leeming

The Emerson Phonograph Co., New York, sent out to its distributors this week a very important communication relative to the present price situation and the outlook for the future. The company has adopted a very broadminded spirit whereby its distributors and dealers will be protected on any price fluctuations that may arisc, but the executives of the company advised the distributors that there is no likelihood of any price change, in view of the high cost of labor and raw materials.

This letter to the distributors, which was signed by H. T. Leeming, vice-president and general manager of the company, read as follows:

"It occurs to us that in these times, when raw materials and manufactured products are in many cases subject to decline in price, you may be somewhat apprehensive as to whether or not the Emerson line of phonographs and records will continue at the present level of prices and we wish to take this opportunity of stating that so far as we can ascertain, after a careful canvass of the entire situation, there is no likelihood of any price fluctuation for many months to come.

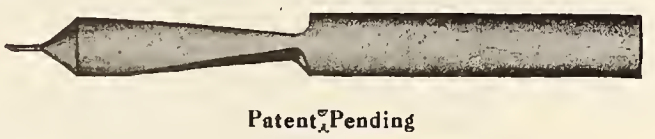
"However, until further notice from us, we will protect you against price decline on both Emerson phonograph and Emerson record shipments made from this day on providing you correspondingly protect your dealers and advise us to that effect."

KURTZMANN INCORPORATES

The Kurtzmann Phonograph Co., Buffalo, N. Y., has been incorporated under the laws of New York State. There are 500 shares of preferred stock, valued at $100 each, and 5,000 shares of common stock having no par value. The active capital is $75,000. The incorporators are M. Kimball, M. T. Sullivan and C. Folts, all of Buffalo.

THE
Fletcher Alltones Needle
Each Needle Plays Loud, Medium or Soft

This is the only semi-permanent needle made which has ALL TONES in one



Patent Pending

Retail Price per card of four needles . . 25c.
Boxes of 100 cards to dealers $15.00
Valuable Selling Helps Free to Dealers

Soft Medium Loud

POSITIONS FOR PLAYING

Territory Still Open For Responsible Jobbers

For samples and information write to
T. FLETCHER care of our NEW YORK JOBBER
ANDREW H. DODIN, Inc.
28 SIXTH AVENUE, NEW YORK

Fletcher Alltones Needle Co.
205 Travis Street : : San Antonio, Texas

RECORDS FOR THE OKEH LIBRARY

"Mamie" Smith, Whose "Blues" Songs Are So Popular, Joins General Phonograph Corp. Roster of Artists—Many Jobbers Make Calls

The General Phonograph Corp. announced recently the addition to its list of recording artists of "Mamie" Smith, whose rendition of

Mamie Smith

the "Blues" type of song has won her country-wide renown. Miss Smith has recorded several records for the Okeh library and they have met with a ready sale everywhere.

During the past few weeks quite a number of Okeh jobbers visited the executive offices of the company and were delighted to learn that Miss Smith had arranged to record additional records which will be announced in the near future. They advised John Cromelin, general sales manager of the company, and W. C. Fuhri, general sales manager of the Okeh record division, that these "Blues" records had attained exceptional sales, and that Okeh dealers are delighted with the tone quality of the selections and their unlimited sales possibilities.

J. N. BLACKMAN VISITS TRADE

Well-known Victor Wholesaler Calls on New England Trade—Reviews Business Situation

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesalers, returned recently from an automobile trip to New England. He was accompanied by Mrs. Blackman and Mr. and Mrs. Louis Buehn, Victor jobber in Philadelphia.

During his trip Mr. Blackman visited Victor dealers and also spent some time with retailers of various other lines of merchandise in order to acquire an intimate knowledge of general conditions. In a chat with The World, Mr. Blackman commented as follows:

"We found that hesitancy to buy was a general condition reflected in all lines of merchandise. This is to be expected when a consumer seems to realize that the peak of high prices has been reached. Almost daily announcements of price reductions in necessities, as well as so-called luxuries, such as automobiles, naturally excite the question whether a purchase can be made without securing a line through a lower price a few days later.

"Statements to the contrary notwithstanding, it is my opinion that the reason for price cutting has been based on a refusal to buy at excessive prices. From now on it will not be 'have you the goods' with prices as the second consideration, but instead, 'have you goods which by reputation are known to be dependable and sold by concerns of reputation?'

"Everywhere it is apparent that the inevitable has happened. The law of supply and demand is still 'on the job' and the survival of the fittest will bring comfort to those employes and concerns who have actually earned success and good will."

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

The Repair of Springs

Haddam, Kan., September 25, 1920.

A. A. Dodin, care Talking Machine World:

I am informed that you can give me some very valuable advice on how to repack phonograph springs with grease, take them apart, etc. I wish you would give me this information. If you have a book treating on phonograph repairing, kindly send it to me. Bertha Rosamond.

Answer.—If you will give me a little more definite information as to what makes of motors you are repacking with graphite I will be very pleased to go into details as to their construction and repair. As to the book on repairing, I expect to have my book ready during the coming winter and will be pleased to inform you when it is available.

Making Motor Repairs

Baltimore, Md., September 20, 1920.

Editor, Talking Machine World:

Kindly advise me if it is possible to get a book on repairs to all makes of talking machines, and if not, whether I can get catalogs from makers of different machines giving the number and names of all parts of machines.

I am a toolmaker by trade and have gone into the talking machine business and, wishing to build up a repair business, would like to have some literature in case I get up against something that I do not quite understand.

H. F. Eiler.

Answer.—There is no reason why any of the manufacturers of talking machines would refuse to send you their repair part catalogs, and I am sure if you will communicate with them they will give you information desired on the repair and upkeep of their products.

STODART

PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table. Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

STYLE AA

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out *how* and *why* this Leader can *make money* for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, *General Manager*

Bush Terminal Sales Building

130-132 West 42nd Street NEW YORK

STYLE D

Widdicomb PHONOGRAPH

The Aristocrat *of* Phonographs

DEALERS tell us that the Widdicomb appeals to all and everyone alike. Primarily, this is due to two main facts:

First: In the Widdicomb Phonograph the Mel-o-tone Amplifier does full justice to the lower as well as to the higher musical tones. When playing an orchestral record on the Widdicomb, the deeper, richer tones are given equal prominence. And because the Mel-o-tone Amplifier is vibrationless there is no suggestion of metallic harshness.

Second: The simple grace of all Widdicomb cabinetwork depicts the fine art of true period interpretation. In this character of workmanship, where genuine knowledge of art and decoration is essential, the fame of Widdicomb cabinetmakers is known broadcast. Yet so subtle is the adaptation that the Widdicomb is at home in any furniture setting. Write for latest catalog showing the many styles of Widdicomb Art Phonographs.

The Widdicomb Furniture Co.
GRAND RAPIDS MICHIGAN

Established 1865—America's Finest Furniture Designers

ACTIVITIES OF TALKING MACHINE TRADE IN PORTLAND

Edison Re-creation Concert a Success—Soule Bros.' Expansion—Symphony for Leo Shetney—Aeolian-Vocalion Publicity—W. E. Dodds Returns—Home Drug Co. Incorporates—Other News

Portland, Ore., October 4.—The Edison re-creation concert given at the White Temple last month was attended by 1,500 people, who enthusiastically expressed their appreciation of the unique performance. The concert was given by the Reed-French Co., who presented Alice Verlet, the Belgian coloratura soprano; Robert Velton, violinist, and Victor Young, pianist.

George Hughes, assistant manager of the Wiley B. Allen Co. and Laurence Lindsay, auditor of the San Francisco house, were Portland visitors recently and were warmly welcomed by Frank M. Case, manager of the local house, and his assistants. Mr. Hughes, in an interview, expressed the opinion that this will be a year of unparalleled prosperity for the whole Pacific Coat. California, Oregon, Washington, all are having wonderful crops and the crops are being harvested. The grape and other fruit crops are enormous in California.

The talking machine department of the Seiberling-Lucas Music Co. is growing under the able management of W. A. Hodecker. Additional help has been secured in the record department and V. S. Davis has been engaged to look after the outside trade.

New demonstration rooms are being added to the talking machine department of Soule Bros.' music house. The business of this house has grown rapidly. A number of additional improvements will be made shortly.

Leo Shetney, of the Aeolian-Vocalion office in San Francisco, recently arrived in Portland and accepted a position in the Meier & Frank phonograph department, as assistant to Donald Peyton, manager, who is also from the Aeolian Co. He had only been here three days when he received a telegram from New York informing him that his brother had been killed in an automobile accident. Mr. Shetney left at once for New York and from there went to his home in Maine, where his mother is living. Mr. Shetney's friends all extend to him their deepest sympathy.

The Meier & Frank Co. is extensively advertising the Aeolian-Vocalion, which is being demonstrated daily. A $700 model has been purchased by the manager of the Seaside Hotel at Seaside, Ore., and a great interest is shown by the public in the machine. Fine window displays of the Aeolian-Vocalion are a feature of this house and are attracting attention.

It is surprising to know the effect movie houses have upon the sales of records. Portland has some of the finest movie houses west of the Mississippi River and the quality of music presented is second to none. This has increased the sales of records to a remarkable extent. Red Seal and other classic music records also become more frequently purchased by what is sometimes called the non-musical element after some of the best numbers have been given on one of the magnificent organs or played by one of the orchestras.

The Scotti Grand Opera Co., which is appearing in Portland this week, is the occasion of special advertising of records. A very interesting advertisement of Vocalion records, giving cuts of Florence Easton and Marie Sundelius, prima donna sopranos, is a feature of the leading newspaper advertising pages. Victor dealers are advertising records by Scotti and Harold.

The G. F. Johnson Piano Co. and the Seiberling-Lucas Music Co. are exhibiting at the State Fair at Salem. The Cheney and Victor phonographs shown by the Johnson Co. and the Victor machines exhibited by the Seiberling-Lucas Co. make a fine showing. Mr. Johnson is assisted by J. F. Matthews and Mr. Lucas and Mr. Hodecker are looking after the Seiberling-Lucas exhibit.

H. M. Hull, of the San Francisco branch of the Aeolian-Vocalion, was a Portland visitor recently and called at the Meier & Frank phonograph department and expressed himself as highly pleased with the success of the Vocalion.

The "Call of the Coast" is a strange one. W. E. Dodds, who for several years was manager of the phonograph department of Powers furniture store in this city and who left Portland to reside in his old home in Worcester, Mass., found the call too insistent for him and has returned to this section, being now in the talking machine department of the Standard Furniture Co. of Seattle. Mr. Dodds is well and favorably known to phonograph dealers and is warmly welcomed back to the Far West.

The Home Drug Co., of Burns, Ore., has been incorporated with a capital stock of $14,000 and will deal in phonographs in addition to drugs.

The marriage of Mrs. Olga Binder and Carl Norberg has recently been announced. Mrs. Norberg is well known to the talking machine fraternity, having been in the record department of the Wiley B. Allen Co. for some time.

A woodsman was recently arrested for stealing a phonograph from a First street store, but was paroled and permitted to return to the woods when he explained that he had been drinking too much bay rum and cider and being intoxicated thought a little jazz music would liven up things in the lumber camp. He promised to save his money and buy a phonograph.

FOR VICTOR SERVICE
PHILIP WERLEIN, Ltd.
OF NEW ORLEANS
THE LEADING SOUTHERN WHOLESALERS

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

MASTER RECORDER, with thorough technical training, conversant with best modern methods of lateral recording solicits engagement. Clear balanced recording full of detail with minimum surface noise. Is familiar with every phase of phonograph business and competent to design, organize and manage recording and plating laboratory. "Box 863," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I have sold the two leading makes of phonographs for past ten years, and am at present managing the sales of a corporation manufacturing a high-class instrument, but desire a change in position. Preferably with a concern starting in the phonograph game to whom I would impart my experience regarding organizing, manufacturing, advertising, etc., etc., or with reliable firm already established where concentration of effort will be recognized and rewarded. Address M. R. S., care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Man or woman, Bohemian or Polish preferred, capable of managing Victrola Shop. Victor experience only. Good salary and interest in business with no investment to right party. Give full details of experience. Correspondence strictly confidential. Address O. C. 5, care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Position as foreman or manager of phonograph record matrix plant. Address H-9148-92nd St., Woodhaven, L. I.

WANTED—Salesman covering New York State, Connecticut and Long Island on high-class accessory. Live wires can make big money as side line. Andrew H. Dodin, 28 Sixth Ave., New York City.

WANTED—Phonograph salesman for New York City and Brooklyn. Unusual opportunity for good man. Apply Mr. Reinherz, Kimberley Phonograph Co., 287 Broadway, New York City.

GENERAL MANAGER with executive ability wanted to take complete charge of one of the leading retail phonograph and piano stores in New York City. Salary, $5,000, and a percentage on sales. Splendid opportunity for one who can qualify. Call between 9 and 11 a. m. Saul Birns, 111 Second Ave., New York City.

WANTED—Salesmen in every State, to handle one of the best phonograph accessories as a side line on a liberal commission basis. See our advertisement on page 143 of this issue. Address Alto Mfg. Co., 3801 Rokeby St., Chicago, Ill.

HIGH-CLASS, aggressive piano and phonograph manager, showing an increase of 178 per cent over 1919 business in present position, desires position as manager of either piano or phonograph store within thirty miles of New York. Address "Box 858," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Young man familiar with talking machine business, with some executive ability and thorough knowledge of Spanish. "Box 857," care The Talking Machine World, 373 Fourth Ave., New York City.

CAPABLE young lady, thoroughly experienced in full Columbia and Victor lines, desires position with reliable phonograph concern. "Box 853," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

WANTED—Repair men, experienced and reliable. Permanent position. Salary, $40 per week and commission. Saul Birns, 111 Second Ave., New York City.

WANTED immediately, experienced salesman to take full charge of an established department. Apply stating full particulars. Post Office Box 1, 2, 3, Hoboken, N. J.

A DANDY side line for talking machine salesmen. Entirely new. Popular price. Liberal commission. Vest pocket sample. Correspondence confidential. J. A. Coates & Sons, Ltd., 589 Main St., East Orange, N. J.

WANTED—Experienced Victor machine and record saleswoman, age from thirty to forty-five. Write stating experience, references, etc. Earl Sheppard Co., Klamath Falls, Oregon.

POSITION WANTED—A twenty years production manager in talking machine field is open for engagement. Experienced in every line of production and an expert on "Masters" and "Mothers" in one of the largest companies in the field, also a good record of accomplishments. Address "Box 860," care The Talking Machine World, 373 Fourth Ave., New York City.

FOREMAN for Assembling Department. Manufacturer of soundboxes, tone arms, and other phonograph accessories, has opening for high-grade man to take charge of department. Must be capable of training help and obtaining production equal to orders. He must be judge of plating, and be able to guarantee the products will be of high quality in every particular, and see that orders are filled on time, stock of materials maintained and department kept in orderly condition, without waste or excessive payroll. In short, he must be a big man, and a real manager of the department. Location, Chicago. State salary required to start. "Box 861," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

WANTED—A good high-notcher talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

WANTED—Experienced salesman for phonograph accessories. Must have good recommendation and a thorough knowledge of field. Man with personal contact with dealers preferable. "Box 847," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY FOR EXTRA COMMISSION. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—An experienced talking machine salesman with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

German factory in the Black Forest, with all facilities, manufacturing talking machine and clock parts, wishes a capable representative of this branch in the United States. Address: F. P. L., 741, Rudolf Mosse, Frankfort a. M., Germany.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

WANTED

Victor and Columbia records. Job lots any quantity. *Spot cash* paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

WANTED

Columbia and Victor records in all languages in large lots. Spot cash paid. Bank references. Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

FOR SALE

500 large size cabinets in golden oak and mahogany. Sides, back and front, 5-ply mahogany and quarter sawed oak. Most of them ready for immediate shipment and must sell quick. Offered subject to prior sale. Good construction and good finish. The Universal Cabinet Co., Greenville, O.

POSITION WANTED by salesman, 29 years of age. Thoroughly experienced in selling and buying in all branches of the music business. Excellent references. Box 853, care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRMAN on all makes of motors would like to hear from phonograph dealers who are looking for a repairman to keep their machines repaired in their Brooklyn trade and stores. Box 854, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Manager of successful Brunswick department would consider a good sales proposition in West or Middle West. Box 856, care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN traveling the States of Pennsylvania, Maryland, Delaware and District of Columbia, desires position with manufacturers of standard reliable talking machines. Knows trade in this territory. Is a producer. This territory preferred, but will accept any other. Best of references. Box 855, care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN wishes to carry phonograph needles and other accessories as a side line. Territory Pennsylvania, West Virginia and Maryland. State full particulars. P. O. Box 1353, Pittsburgh, Pa.

POSITION WANTED—Recording expert, have had several years experience and understand every detail in connection with the establishment of a recording laboratory, can show results in lateral or vertical work. Box 862, care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN of excellent ability, with best reference, wishes to connect with some phonograph concern. Now manager of music department, wishes place either manager or assistant. Address Manager, care of The Talking Machine World, 373 Fourth Ave., New York City.

(*Continued on page 224*)

The Right Place Wants The Right Man

Piano Men, Wholesale and Retail, Talking Machine Men, Wholesale and Retail, and men and women experienced in other branches of the trade who are desirous of bettering themselves will find us inclined to meet them half way. Proof of accomplishment and proof of ambition—that's all we ask. Correspondence treated confidentially.

Employment Dep't. LYON & HEALY Chicago

WANTED

Victor and Columbia records. Job lots, any quantity. Spot cash paid for them. Quote lowest prices.

STANDARD PHONOGRAPH HOUSE
1414 Franklin Ave. St. Louis, Mo.

Will Buy and Sell for Cash

Any make of disc or cylinder records, or player rolls. Dealers, tell us what you have to sell or want to buy.

STANDARD PHONOGRAPH HOUSE
1414 Franklin Ave. St. Louis, Mo.

FOR SALE

Reliable Motors

Domestic Talking Machine Company's manufacture. Cast iron frame, worm driven; also tone arms and sound boxes. Quantity price on application.

E. BAUER,
723 N. 26th St. Philadelphia, Pa.

An Unusual Opportunity

Victor and Columbia retail store for sale. Particulars on request. If you wish to sell or buy a phonograph store or phonograph factory, consult us. Address Mandell & Co., Business Brokers, 88 Rivington St., New York City.

FOR SALE

One new Magnavox outfit for $150. Graham Piano Co., Cortland, N. Y.

WANTED

To sell music store with Columbia franchise. Doing good business. Location Virginia. Apply Guy F. Sager, 2 E. Broad St., Richmond, Va.

WANTED

Good, live man to invest $15,000 and services in a growing business located in the East. Apply Guy F. Sager, 2 E. Broad St., Richmond, Va.

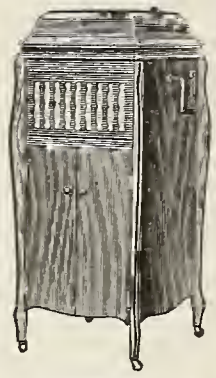
NICKEL SLOT MACHINE

that plays disc records wanted. New or used in playing condition. Gabel's Entertainer, or anything similar. Union Music Co., 1213 North Third St., Harrisburg, Pa.

CABINETS

At Prices That Are Right

STYLE 200
49x21x23



Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries. Send $42.50 for sample.

BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

CABINETS

Prices are right and deliveries will be prompt. We have a large stock for fall trade in mahogany, walnut and oak. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

2 Victrola XVI, 3 XI, 2 X, Red Seal records, Columbia machines and records. We also have $270 cabinets for $60. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.

Cabinets For Sale

We have several hundred large mahogany phonograph cabinets in three sizes at an attractive price for immediate sale in any quantities for cash. United Distributing Co., 10 W. Forsyth St., Atlanta, Ga.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.
DELAWARE TALKING MACHINE CO.,
Incorporated
Elsmere - - Delaware

Phonograph Cabinets

Write for prices and specifications. You will find our designs very attractive and the cabinets well made and finished. Orders now being taken for fall shipment. Let us quote you on your requirements. E. H. Stafford Mfg. Co., Chicago, Ill.

PHONOGRAPH CABINETS

46 in. high, 18½ in. wide, 20 in. deep. Mahogany and Oak. In 100 lots, $26.50. Sample cabinet, $30.00. Will equip cabinets if desired. Jos. Barnett & Co, Cedar Rapids, Iowa.

WANTED

Victor and Columbia records for spot cash. Any quantity. Seminole Co., Westchester, N. Y.

Will Buy and Sell for Cash

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers tell us what you have to sell or want to buy. Benjamin Weil Co., 20 South Second St., Philadelphia, Pa.

Monthly Price List of Main Springs

2 in. x .022 x 16 ft., Meisselbach No. 18	Each	$1.50
1½ in. x .027 x 21 ft., for Edison Disc	Each	1.50
1¼ in. x .022 x 17 ft., reg. Victor	Each	0.75
1¼ in. x .022 x 17 ft., Victor new style	Each	0.75
1 3/16 in. x .025 x 16 ft., Heineman No. 44		0.90
1 in. x .025 x 12 ft., Heineman No. 33 & 77		0.50
1 in. x .028 x 10 ft., for Columbia	Each	0.50
1 in. x .020 x 13 ft., Victor	Each	0.50
1 in. x .020 x 13 ft., Victor new style	Each	0.50
⅞ in. x .023 x 10 ft	Each	0.38
¾ in. x .023 x 10 ft., oval hole	Each	0.35
⅝ in. x .022 x 8 ft., for Swiss motor	Each	0.30
⅝ in. x .025 x 11 ft., for Edison	Each	0.30

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade	Each	0.15
1⅞ in., new Victor No. 2, very best	Each	0.18
1 31/32 in., for Sonora	Each	0.20
2 3/16 in., for Columbia No. 6	Each	0.25
2 9/16 in., for Pathé or Brunswick	Each	0.45

SAPPHIRES AND STEEL NEEDLES

Pathé, very best loud tone, genuine	Each	0.15
Pathé, soft tone	Each	0.18
Edison, very best, medium tone	Each	0.18
Edison, very best, loud tone	Each	0.15
Edisou, genuine diamond	Each	1.90
Steel needles, all tones	Per 1,000	0.50

ATTACHMENTS

in Gold or Nickel-plated

Kent attachments for Victor arm	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Victor, Universal old style	Each	1.15

MOTORS

No. 1 Single Spring with 10-inch turntable	2.75
No. 2 Double Spring with 12-inch turntable	6.00
No. 3 Double Spring with 12-inch turntable	9.00

TONE ARMS

No. K with sound box	Each	$3.25
No. E with sound box, very loud	Each	6.00
No. M with sound box, very loud	Each	4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor	Each	$1.75
No. B Balance, fit Victor	Each	0.75
No. C Balance, fit Victor	Each	1.00
No. F Favorite, fit Victor	Each	1.90
No. F Favorite, fit Columbia	Each	1.90
No. P Favorite, fit Victor	Each	2.00
No. G Glory, fit Victor	Each	3.25

CABINET HARDWARE

Automatic, nickel-plated lid support	Each	0.30
Highly nickel-plated needle cups	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold-plated	Per 100	7.00
Cover gold-plated	Per 100	5.00
Piano Hinges, 15½-in. long, nickel-plated.	Each	0.25

REPAIR PARTS

Columbia driving shaft, No. 11778	Each	0.50
Columbia bevel pinion, No. 12333	Each	0.90
Columbia bevel pinion, latest style	Each	0.90
Columbia bevel pinion, No. 3189	Each	0.35
Columbia worm gear No. 6409	Each	0.30
Columbia Stylus bar	Each	0.50
Columbia driving gear ratchet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights	Each	0.10
Columbia governor shaft, No. 3004	Each	0.40
Columbia governor bearing, No. 11923	Each	0.25
Columbia governor springs	Per 100	1.00
Columbia governor screws	Per 100	1.00
Columbia barrel screws, No. 2621	Per 100	1.00
Columbia sounddbox thumb screws	Per 100	1.50
Victor cranks, short or long	Each	0.45
Victor Stylus bar (needle arm)	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Per 100	1.00
Victor governor balls, new style	Each	0.10
Turntable felts, 10 in., round	Each	0.15
Turntable felts, 12 in., round	Each	0.20
Motor bottom gear for Triton motor	Each	0.20

Terms, Net Cash—Mail Remittance With Order

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Some Signs of Trade Awakening After Summer Lull, but Revival Is Not as Strong as Expected—Unsettled Labor Conditions Have Their Effect — Increased Transportation Charges—The Development of Foreign Trade —What the New Record Lists Offer—Gramophone Music for Church—Recent Association Activities—R. Gordon Willis Pleased With Trip to States—Harpsichord Records Prove Successful—Low Prices for Gramophone Parts at Auction—Some General News Brieflets

London, E. C., England, September 30.—At this period there should be unmistakable signs of gramophone trade awakening from its unduly long Summer sleep. Those signs are not wanting. Activity is general around the warehouses in preparation of receipt and dispatch of consignments of records and machines in ever-increasing quantities as the season advances. In retail establishments one might discover an air of hopefulness expectant of trade revival, for dealers are busy looking around for new lines and are placing larger orders on monthly record issues.

Notwithstanding, factors tell me that while they are handling fair-size parcels, retailers' commitments fall a little short of expectations. The consequence is that full steam ahead is not yet the order of the day in all gramophone factories. Given early settlement of the many strikes threatened in several large sections of industry, about which, doubtless, my readers are fully conversant, gramophone men this side are optimistic of an exceptionally good trading season. Advertising and special publicity campaigns are even now under way, and whatever the volume of demand may be, it is gratifying to know that there is unlikely to be any shortage of machines, parts and records.

There is a measure of pride in the knowledge that British gramophone dealers, indeed, all sections of the trade, are carrying on cheerfully as can be under conditions never so serious in outlook as at the moment. This is not the place for any expression of opinion anent the rights or wrongs of the miners, railwaymen, transport or other labor organizations' claims for higher wages, etc., but we know that the non-settlement of their demands or compromise will probably result in general upheaval—socially and industrially—throughout this country. The outcome of negotiation is still in the balance as I write, and while this is so trade development is unlooked for. It is a serious prospect that within a week or so the whole trade of this country may be stagnated by the suspension of labor, but so gigantic are the issues and principles involved that thinking men are prone to the belief of finding out a middle course culminating in mutual agreement. Otherwise, factories will quickly come to a stop for want of fuel and general unemployment will result not in a scramble for gramophones, but for food.

At the moment of mailing this report the outlook is perhaps a little more hopeful of settlement. Meanwhile, gramophone traders and manufacturers continue to put up a good show, which, under favorable circumstances, will permit of an immediate launching of the season's business along satisfactory lines.

Increased Railway Charges

There has been a general revision of rail rates this side which affects goods charges and passenger fares. As regards goods, the effect of the committee's recommendation is to raise tolls, rates and charges by 100 per cent above the pre-war figures, with a flat rate addition which in some cases brings the increase up to as much as 150 per cent. A very substantial increase has been made in passenger fares, including workmen's, season and traders' tickets. Cloakroom charges are also up by 50 per cent.

For small parcels of gramophone records the rail carriage rate is up by 150 per cent over pre-war charges. It is expected that this extra cost will be borne by the manufacturers. At any rate no indication to the contrary has so far been announced, doubtless because the addition per record is not sufficiently large to put on the retail figure.

United Kingdom's International Trade

It is interesting to note that we are importing musical instruments in increasing quantities each month. Detailed figures for August are not ascertainable from the general returns, but it is a fact that from Germany alone we are taking larger consignments of all classes of musical goods each month. Unfortunately our export trade in gramophones does not respond as favorably as could be desired, partly owing, it is thought, to the present high level of prices.

Official returns for general trade, both export and import, are good, though compared with July figures, there is a slight falling off.

Meeting of Creditors

The first meeting of the creditors of Ernest Jennings, of 64 Finsbury Pavement, London, was held recently at the London Bankruptcy Court. The report of the official receiver showed that lia-

(Continued on page 226)

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la Répuhlique, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petershurg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiffils; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419; Durhan; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 225)

bilities totaled something like £733, and the assets nil. The debtor was a director of Macdonald, Reynolds & Malcolm, Ltd., who carried on business at the above address until it went into liquidation in October last.

Super Catalog of "His Master's Voice" Records

Never was such a magnificent record catalog issued as that itemizing the gramophonic musical compositions of high character as recorded by the "His Master's Voice" celebrity artists. No effort has been spared to make this production dignified and worthy of the great art and famous people it represents. Authentic biographical notes (in English and French) of nearly a hundred of the greatest virtuosi, vocal and instrumental, whose genius has placed them in the forefront of their profession, are contained in its 255 beautifully printed pages, which also give full particulars of the records made by them for "His Master's Voice."

It is profusely illustrated with excellent portraits, and comprehensive indexes make it possible to find records whether under the name of the artist, the opera or title, while an additional feature of great interest is the index of operas and operettas as originally produced, with the place and date of the first production. This fine publication is a record of achievement, for it is a compendium of all that is greatest in recorded musical art, and it cannot fail to impress all music lovers who see it.

Activity in Association Circles

The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers is actively engaged in safeguarding the interests of its members in regard to railway rates. An attempt is being made to secure modification of the attitude of the railway companies in declining to accept gramophone records for conveyance by passenger train except at the entire risk of the sender.

Members are now in receipt monthly of detailed statistics of exports and imports to and from and between the United Kingdom and foreign countries.

Another subject under review is representation of members at the British Industries Fair and steps are being taken to secure early decision on this point for the co-ordination of plans and general circumstances.

Gramophone Music in a London Church

Special noon-day arrangements have been made at the church of St. Mary-at-Hill, London, for city workers. The large vestibule of this old-fashioned church, built by Wren, is specially set aside in the luncheon hours for those who wish to take their meals in a quiet spot. Typists and clerks can bring their sandwiches and cakes and eat in comfort to the pleasant accompaniment of suitable selections and inspiring music played by a large gramophone. The innovation is very popular and heartily appreciated by hundreds of cityites.

Official Export Credit Insurance

Exchange is naturally much against the extension of trade with most European countries. Where the rate is greatly in favor of this country it naturally follows that its adverse position from the buyers' point of view must make him pause. He countermands orders in the hope that the exchange may soon be more favorable, and to this must be attributed the slow development of export credit insurance. There are two such schemes in operation, one carried on by the Government, under a Department of the Board of Trade, known as the Export Trade Department, and an earlier scheme carried on by a private company. Under the Government plan the exporter of British manufactured goods to merchants in the new States of Eastern and Central Europe and Roumania receives immediately a certain portion of his bill, even up to 80 per cent. The whole transaction is carried on directly with this branch of the Board of Trade, which has arranged with the banks of the United Kingdom, through their head offices in London, to scrutinize the shipping documents and report in a note as to the reputation of the buyer as well as the seller, so far as can be ascertained. The buyer is not given open credit, but must pay for the goods in the money of his country at the rate of the pound sterling exchange before the goods are delivered to him. The banks in the United Kingdom do not handle any of the funds, the whole transaction being carried on in the foreign country through the branches of the Government Department. Insurance is being carried on by the department, but owing to the lack of knowledge as to the actual value of the currencies of the countries with which the business is being done it is difficult to state what the outcome will be. Another hindrance is the proviso that only manufactured goods come under the scheme. —British Trade Journal.

Compulsory Early Closing Still in Force

The present order compels the closing of shops at 8 p. m. on four nights in the week, and 9 p. m. on Saturdays, with the usual half-holiday on one other week day. Parliament proposes to legislate for a continuance until the end of this year, so as to provide time for an examination of the whole subject of early closing, with a view to the introduction of a new bill. The Early Closing Association advocates that shopkeepers put up the shutters at 7 p. m. It is thought that one-man shops should, however, be given some latitude. On this question the Association will ascertain the opinion of the trade.

The Gramophone Retail Dealers' Association

Much preliminary work has been necessary to the definite formation of the above society. Its aims and objects, rules and procedure, among other topics, came under discussion at a meeting held in London about the time of mail-

GRAMOPHONES

Complete—Fittings—Sundries—Repair Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

EDISON BELL WINNER GRAMOPHONE RECORDS

CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH DOUBLE SIDED NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

ing this report. I shall therefore have something further to say next month. Meantime, it is of interest to note particulars of the comprehensive agenda dealt with—amalgamation of existing associations; qualification for membership; the question of agency agreements; the appointing of chairmen, committee, secretary, etc.; the advisability of a distinguishing badge for manufacturers and factors endeavoring to obtain better discounts, etc.; to draw up and approve rules. The honorary secretary of the Association is S. H. Shand.

There is good prospect of the success of this Association and The World is out to assist and support it heartily.

Columbia Aids Conductors and Music Students

Apropos the educational value of records for students of music, etc., the Daily News gramophone expert says: "In my last 'Notes' I wrote in connection with the National Eisteddfod that records would be very valuable to competitors at such functions. I also pointed out that some of the mistakes made would have been impossible if the performers had ever heard a good rendering or a good record. I now hear from the Columbia Co. that the gentleman who conducts the orchestra which won the prize at Barry last month for a remarkably good performance of Schubert's 'Unfinished Symphony' has written telling them that shortly before the Eisteddfod he got a record of the movement as played under Sir Henry Wood. He was thus able to study the details of the rendering with minute care—indeed, far more carefully than he could have done at one or two hearings. This is an unsought testimonial of no little value to those interested in gramophones, and most instructive for the musical public at large. It has a moral for every student who is learning any standard piece or song."

R. Gordon Willis Pleased With U. S. Trip

"A wonderful paper is The Talking Machine World. Its perusal each month had given me

FROM OUR LONDON HEADQUARTERS—(Continued from page 226)

a good idea of the magnitude of the gramophone business in the States, at least I so thought before I got there." Thus Mr. Gordon Willis, of the British Polyphon Co., this city, to your representative who saw him upon his return from the States. Continuing, Mr. Willis said: "I was courteously shown over several of the large talking machine factories, the extent of which simply amazed me. All preconceived impressions were knocked on the head. For the life of me I can give you no comparison. We here just seem to have touched the fringe of the business as regards size, policy and general attitude." With regard to American trading methods, Mr. Willis assured me he will benefit by many good ideas brought to notice, and in shaking hands at parting, expressed a wish to convey through the columns of The World his hearty thanks to all those who so willingly contributed to making his stay on your side an instructive and pleasant one.

The Federation of British Music Industries

The more closely one is acquainted with the work of the above organization the more is it evident that strenuous efforts are under way for the development of our industry and to assist those engaged therein. Much useful information has already been furnished by the organizing director and in particular members should be grateful for the very complete tabulation of the principal increases of the rail goods rates on musical instruments, their parts and accessories.

Another publicity folder deals with the 1921 British Industries Fair, whereat every section of the music trade will be more strongly represented than was the case at this year's Crystal Palace show. Efforts are being made to secure for the music section a separate allocation where it will be a complete exhibition in itself. The Government will spend a large sum of money in a publicity campaign abroad and foreign buyers may therefore be expected to book for London in quite respectable numbers. Intending exhibitors are urged to co-operate and register their space requirements at once.

Yet another advice to members of the Federation gives particulars of the arrangements made for the examination of apprentices, tuners and craftsmen in the music instrument trades. To apprentices who pass the examination certificates of merit will be awarded.

Gradually getting into its stride, the Federation may already be said to have justified its existence and the faith of its promoters.

Harpsichord Recital on "His Master's Voice"

As reported last month, the Gramophone Co., Ltd., made arrangements with Mrs. Violet Woodhouse, one of our best harpsichord experts, to record for them a number of classical masterpieces of the seventeenth and eighteenth centuries by Purcell, Scarlatti, Bach, Rameau, etc. Having completed their present program, the company arranged for a private recital of these records to a select audience at the Piccadilly Hotel, September 15. Many members of the press were present, also a number of the leading lights of the musical world. The program was confined to less than a dozen selections, but these were representative of the character of musical works of the harpsichord days, and in listening to these remarkable records one could not fail of appreciation of both the art of Mrs. Woodhouse and the fidelity with which the delicacy and tone beauty of the harpsichord were reproduced on the "His Master's Voice."

Gramophone Goods at Auction

At a recent auction sale by Henry Butcher & Co. at the Harrow Works of F. A. Jennings, Ltd., some remarkably low bids were accepted

(*Continued on page 228*)

YE "POPULAR" RECORDS

Double-Sided Superb Needle Cut "Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

IMPORTANT We can give customers their own design Labels for LARGE Parcels.

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

POINTS

- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestrals
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

Address: SOUND RECORDING CO., Ltd.
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox" London
"QUOTATIONS CABLED FREE"

FROM OUR LONDON HEADQUARTERS

(*Continued from page 227*)

for gramophone parts. For instance, I hear that some 4,000 handles went for £3 5/ the lot, and for 50/ a buyer secured over 500 baize-covered turntables. The bids totaled some thousands of pounds short of the estimated value of the goods. Few trade buyers were present. Apropos, it is sufficient to state that the sale was not advertised in any one of the recognized organs of the gramophone trade press! Consequently, competitive bids were absent.

Brief Items of Interest

A new accessory list has been issued by the "His Master's Voice" Co. It is by no means so complete as its pre-war contemporary, but, doubtless, in time a combined parts and accessory catalog (which is badly needed) will make its appearance.

"The Hire-Purchase System; a Practical Manual of Hire Trade Law for Lawyers and Hire Traders," by Wm. H. Russell (solicitor) is a useful new work just announced by Stevens & Sons, the publishers.

According to The Voice, nearly every Turkish harem is now equipped with a gramophone. The Turk has found that no present gives so much pleasure to his favorite wife as this modern musical instrument.

Orders for gramophone goods were not overplentiful at the recent Leipsic messe. Exhibitors of musical instruments did their best to book on future deliveries, it is said, but home and foreign buyers alike were rather shy.

New factories are the order of the day. Among recent acquisitions of note I would mention the new premises of the Sterno Mfg. Co., Barnett Samuel & Sons, Ltd., while Messrs. Pathé Frères may be expected to make an important announcement at some future date regarding a new factory location.

The post office has announced a revision of rates. This affects telegrams, letters, telegraphed letters, delivery telegram rates, abbreviated addresses, newspaper postage and other items of which complete particulars may be obtained at any post office.

1920-21 Season Discaphones

A matter of interest to oversea traders is the recent issue of a new machine catalogue by Messrs. J. E. Hough, Ltd. It comprises a more than ordinarily complete range of instruments of all types, i. e., exterior horn models, hornless, portable, table, pedestal, cabinet, period and Duplex.

Horn, Hornless and Table-Grand
GRAMOPHONES
FOR
EXPORT
Please State Your Requirements
REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecodisc, London"

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)
IS MADE BY
W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

As far as Great Britain is concerned, the company will continue to pay carriage charges on all machine orders, notwithstanding the further increase in rail rates amounting to 150 per cent above pre-war figures all told.

As the season progresses the company plans to issue increasingly big monthly parcels of new "Winner" records, incorporating standard items and up-to-date musical hits by leading artists. These issues will be announced by the usual publicity literature, through the trade press and public newspaper advertisements. Messrs. Hough are out to take care of all orders promptly and efficiently.

MUSICAL TASTE IN ZANZIBAR

Truthful British Merchant Tells of Zanzibar Sights and Song Most Popular in the Harem

The Sultan of Zanzibar is a man of rather advanced, or, at least modern, ideas, according to a British merchant who was the guest of that potentate recently and who says he was invited to inspect the Sultan's harem. Although harems are not usually open to visitors, British merchants generally have a reputation for veracity, so let this one talk.

"We went out into a wonderful enclosed garden, and there with pride his nibs showed me an American merry-go-round that he had had imported at great expense for the entertainment of his wives. Several of the wives were mounted on the gaudily painted wooden horses and the machine was whirling merrily. But it was the tune that the old calliope was blaring out that 'got me,' as the Americans say.

"It wasn't an especially recent tune, but apparently it was popular in Zanzibar. Hand-power propelled the merry-go-round and the calliope shrieked:

"'There's Only One Girl in This World for Me'."

VICTROLA X FOR SOLDIER'S BRIDE

Officers of the Eighty-first Field Artillery, stationed at Camp Knox, near Louisville, Ky., recently presented a Victrola X to Master Sergeant Seidler and his bride as a wedding present. The sale of the machine was made by John S. Calveard, of L'Harmonie Compagnie, Louisville. The Victrola carried a silver plate, suitably engraved.

REPRESENTING ROSE VALLEY CO.

Sam H. Speck, connected for many years with the music publishing and retail sheet music trade in and about New York City, has been appointed local representative of the Rose Valley Music Co., of Philadelphia, makers of Ideal music rolls and of the Monorolls of foreign music. Mr. Speck has established offices at 1367 Broadway.

AUSTRALIA.
Herbert G. Polyblank,
SYDNEY,
N.S.W.
BELGIUM.
P. Carton,
Rue Karel Ooms, 11,
ANVERS.
ITALY.
G. Menaboni,
Via S. Sebastiano 2,
LIVORNO.
SPAIN.
Ernesto Verdu,
ALICANTE.
ENGLAND.
A. Waite & Co., Ltd.,
15-17 Figtree Lane,
SHEFFIELD.

Songster Talking Machine Needles

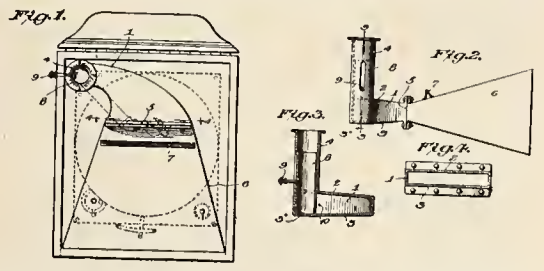
Manufactured by J. STEAD & Co LTD.
MANOR WORKS. SHEFFIELD ENGLAND.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Washington, D. C., October 7.—**Phonograph Horn.** Fred C. Lyon, Fayette, Ohio. Patent No. 1,349,286.

This invention relates to certain new and useful improvements in phonograph horns, and the primary object of the invention is to provide a horn construction which is compact and which at the same time affords an increased volume of sound and of backtone, color and expression. A further object of the invention is to provide a novel type of sound regulator.

The invention briefly described, resides in the combined neck, throat and horn proper as con-



structed and related in a manner to be now described, so as to afford a simple, economical and effective structure which affords an improved rendition of the record.

In the drawings:

Figure 1 is a top plan view of a cabinet equipped with the present invention; Fig. 2 is a side elevation of the horn per se, and Fig. 3 is a section on line 3—3 of Fig. 2.

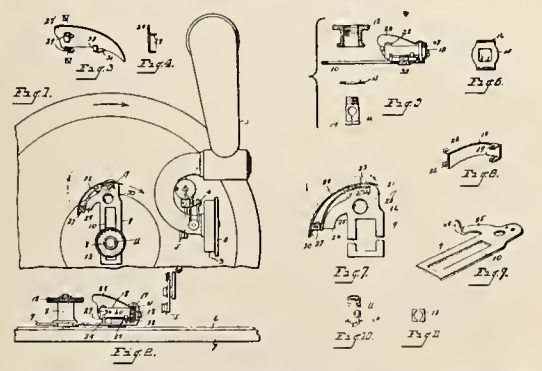
Flexible Tripping Device for Phonographs. John B. Griffin, Maple Hill, Newington, Conn. Patent No. 1,348,358.

This invention relates to tripping devices for use in conjunction with phonograph repeating mechanisms.

An object of this invention is to provide a tripping device which, irrespective of the size of the record or curvature of the spiral groove imprinted thereon, will permit the needle carried by the reproducer to follow accurately in the groove of the record, without side thrust, during the time that the grooved roller carried by the repeating mechanism is in engagement with the wedge-shaped tripping head of the device.

In the drawings—

Figure 1 is a plan view of the device in conjunction with a record and reproducer arm, part of the record and turntable being cut away. Fig. 2 is a side elevation of the device attached to the axle of the record, showing the record and turntable. Fig. 3 is a side elevation of the wedge-shaped tripping head. Fig. 4 is a sectional view taken on the line IV—IV of Fig. 3. Fig. 5 is a view of the device partly in section showing certain parts separated from each other so



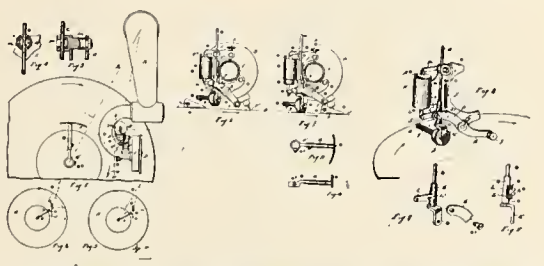
as to illustrate the manner of assembly. Fig. 6 is a plan view of the base plate 15. Fig. 7 is an enlarged plan view partly broken away and partly in section. Fig. 8 is an elevation of the curved member 18 upon which the tripping head is mounted. Fig. 9 is a plan view of the radial arm which is carried by the axle of the record. Fig. 10 is an elevation of the split sleeve which engages the axle of the record direct. Fig. 11 is an end view of the split sleeve.

Phonograph. John B. Griffin, Maple Hill, Conn. Patent No. 1,348,357.

This invention relates to phonographs. It has for its object the automatic repetition of certain portions of a record whether music, speech, or song or even a repetition of the entire record an indefinite number of times. It consists in the application of mechanism whereby such a record or such portion of a record may be repeated automatically at will in combination with the record and driving mechanism.

In the drawings:

Figure 1 is a plan view of a portion of a record and means for automatically reproducing as stated. Figs. 2 and 3 are diagrammatic views indicating how the amount of the record reproduced is determined. Figs. 4 and 5 are sectional diagrams of a portion of the sustaining bar for holding the indicating roller and the means whereby it is allowed to oscillate. Fig. 5 is at right angles to that of Fig. 4. Fig. 6 is an elevation showing the repeating mechanism in its active position. Fig. 7 is also the same figure except that the mechanism is shown in a position to begin the repeating action. Fig. 8 is a

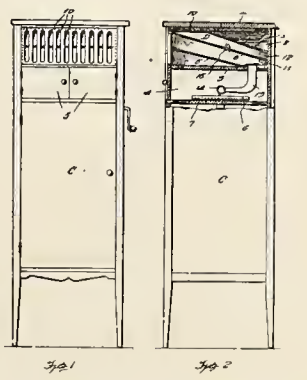


detail figure of the mechanism which controls the raising and lowering of the needle and is also a mechanism for shifting. Fig. 9 is a detail of the joint mechanism separated so as to show the construction and operation thereof. Figs. 10 and 11 are details of the extension trip mechanism. Fig. 12 is a section on the line 12—12 of Fig. 12. Similar indices refer to similar parts.

Phonograph Cabinet. Edward J. Schaefer, Hespeler, Ontario, Canada. Patent No. 1,349,-439.

The present invention relates to talking machines and has particular reference to new and useful amplifying means associated with said machines.

The object of the invention is to effect certain improvements in the construction of talking machines whereby a more faithful reproduction of the recorded sound is obtained. To this end the machine is so constructed that the reproduced sounds are sweeter, more mellow and



to a greater extent free of foreign sounds such as is the case with machines of the construction heretofore commonly employed.

Another object is to provide a device of the class described having a plurality of compartments, having the sound amplifying means in a compartment above one containing the sound producing device, thus permitting the sound to travel upwardly.

Another object is to provide a phonographic cabinet of the class described which is simple in construction, that may be manufactured at a small cost and to provide improved amplifying means.

Figure 1 is a front elevation of the improved cabinet; and Fig. 2 is a side elevation thereof partly in section.

Offset Stylus Arm. James W. Hughes, Philadelphia, Pa. Patent No. 1,349,205.

This present invention comprehends a novel construction of a stylus arm which is adapted to be employed in conjunction with a sound box constructed to play records of the lateral cut type in order to adapt them to play records in which the impression groove is of the hill and dale type.

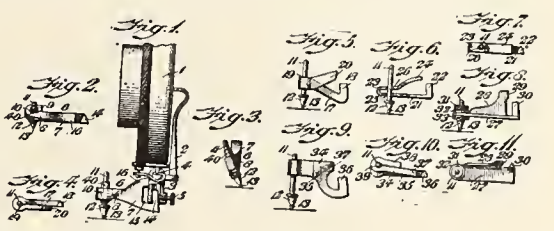
It further comprehends a novel construction of an offset stylus arm which is constructed in such a manner that it can be securely clamped to the stylus holder of the stylus lever to engage the inner and outer wall of the stylus holder.

It further comprehends a novel construction of an offset stylus arm which is provided at one end with an inwardly inclined shank serving as a fulcrum to force a portion of the arm against the outer face of the stylus holder when such shank is fastened in position with the stylus holder.

It further comprehends a novel construction of an offset stylus arm having a novel means to clamp it to the stylus holder and novel means to secure with respect to it a jewel stylus.

For the purpose of illustrating the invention there are shown in the accompanying drawings typical embodiments of it which are at present time preferred, since they will be found in practice to give satisfactory and reliable results. It is, however, to be understood that the various instrumentalities of which the invention consists can be variously arranged and organized and that the invention is not limited to the precise arrangement and organization of these instrumentalities as herein set forth.

Figure 1 represents, in side elevation and partly in section, a sound box for a sound reproducing machine in conjunction with which an



offset stylus arm, embodying the invention, is employed. Fig. 2 represents a top plan view of the stylus arm seen in Fig. 1. Fig. 3 represents an end view of the construction seen in Fig. 2. Fig. 4 represents a top plan view of another embodiment of the invention. Fig. 5 represents, in side elevation, the construction seen in Fig. 4. Fig. 6 represents in side elevation and partly in section, another embodiment of the invention. Fig. 7 represents a top plan view of the construction seen in Fig. 6. Fig. 8 represents in side elevation, another embodiment of the invention. Fig. 9 represents in side elevation, another embodiment of the invention. Fig. 10 represents a top plan view of the construction seen in Fig. 9. Fig. 11 represents a top plan view of the construction seen in Fig. 8. Similar numerals of reference indicate corresponding parts.

Tone Modifier for Talking Machines. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,349,604.

This invention relates to phonographs or so-called talking machines and is directed to an improvement in the tone arms thereof, whereby a clearer, more resonant, more musical, and if desired, louder tone will be produced.

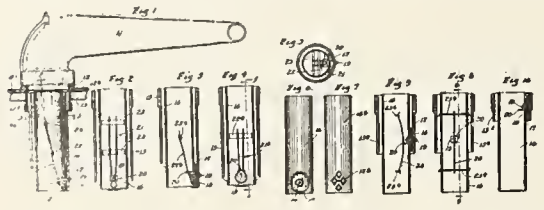
In accordance with the invention there is provided one or more, preferably two, concentric resonant tubes, located so that the sound waves will pass there through as they emerge from

(*Continued on page 230*)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 229)

the tone arm into the sound box. These resonant tubes should be made of wood, thoroughly dried and having good resonant quality. Moreover, these wooden tubes should be made very thin, so that they will readily vibrate. As an important feature of the invention, I provide a so-called tension or straining device which puts at least one of the resonant tubes under a normal stress so as to increase the resistance thereof. Referring to the drawings:

Figure 1 is a view chiefly in side elevation, but with some parts in section showing the resonant tube attachment applied to a tone arm of a phonograph. Fig. 2 is a vertical section taken actually through the resonant tube structure on the line 2—2 of Fig. 1; Fig. 3 is a horizontal section taken on the line 3—3 of Fig. 1; Fig. 4 is a sectional view corresponding to Fig. 2, but illustrating a slightly modified construction; Fig. 5 is a section on the line 5—5 of Fig. 4; Fig. 6 is a side elevation of the inner tube shown in Figs. 1, 2 and 3; Fig. 7 is a view



corresponding to Fig. 6, but illustrating the slightly modified construction; Fig. 8 is a view corresponding to Fig. 2, but illustrating a modified construction; Fig. 9 is a section of the line 9—9 of Fig. 8; and Fig. 10 is a view corresponding to Fig. 9, but illustrating a still further modified construction.

Record Placer.—Lloyd N. Host, Grand Rapids, Mich. Patent No. 1,349,611.

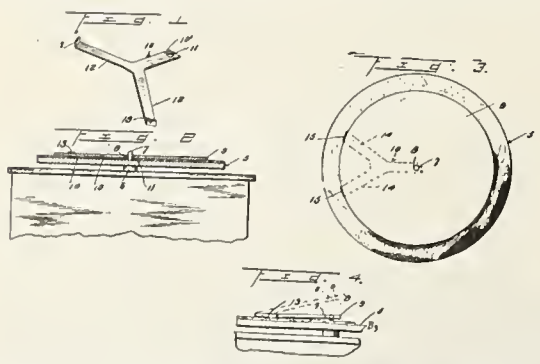
This invention relates to improvements in record placers for talking machines.

An important object of this invention is to provide a record placer for talking machines having means for expeditiously aligning the opening in the disk with the pin carried by the turn-table.

A further object of this invention is to provide a record placer for talking machines which may be stamped from a single piece of metal and which may thereby be produced at a very small cost.

A further object of this invention is to provide a record placer which may be readily attached to a talking machine or removed therefrom.

Figure 1 is a perspective of a record placer embodied in the invention. Fig. 2 is a trans-



verse view through a talking machine turntable and a record showing the record placer in use. Fig. 3 is a plan view of the turn-table and record, showing a slightly modified form of the invention applied, and Fig. 4 is a fragmentary end elevation of the turn-table and record placer, the view showing the manner of applying the record.

Tone Arm Apparatus for Talking Machines. Alfred J. Swing, Cincinnati, O. Patent No. 1,349,636.

This invention relates to improvements in apparatus for recording and reproducing sound. One of its objects is to provide an improved arrangement and means to support and guide the sound box and stylus with reference to the record both in cutting or producing the records, and in reproducing the vibrations therefrom. Another object is to provide for guiding the sound box and pivotally supported stylus carrying member along a substantially radial path across the face of the disc record, and preserving the same relative, angular or axial position or relation of the stylus carrying member with reference to the record and the point of contact of the stylus therewith at the various positions of the stylus on the record. Another object is to provide improved mechanism to support and

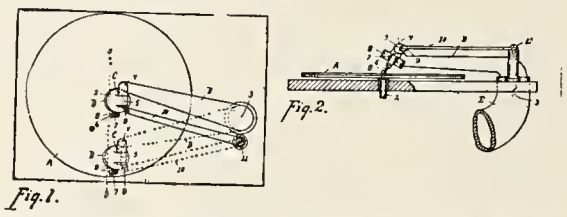


Fig. 1.

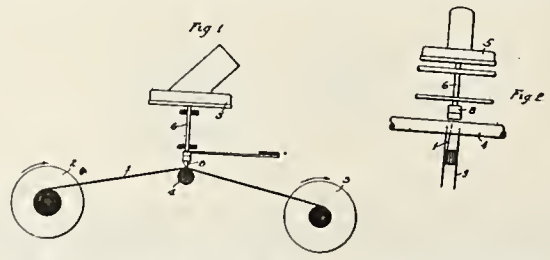
retain the sound box and stylus carrying member in proper relation to the record in its various positions.

Figure 1 is a plan view of a record and tone arm illustrating one embodiment of the invention. Fig. 2 is a side elevation of the same.

Sound Recorder and Reproducer. Eugen Steiger, Zurich, Switzerland. Patent No. 1,350,246.

This invention relates to sound recorders and reproducers and the object thereof is to provide a record which is very cheap as compared with phonograph cylinder records and gramophone disc records, and which takes up a minimum of space in storage or transmission in place of communication by letter, with particular advantage for secret transactions and transactions with the blind.

The invention also enables sound to be recorded or reproduced in a simple manner with the same device and without experience, practice or special preparations, or any substitution of parts. Moreover the device is very simple and cheap as compared with hitherto known talking machines and compares particularly favorably with the expensive dictating machines hitherto known and forms a cheap phonograph



of the kind which is within everyone's reach and enables everyone to produce their own records.

These and other objects are attained by the means illustrated diagrammatically in the accompanying drawing in which Figure 1 is a diagrammatic elevation with parts in section, and Fig. 2 is a partial elevation looking in a direction at right angles to Fig. 1.

Talking Machine. Wm. M. Holloway, Maywood, Ill., assignor to the American Can Co., New York. Patent No. 1,349,759.

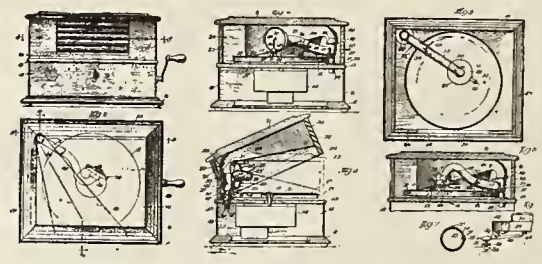
This invention relates in general to talking machines and has for its object broadly the improvement in the construction and arrangement of the parts and their operation.

A principal object of the invention is the provision of a talking machine, all parts of which, with the exception of the handle for winding the same, will be inclosed within the casing and the shortest possible route consistent with the production of sound of the desired volume will be provided to and through the amplifier.

Another object is the provision of a talking machine having an amplifier provided within the casing and this without requiring that the casing be made of materially greater depth to accommodate said amplifier.

Further objects are the provision of a talking machine adapted for use with records having sound undulations in the side wall or walls of the record groove and also with records having sound undulations in the bottom of the record groove; and also to provide a talking machine well adapted to produce sounds of desired quality and volume which will be cheap to manufacture, which will be relatively small and compact and which will present a pleasing appearance. On the drawings:

Figure 1 is a front elevation of a talking machine embodying invention; Fig. 2 is a top plan view of the same; Fig. 3 is a partial section on the line 3—3 of Fig. 2; Fig. 4 is a section of the line 4—4 of Fig. 2 with the cover



partly lifted; Fig. 5 is a section on the line 5—5 with the amplifier removed; Fig. 6 is a partial view similar to Fig. 3 and showing different adjustment of the parts; Fig. 7 is a section taken on the line 7—7 of Fig. 6, and Fig. 8 is an enlarged partial detail view of the stylus carrying arm and sound box.

THE CROMWELLIAN ACTUELLE

The Cromwellian, the newest model of the Actuelle line, has just been announced from the headquarters of the Pathé Frères Phonograph Co. in Brooklyn. This model, as well as the

The Pathé Cromwellian

other models of the Actuelle line is a faithful reproduction of the period it follows. The Cromwellian has a pronounced dignity of design and will doubtlessly be one of the most popular models in the Actuelle line. The distinctive cabinets and entirely original method of sound reproduction have aroused much popular interest. First deliveries of the Actuelle were made in August and many re-orders are being received at Pathé headquarters.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

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PATCHING VARNISH
dries in 10 seconds, flows without showing the lap. With it damaged varnish can be repaired invisibly and permanently. Complete Repair Outfit, $3.50; 1 quart, $1.90; 1 pint, $1.00.
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BALDWIN-MILLER CO. Indianapolis, Ind.
SONORA DISTRIBUTING CO. Dallas, Texas
LANSING SALES CO. Boston 11, Mass.

Advance RECORD BULLETINS for November, 1920

COLUMBIA GRAPHOPHONE CO.

49858 Carmen—"Habanera" .....Jeanne Gordon 12
49782 Rigoletto (Quartet), Bella Figlia Dell' Amore, Barrientos-Gordon-Hackett-Stracciari 12
A6163 Romeo et Juliette (Waltz song), Je Veux Vivre Dans le Reve.....Florence Macbeth 12
Villanelle (Oft Have I Seen).Florence Macbeth 12
79196 Dear Old Pal of Mine.....Charles Hackett 10
78099 Until .....Riccardo Stracciari 10
A6164 Coronation March from "The Prophet," Gino Marinuzzi and His Symphony Orch. 12
Pomp and Circumstance March, Gino Marinuzzi and His Symphony Orch. 12
79154 Kathleen Mavourneen.....Pablo Casals 10
A2983 Cocoanut Dance.....Fred Van Eps Banjo Solo 10
Persiflage .....Fred Van Eps Banjo Solo 10
A2974 A Matrimonial Mix-up. Intro. "The Nigger and the Bee".....Golden-Hughes 10
The Bell Boys.....Golden-Hughes 10
A2985 That Naughty Waltz, Frank Ferera-Anthony Franchini 10
Pensacola Waltz, Frank Ferera-Anthony Franchini 10
A2987 Repasz Band March.....Prince's Band 10
The American Legion March....Prince's Band 10
E4753 Cupid's Dream..Viennese Instrumental Quintet 10
Colibri .....Viennese Instrumental Quintet 10
A2988 Macushla Asthore (from "Macushla"), Chauncey Olcott 10
'Tis an Irish Girl I Love and She's Just Like You (from "Macushla").....Chauncey Olcott 10

POPULAR HITS

A2976 I Love the Land of Old Black Joe, Van-Schenck 10
So This Is Paris!.....Van-Schenck 10
A2978 I'm in Heaven When I'm in My Mother's Arms, Henry Burr 10
There's a Vacant Chair at Home, Sweet Home, Camphell-Burr 10
A2984 You're the Only Girl That Made Me Cry, Henry Burr 10
Drifting .....Peerless Quartet 10

DANCE RECORDS

A2986 Somebody—One-step. Introducing "Just for Today" .....Prince's Dance Orch. 10
Susan—Fox-trot. Introducing "Till the Swanee River Runs Dry".....Prince's Dance Orch. 10
A6166 Marion (You'll Soon Be Marryin' Me)—Medley Fox-trot. Introducing "They Called It Dixie Blues".....Yerkes Jazarimha Orch. 12
My Man—Medley Fox-trot (from Ziegfeld "Midnight Frolic of 1920"). Introducing "Any Place Would Be Wonderful With You," Yerkes Jazarimha Orch. 12

NEW EDUCATIONAL RECORDS FOR THE HOME KINDERGARTEN AND PRIMARY GRADES

MARCHES

A3100 March from Opus 27, No. 3 (Schubert) and Entrance March "Christmas Tree" (Gade). Supervised by Ethel M. Rohinson, Columbia Miniature Orch. 10
March from Opus 40, No. 5 (Schubert) and Soldiers' March (Schumann). Supervised by Ethel M. Rohinson..Columbia Miniature Orch. 10
A3096 Parting March, "Leonore" (Excerpt) (Raff) and March (Excerpt) (Bach-Macdowell). Supervised by Helene Kneip, Columbia Miniature Orch. 10
Soldiers' March "Faust" (Excerpt) (Gounod) and March, "Nutcracker" (Excerpt) (Tschaikovsky). Supervised hy Helene Kneip, Columbia Miniature Orch. 10

SKIPPING

A3099 Trio from "March Heroiques," Op. 40, No. 2 (Schubert) and Etude, Opus 75, No. 4 (L. Schytte) .....Columbia Miniature Orch. 10
Idyll, Opus 11 (Koschat) and Allegretto from "March Heroiques," Opus 40, No. 3 (Schubert) .....Columbia Miniature Orch. 10

BAND

A3097 "Fantasy Piece," Opus 26 (Schumann) and "With Castanets" (Reinecks). Supervised hy Helene Kneip.....Columbia Miniature Orch. 10
Gavotte, "Circus Renz" (Fliege) and Gavotte, "La Migonne," Opus 79 (De Koven). Supervised by Helene Kneip, Columbia Miniature Orch. 10

INTERPRETATION

A3098 Minuet, "Don Juan" (Excerpt) (Mozart) and Swiss Maid. Supervised hy Ethel M. Robinson .....Columbia Miniature Orch. 10
Scherzo, Opus 27, No. 1, Allegretto and Trio (Schuhert), and Waltz No. 1 Opus 26 (Koschat). Supervised by Ethel M. Robinson, Columbia Miniature Orch. 10

LULLABIES

A3095 Lullaby (Mozart) and Cradle Song (Schubert). Supervised by Louise Birch, Columbia Miniature Orch. 10
Sleep, Baby, Sleep, and Rock-a-Bye Bahy. Supervised by Louise Birch, Columbia Miniature Orch. 10

APPRECIATION

A3094 Prelude in A Major (Chopin) and Morning Mood (Excerpt) (Grieg). Supervised by Louise Birch.....Columhia Miniature Orch. 10
Minuet (Excerpt) (Boccherini) and Andantino "Raymond" (Thomas). Supervised by Louise Birch .....Columhia Miniature Orch. 10
A3093 Berceuse (Delhruck) and Berceuse, Opus 22, No. 3 (Karganoff). Supervised by Louise Birch .....Columbia Miniature Orch. 10
Minuet in G (Excerpt) (Beethoven) and Andance Celebre, Opus 14, No. 2 (Beethoven). Supervised hy Louise Birch, Columbia Miniature Orch. 10

THE MID-MONTH RECORDS

A2980 Sally Green (The Village Vamp)..Nora Bayes 10
The Argentines, the Portuguese and the Greeks, Nora Bayes 10
A2981 My Little Bimbo Down on the Bamboo Isle, Frank Crumit 10
She Gives Them All the Ha-Ha-Ha, Frank Crumit-Lew Brown 10
A2979 Save a Little Dram for Me.....Bert Williams 10
Lonesome Alimony Blues.....Bert Williams 10
A2977 The Love Nest (from "Mary").Sascha Jacobsen 10
Blue Diamonds .....Sascha Jacobsen 10

DANCE RECORDS

A2982 Cuban Moon—Fox-trot. Intro. "When Alexander Blues the Blues"...Art Hickman's Orch. 10
In Old Manila—Song Fox-trot. Incidental singing by Frank Crumit, Art Hickman's Orch. 10
A2975 Idol Eyes—Fox-trot.....Paul Biese Trio 10
In the Land of Rice and Tea—Fox-trot, Paul Biese Trio 10
A6165 Let the Rest of the World Go By—Medley waltz. Intro. "Dear Little Boy of Mine," Prince's Dance Orch. 12
The Love Boat—Medley waltz. Intro. "I Want You", and "The Wooing of the Violin" (from "Ziegfeld Follies of 1920"), Prince's Dance Orch. 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS

18691 My Little Bimbo Down on the Bamboo Isle, Aileen Stanley 10
The Broadway Blues.....Aileen Stanley 10
18692 Tired of Me.....Henry Burr 10
I'd Love to Fall Asleep and Wake Up in My Mammy's Arms .....Peerless Quartette 10
18693 I'll Be With You in Apple Blossom Time, Charles Harrison 10
Tripoli (On the Shores of Tripoli), Louise Terrell-William Robyn 10

DANCE RECORDS

35701 Avalon—Just Like a Gypsy—Medley Fox-trot, F. Grassy Elias-F. M. Alvarez 12
Best Ever Melody—One-step, Paul Whiteman and his Ambassador Orch. 12
18690 Whispering—Fox-trot, Paul Whiteman and his Ambassador Orch. 10
The Japanese Sandman—Fox-trot, Paul Whiteman and his Ambassador Orch. 10

BLUE LABEL RECORDS

45200 Drowsy Baby .....Olive Kline-Elsie Baker 10
In the Afterglow.....Elsie Baker 10
45199 Waiting for the Sun to Come Out, Lamhert Murphy 10
I Cannot Sleep Without Dreaming of You, Lambert Murphy 10

RED SEAL RECORDS

Frances Alda, *Soprano*

64908 By the Waters of Minnetonka (An Indian Love Song) .....Cavanass-Lieurance 10

Gabriella Besanzoni, *Contralto—In Italian*

64875 Trovatore—Stride la Vampa! (Fierce Flames are Soaring) .....Verdi 10

Sophie Braslau, *Contralto*

64883 Ever of Thee I'm Fondly Dreaming, Linley-Hall 10

Enrico Caruso, *Tenor—In Spanish*

88623 A Granada (To Granada), F. Gras y Elias-F. M. Alvarez 12

Mischa Elman, *Violinist*

(Piano accompaniment hy Josef Bonime)

74643 Nocturne (Op. 54, No. 4).....Grieg-Elman 12

Amelita Galli-Curci, *Soprano—In Spanish*

64904 Clavelitos (Carnations) .....Valverde 10

Orville Harrold, *Tenor*

64909 When Your Ship Comes In.....Lily Strickland 10

Edward Johnson, *Tenor—In Italian*

64905 Fedora—amor ti Vieta di non amar (My Love Compels Thy Love).....Giordano 10

Fritz Kreisler, *Violinist*

64890 Chanson Indoue (A Song of India) (From "Sadko") .....Rimsky-Korsakow-Kreisler 10

John McCormack, *Tenor*

64900 Thank God for a Garden.....Teresa Del Riego 10

Sergei Rachmaninoff, *Pianist*

74645 Prelude in G Major (Op. 32, No. 5), Rachmaninoff 12

Renato Zanelli, *Baritone—In Italian*

64907 Zaza—Zaza, piccola zingara (Zaza, Little Gypsy), Leoncavallo 10

AEOLIAN CO.

OPERATIC SELECTION

30108 Don Giovanni—La ci darem la mano (Thy little hand, love) (Mozart). Soprano and baritone. Vocalion orch. accomp., Rosa Raisa and Giacomo Rimini 10

STANDARD SELECTIONS

48000 Ah, Moon of My Delight—Persian Garden (Lehman). Tenor, Vocalion orch. accomp., Colin O'More 12
Come Into the Garden, Maud (Balfe). Tenor, Vocalion orch. accomp.....Colin O'More 12
30109 My Old Kentucky Home (Foster). Soprano, Vocalion orch. accomp., May Peterson and Quartet 10
30110 In the Gloaming (Harrison). Baritone, Vocalion orch. accomp., John Charles Thomas and Quartet 10

INSTRUMENTAL SELECTION

30111 Souvenir (Drdla). Violin, piano accomp., Sasha Culhertson 10

HAWAIIAN SELECTIONS

14101 Naughty Waltz (Sol Levy), Ferera and Franchini 10
Sweet Hawaiian Moonlight (Klickman), Ferera and Franchini 10

POPULAR SELECTIONS

14102 Japanese Sandman (Egan and Whiting). Orch. accomp. .....Crescent Trio 10
Sweetie O'Mine (Van Alstyne). Orch. accomp., Sam Ash 10
14103 My Little Bimbo Down on Bamboo Isle (Donaldson). Orch. accomp.....Ernest Hare 10
When I See the Love They Waste on Babies (Art Johnson). Orch. accomp...Ernest Hare 10
14104 Sally Green (The Village Vamp) (Jerome and White). Orch. accomp..Harmonizer's Quartet 10
You Tell 'Em (Nat Osborne). Orch. accomp., Billy Jones 10
14105 Cohen's New Automobile (Silver), Monroe Silver 10
The Face on the Bar-room Floor (Silver), Monroe Silver 10

DANCE SELECTIONS

14106 Can You Tell (Sullivan-Miller-Handman). Fox-trot from "The Ed. Wynn Carnival." Played by Ray Miller's Black and White Melody Men 10
Rose of Spain (Miller-Brown-Fazioli). Fox-trot. Played by, Ray Miller's Black and White Melody Men 10
14107 Granada (Norman Spencer). Fox-trot. Played by Harry A. Yerkes' Dance Orchestra 10
Wond'ring (David). Fox-trot. Played hy Harry A. Yerkes' Dance Orchestra 10
14108 Mystic Nile (Green and Pierce). Fox-trot. Played by Harry A. Yerkes' Dance Orchestra 10
Just Like the House Jack Built (Grant and Atterbridge). Fox-trot from "Cinderella on Broadway." Played by Harry A. Yerkes' Dance Orchestra 10

EDISON RE-CREATIONS

50400 Raggylug (Adapted from Seton-Thompson). A bed-time story.....Alice Goddard
The First Woodpecker (North Amerian Indian Myth). A bed-time story.....Alice Goddard
50667 Backyard Conversation Between Mrs. Reilly and Mrs. Finnegan.....Ada Jones and Steve Porter
Cohen On His Honeymoon.....Monroe Silver
The Rosary (Nevin). Xylophone, Creatore and His Band
Miserere—Il Trovatore (Verdi). With duet for cornet and trombone.....Creatore and His Band
50669 Barcarolle—Tales of Hoffmann (Offenhach-"Friscoe"). Xylophone..(Signor) Lou Chiha "Friscoe"
The Rosary (Nevin). Xylophone, (Signor) Lou Chiha "Friscoe"
50670 Hawaiian Smiles (M. Earl), Waikiki Hawaiian Orchestra
Wailana Waltz (Drowsy Waters) (Old Hawaiian Melody). Guitar duet....Toots Paka's Hawaiians
50671 Semper Fidelis March (Sousa), New York Military Band
Trumpeters' Carnival—March Militaire (Losey), New York Military Band
80544 Come Into the Garden, Maud (Balfé). Tenor, Hardy Williamson
In the Afterglow (Grey). Contralto..Marie Morrisey
80547 When I'm Alone, I'm Lonesome (Brett-Jacohs). Soprano .....Leola Lucey
The Quilting Party. Baritone, Thomas Chalmers and Mixed Chorus
80548 Morning, Noon and Night in Vienna Overture (Von Suppé). Xylophone..George Hamilton Green
A Spring Morning—Intermezzo (Ring-Hager). Whistling .....Sibyl Sanderson Fagan
82571 Morte d' Otello (Death of Othello)—Otello (Verdi). Tenor, in Italian....Giovanni Zenatello
Pur ti riveggo, mia dolce Aida (I See Thee Again, My Sweet Aida)—Aida (Verdi). Soprano and tenor, in Italian, Marie Rappold and Giovanni Zenatello
82193 They All Love Jack (Adams). Bass-baritone, Arthur Middleton
The Warrior's Song (Ryder). Bass-haritone, Arthur Middleton
82194 Spanish Dance (Granados-Kreisler). Violin, Albert Spalding
Romance (Svendsen). Violin.....Albert Spalding

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

29062 Scherzo—Tarentelle (Wieniawski). Violin, piano accomp. hy André Benoist.....Albert Spalding
29063 Hear Me! Ye Winds and Waves!—Scipio—Recitative from Julius Caesar (Händel, arr. by A. L.).....Arthur Middleton

REGULAR LIST

4103 Chili Bean (A. Von Tilzer).....Billy Murray
4104 That Old Fashioned Mother of Mine (Nicholls). Tenor .....Talhot O'Farrell
4105 Your Voice Came Back to Me (Keithley). Soprano .....Gladys Rice
4106 Manyana (Fier). Fox-trot, for dancing, Lenzberg's Riverside Orchestra
4107 When the Harvest Moon Is Shining (H. Von Tilzer). Tenors....Charles Hart and Lewis James
4108 Alice Blue Gown—Irene (Tierney). Contralto, Helen Clark
4109 What's the Good of Kicking, Let's Go 'Round With a Smile (Donaldson).....Maurice Burkhart
4110 Bound in Morocco (Herscher). Fox-trot, Green Brothers' Novelty Orchestra
4111 Homeward March (Kimmel). Accordion, Pianoforte by Joe Linder.....John J. Kimmel
4112 Polly (Richmond). Male voices....Premier Quartet
4113 Valse Caprice, No. 1 (Frosini). Accordion, P. Frosini
4114 Tired of Me (Donaldson). Tenor, George Wilton Ballard
4115 Dance-O-Mania (Gilbert-Cooper). Fox-trot, for dancing.....Lenzberg's Riverside Orchestra
4116 Mississippi Bound (Straight).....Al Bernard
4117 Love Nest—Mary (Hirsch). Contralto and tenor, Louise Terrell and George Wilton Ballard
4118 Mammy's Good-Night Lullahy (H. Von Tilzer). Male voices.....Crescent Trio
4119 Missy (Introducing "Rainhow of My Dreams"). Medley Fox-trot, for dancing. Saxophone, accordion and piano..Rudy Wiedoeft's Palace Trio
4120 Washington Grays March (Grafulla), Conway's Band
4121 Wailana Waltz (Drowsy Waters). Guitar duet, Toots Paka's Hawaiians
4122 It Pays to Serve Jesus (Huston). Soprano and tenor.....Mr. and Mrs. George E. Nhare
4123 Pretty Little Cinderella (Vincent). Contralto and tenor, Louise Terrell and George Wilton Ballard
4124 I'm in Heaven When I'm in My Mother's Arms (Ager). Contralto.....Helen Clark
4125 Fantasia from "Simon Boccanegra" (Verdi). Flute and clarinet, Pietro Caso and Anthony Giammatteo

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 38

POPULAR VOCAL

20466 The Body's Upstairs (Feldman). Baritone, piano accomp. .....Jack Norworth 10
Lonesome Alimony Blues (Tracy-Hanley). Baritone, piano accomp.....Jack Norworth 10
22435 Sally Green (The Village Vamp) (Kalmar-Ruby-Jerome-White). Comedienne.....Patricola 10
What Cha Gonna Do When There Ain't No Jazz? (Leslie-Wendling). Comedienne, Patricola 10
22436 In Babyland (Perkins). Baritone...Ernest Hare 10
Down in Chinatown (Meyer-Hulton). Male quartet. .....The Harmonizers 10
22437 Jinga-Bula-Jing-Jing (Lewis-Young-Jerome). Tenor .....Billy Jones 10
Read 'Em and Weep, from "Come Seven" (Bernard-Haenschen). Tenor....Al Bernard 10
22438 Old Pal (Why Don't You Answer Me? (Lewis-Young-Jerome). Tenor.....Lewis James 10

(*Continued on page 232*)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 231)

My Dear Old Rose (Robe-Winne). Baritone, Elliott Shaw 10
22439 Whispering (Schonberger). Male trio, Crescent Trio 10
Let Your Sadness Turn to Gladness (Creamer-Layton). Tenor duet, Lewis James and Charles Hart 10
22336 Oh! My Lady (Perkins)....Sterling Male Trio 10
22336 Put Me To Sleep in Your Heart, Dear (Lewis-Young-Grant). Baritone.....Turner Roe 10

HAWAIIAN

22428 On Hilo Bay (Levy). Hawaiian guitars, Ferera and Franchini 10
Sweet Luana (Burt-Zamecnik). Hawaiian guitars, Ferera and Franchini 10

DANCE

20467 Anytime, Any Day, Anywhere (Kortlander). Fox-trot. Piano duet, Max Kortlander and Victor Arden 10
12th Street Rag (Bowman). Fox-trot. Piano duet .....Max Kortlander and Victor Arden 10
40212 Sudan (Pollack). Fox-trot, Joseph Samuels' Music Masters 12
When I Found You, from "Poor Little Ritz Girl" (Romberg). Waltz, Joseph Samuels' Music Masters 12
22440 Avalon (Jolson). Fox-trot, Hatzy Natzy's Orchestra, Hotel Biltmore, N. Y. 10
Will You Remember (Ambrose-Hewitt). Fox-trot .....Nicholas Orlando's Orchestra 10
22441 Fair One (Lewis). Fox-trot, Eddie Kuhn and His Orch., Kansas City, Mo. 10
When You Are Mine (Samuels-Briant). One-step .....Joseph Samuels' Music Masters 10
22442 You're Just Like a Rose, from "Good Times," N. Y. Hippodrome (Hubbell). Fox-trot, Eddie Kuhn and His Orch., Kansas City, Mo. 10
Toodles (Green). One-step, Green Brothers' Novelty Band 10
22427 Rose of Spain, from Ed. Wynn's "Carnival" (Brown-Fazioli-Miller). Fox-trot, Ray Miller's Black and White Melody Boys 10
Can You Tell (Sullivan-Miller-Handman). Fox-trot, Ray Miller's Black and White Melody Boys 10

Regular Pathé November List

CAPTIVATING OLD NEGRO FOLK SONGS

22415 Who'll Be a Witness (Negro Folk Song), Biddle University Quintet, unaccomp. 10
Heaven (Negro Folk Song), Biddle University Quintet, unaccomp. 10

STANDARD SONGS SUNG IN ENGLISH

27031 The Lass With the Delicate Air (Spicker-Arne). Soprano .....Helen Yorke 10
O Little Songs (Lowrey-Silberta). Soprano, Helen Yorke 10
25044 A Southern Lullaby (Terry). Baritone, Percy Hemus 10
Roses of Memory (Hamblen). Baritone, Percy Hemus 10
25045 O For the Wings of a Dove (Bartholomew-Mendelssohn). Soprano.....Alice Godillot 10
At Parting (Peterson-Rogers). Soprano, Alice Godillot 10

WONDERFUL INSTRUMENTAL NOVELTIES

27032 Shepherd's Hey (Grainger). Piano solo, Rudolph Ganz 10
Country Gardens, No. 22 (Grainger). Piano solo, Rudolph Ganz 10
22417 Medley of Country Reels. Introducing "Keltons Reel," "The Devil's Dream," "Arkansas Traveller," "Old Zip Coon," "Chicken Reel," "Half-Penny Reel." Violin, piano accomp., Joseph Samuels 10
Medley of Country Jigs. Introducing "St. Patrick's Day in the Morning," "Mysteries," Moll in the Wad," "Tivoli," "Jackson Fancy," "Garry Owens," "Haste to the Wedding." Violin, piano accomp.....Joseph Samuels 10

NEW BAND AND ORCHESTRA RECORDS

40203 Maritana Overture, Part I (Wallace) Versailles Military Band 12
Maritana Overture, Part II (Wallace), Versailles Military Band 12
22416 Summer Showers (Logan). Intermezzo, Pathé Concert Orchestra 10
Carnations (Albers)....Pathé Concert Orchestra 10

NEW OPERATIC RECORDS

54052 La Sonnambula (Bellini) "Prendi l'anel ti dono" (Take Now This Ring). Tenor, in Italian, Tito Schipa 12
54053 Ernani (Verdi) "Ernani, Involami" (Fly with Me, Ernani). Soprano, in Italian, Claude Muzio 12
54054 The Bird of the Wilderness (Tagore-Horsman). Soprano .....Yvonne Gall 12

TENOR AND BARITONE SACRED DUETS

22401 Jesus I Come (Sleeper-Stebbins). Tenor and baritone duet..Lewis James and Harold Wiley 10
Leaf by Leaf the Roses Fall (Bishop). Tenor and baritone duet, Lewis James and Harold Wiley 10

GENNETT LATERAL RECORDS

9072 Down the Trail to Home, Sweet Home (Ernest R. Ball). Tenor-Baritone duet, orch. accomp., Bell-Sharpe
When Honey Sings an Old Time Song (Carey). Tenor-Soprano duet, orch. accomp., Ballard-Lennox
9073 The Simple Simon Party (Montgomery). Tenor solo, orch. accomp.....Billy Murray
A Hundred Years Ago (Ringle-Schofer-Bennett). Tenor, orch. accomp.....Arthur Hall
9074 Souvenir of Switzerland (Liberati). Cornet solo, accompanied by Floridia's Orch., Pietro Capodiferro
Columbia (Polka). Cornet solo, accompanied by Floridia's Orch. .....Pietro Capodiferro
9075 Rose of Spain (Brown-Fozioli-Miller), Ray Miller's Black and White Melody Boys
June Medley—Fox-trot. Intro: "Can You Tell." (Miller-Brown-Sullivan), Ray Miller's Black and White Melody Boys
9076 Aloha Land (Walter Herzer), Honolulu Trio, Ferera, Franchini and Green, Hawaiian Guitars and Xylophone.
Hawaiian Twilight—One-step (Sherwood-Vandersloot), Ferera and Franchini, Hawaiian Guitars
9077 The Broadway Blues (Morgan-Swanstrom). Tenor, orch. accomp.....Al Bernard
Read 'Em and Weep (Bernard-Haenschen). Tenor, orch. accomp.....Al Bernard
9078 My Little Bimbo (Donaldson-Clark). Tenor, orch. accomp. .....Billy De Rex
You Ought to See Her Now (Pease-Nelson-Russak). Tenor, orch. accomp.....Arthur Hall
9079 Nearer My God to Thee (Mason). Tenor-Baritone duet, orch. accomp..Charles Hart-Elliott Shaw
Where Is My Wandering Boy To-night (Lowry). Tenor solo, orch. accomp.....Chas. Hart
9080 Only a Little Word (Sacred). Contralto, orch. accomp. .....Ethel Toms
So Near the Kingdom (Sacred). Contralto-Baritone duet, orch. accomp., Robert Carr-Ethel Toms
9081 Stars and Stripes Forever—March (Sousa), His Majesty's Scots Guards Band
Bells of Victory (With Chimes) (Gay), His Majesty's Scots Guards Band
9082 Beautiful Birds, Sing On (J. Howe). Baritone, orch. accomp. .....Robert Carr
Two Eyes of Grey (Daisey McGeoch). Tenor solo, Harold Elliott; violin obligato, by Franz Gerkin; piano, by Hugo Manself.
9084 Miserere (Il Trovatore) (Verdi). Violin, flute and harp .....Mozart Trio
Barcarolle (Tales of Hoffmann) (Offenbach). Violin, flute and harp.....Mozart Trio
9085 Deep Blue Sea (Breuer). Piccolo solo, violin and piano accomp.....W. G. Walker
Scherzo Sylvia (Le Thiere). Piccolo solo, violin and piano accomp.....W. G. Walker
9083 On the Lake (Whitlock). Xylophone solo, orch. accomp. .....Fred White
The Messengers March (Whitlock). Xylophone solo, orch. accomp.....Fred White

PARAMOUNT RECORDS

VOCAL RECORDS

20024 Down the Trail to Home, Sweet Home. Vocal solo .....Helen Bell Rush
I'm in Heaven When I'm in My Mammy's Arms. Vocal solo .....Jack Landauer
20027 Whatcha Gonna Do When There Ain't No Jazz. Comedienne with Orch.....Flo Bert
Sweet Mamma. Comedienne with Orch....Flo Bert
50033 A Dream. Tenor solo.....Ernest Davis
The Rosary. Tenor solo.....Ernest Davis

DANCE RECORDS

20025 Love Boat. For dancing..Selvin's Novelty Orchestra
Bells. For dancing.....Newport Society Orchestra
20026 Whispering. Fox-trot....Newport Society Orchestra
Avalon. Fox-trot.....Selvin's Novelty Orchestra
20028 Fair One. Fox-trot.....Real Art Trio
Gra-Na-Da. Fox-trot.....Real Art Trio

INSTRUMENTAL RECORDS

33067 Kiss Me Again. Violin, saxophone, piano, Old Homestead Trio
A Perfect Day. Violin, saxophone, piano, Old Homestead Trio
33063 69th Regiment March. Military Band, Lt. Ridgely's 69th. Reg. Band
Rainhow March. Military Band, Lt. Ridgely's 69th. Reg. Band

OKEH RECORDS

4148 I'm Waiting for Ships That Never Come In. Baritone, with Orch.....Elliott Shaw 10
I'm On My Way. Male quartet, with Orch. Shannon Four 10
4169 Crazy Blues. Popular "Blues" song, Mamie Smith and Her Jazz Hounds 10
It's Right Here For You (If You Don't Get It—'Taint No Fault o' Mine). Popular "Blues" song.....Mamie Smith and Her Jazz Hounds 10
4170 My Little Bimbo Down on the Bamboo Isle. Tenor, with Orch.....Billy Jones 10
Chili Bean (Eenie-Meenie-Minie-Mo). Tenor, with Orch.....Billy Jones 10
4173 When I Look in Your Wonderful Eyes. Male Trio, with Orch.....Crescent Trio 10
I'd Be Good, Yes, For Good, For a Good Girl. Male quartet, with Orch.....Shannon Four 10
4174 That Old Irish Mother of Mine. Male trio, with Orch. .....Sterling Trio 10
Ev'rything About You Tells Me That You're Irish. Contralto, with Orch.....Ada Jones 10
4175 Just Like a Gypsy (From the musical play, "Ladies First"). Male trio, with Orch., Sterling Trio 10
Good-bye, Sunshine, Hello, Moon! (From the musical show, "Ed. Wynn's Carnival"). Tenor, with Orch.....Sam Ash 10
4176 Norah Aeushla! Tenor, with Orch..Will Oakland 10
Little Town in the Ould County Down. Tenor, with Orch.....Henry Burr 10
4177 Mauna Kea o' Hawaii (The High Peaks of Hawaii). Hawaiian yodeling. Tenor, accomp. by ukulele.....Prince Lei Lani 10
Mahina Malamalamala. Hawaiian guitar duet, Ferera-Franchini 10
4163 The Love Nest. Introducing chorus of "Mary," from musical play, "Mary." Fox-trot, Rudy Wiedoeft's Palace Trio 10
Bells (From "Ziegfeld Follies of 1920"). Fox-trot .....Rega Dance Orchestra 10
4164 A Young Man's Fancy. Fox-trot, Rega Dance Orchestra 10
Seandal Walk. Introdueing chorus of "Idle Dreams," from "George White's Scandals of 1920." Fox-trot..Rudy Wiedoeft's Palace Trio 10
4165 Cuban Moon. Fox-trot, Ray Miller's Black and White Melody Boys 10
Granada. Fox-trot, Green Brothers' Novelty Band 10
4166 June. Fox-trot, Ray Miller's Black and White Melody Boys 10
Hold Me. Fox-trot..Joseph Samuels' Jazz Band 10
4167 Whispering. Fox-trot, Ray Miller's Black and White Melody Boys 10
Dreaming Blues (From "Ziegfeld's Midnight Frolie"). Fox-trot..Joseph Samuels' Jazz Band 10
4168 The Japanese Sandman. Fox-trot. Nathan Glantz, Saxophone, with Rega Dance Orch. 10
In the Land of Rice and Tea. Fox-trot, All Star Trio (Arden-Green-Wadsworth) 10
4171 Don't You Remember the Time? Waltz, Rega Dance Orchestra 10
Take Me. Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orch. 10
4172 Will You Remember or Will You Forget? Fox-trot .....Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
Romance. Waltz. Jos. Knecht's Waldorf-Astoria Dance Orch. 10
4178 That Cat Step (A Modern Polonaise—The Cat Step) .....Rega Dance Orchestra 10
I'm a Jazz Vampire. Fox-trot, Rega Dance Orchestra, with Incidental Saxophone by Bennie Krueger 10

EMERSON PHONOGRAPH CO.

LATEST DANCE RECORDS

10254 Avalon (Al Jolson). Fox-trot.Plantation Dance Orch.
Go To It (Curtis Gordon). One-step, Green Bros'. Novelty Band
10257 Cuhan Moon (Spencer-McKiernan). Fox-trot, All Star Trio
I'll Buy the Blarney Castle (And Raise a Lot of Shamrocks for You) (Curtis Gordon). One-step .....Green Bros'. Novelty Band
10258 Hold Me (Hickman-Black). Fox-trot.All Star Trio
Silver Water (Harry Von Tilzer). Fox-trot, Plantation Dance Orch.
10245 Tell Me Little Gypsy. Medley. Intro. "Girl of My Dreams," From "Ziegfeld Follies of 1920" (Irving Berlin). Fox-trot..Vernon Trio
Sunny Tennessee (Ted Fiorito). Waltz, Sanford's Famous Dance Orch.
10259 In the Land of Rice and Tea (Straight-Biese). Fox-trot .....All Star Trio
Sudan (Lew Pollack). Fox-trot, Green Bros'. Novelty Band
10261 Chili Bean (Eenie-Meenie-Minie-Mo) (Albert Von Tilzer). Fox-trot, Joseph Samuels' Music Masters
When You Are Mine (Samuels-Briant). One-step .....Wiedoeft-Wadsworth Trio
10246 Fair One (George Mallon). Fox-trot, Eddie Kuhn's Dance Specialists
Rose of Bagdad (Morton Roslyn). Fox-trot, Eddie Kuhn's Dance Specialists
10260 You're Just Like a Rose. Medley. Intro.: "Hello Imagination," From "Good Times," Hippodrome, N. Y. (Raymond Hubbell). Fox-trot .....Ruby Wiedoeft's Palace Trio
Take Me (Senua-Cario). Fox-trot, Rudy Wiedoeft's Palace Trio
10247 Ragadora (Abe Olman). One-step, Merry Melody Men
Bow-Wow (Wadsworth-Albert). One-step, Saxi Holtsworth Harmony Hounds
10248 Slumberland (Jesse Winne). Waltz, Sanford's Famous Dance Orchestra
Susan (Dave Kaplan). Fox-trot, Green Brothers' Novelty Band
10249 Liver and Bacon (Rudy Wiedoeft). Fox-trot, Wiedoeft-Wadsworth Trio
Don't Take Away Those Blues (McKiernan-Spencer). Fox-trot, Eddie Kuhn's Dance Specialists

SONG HITS

10243 That Naughty Waltz (Stanley-Levy). Soprano and Contralto duet, orch. accomp., Vivian Holt-Lillian Rosedale
Moonlight in Mandalay (Yellen-Olman). Soprano and Contralto duet, orch. accomp., Vivian Holt-Lillian Rosedale
10255 Ding-A-Ring (Wilson-Bibe-Schuster). Comedy song, orch. accomp.....Fred Hillebrand
Let's Fill the Old Oaken Bucket With a Ragtime Melody (Jack Stern). Baritone solo, orch. accomp. .....Arthur Fields
10244 You Tell 'Em (Osborne-Dunkerly). Character song, orch. accomp.....Billy Jones
How Did I Overlook You (Jack Stern). Tenor solo, orch. accomp.....Irving Kaufman
10256 You're the Only Girl That Made Me Cry (Fred Fisher). Tenor solo, orch. accomp., Irving Kaufman
I Want to Go to the Land Where the Sweet Daddies Grow (Moran-Von Tilzer). Novelty song, orch. accomp.....Irving and Jack Kaufman

STANDARD AND NOVELTY SELECTIONS

10250 Hawaiian Twilight (Carl D. Vandersloot). Hawaiian Guitars .....Ferrari-Franchini
Mahina Malamalamala. Hawaiian Guitars, Ferrari-Franchini
10262 Witch of the Waves. Medley, intro. "Half Penny," "Parnell's," "Temperance," "Blodgett's" Irish Reels....Joseph Samuels-Larry Briers
Miss Johnson's Party. Medley, intro. "Mississippi," "Fischers," "Ladies' Triumph," "Saratoga." Irish hornpipes, Joseph Samuels-Larry Briers
10251 Armorer's Song. From "Robin Hood" (Smith-DeKoven). Bass solo, orch. accomp..Charles Laird
Asleep in the Deep (Petrio-Lamb). Bass solo, orch. accomp. .....Charles Laird
10252 Sweet and Low (Joseph Barnhy). Male quartet ..... Stellar Quartet
Sweet Genevieve (Henry Tucker). Male quartet ..... Stellar Quartet
10253 The Wedding of Uncle Josh and Aunt Nancy. Humorous sketch.....Cal Stewart and Company
Evening Time at Pun'kin Centre. Humorous sketch .....Cal Stewart and Company

OPERAPHONE CO., INC.

POPULAR VOCAL

21185 The Japanese Sandman (Egan-Whiting). Orch. accomp. .....Orpheus Trio
Moonlight in Mandalay (Yellen-Ohlman). Tenor and haritone duet, Shaw Orch. accomp., Lewis James and Elliott Shaw
21186 Yum-I-Yum-I-Yum (Simpson-Bennett). Tenor, Orch. accomp. .....Billy Jones
Marcelle (Kalmar-Ruhy). Baritone, Orch. accomp. .....George Jessel
21187 When I Looked in Your Wonderful Eyes (Osborne-Dunkerley). Baritone, Orch. accomp., Ernest Hare
The Love Boat, from "Ziegfeld Follies of 1920" (Buck-Herbert). Baritone, Orch. accomp., Elliott Shaw
21188 Pretty Kitty Kelly (Pease-Nelson). Soprano, Orch. accomp. .....Marjie Dow
When I See All the Loving They Waste on Babies (DeRob-Ward-Johnson). Baritone, Orch. accomp. .....John Young

DANCE

31163 Whispering (Schonberger). Fox-trot, Ted Gilherts' Dance Orchestra
Cuban Moon (Spencer-Kiernan). Fox-trot, Joe Johnson's Novelty Dance Orchestra
31164 Kiss a Miss (Baron). Waltz..Rega Dance Orchestra
When You Are Mine (Samuels-Briant). One-step, Ted Gilberts' Dance Orchestra
31165 Creole Blues (Norworth). Fox-trot, Ted Gilberts' Dance Orchestra
Ev'rybody Calls Me Honey. Introducing "Bamboola" (Lyons, Straight-Wenrich). Medley One-step .....Stellar Novelty Band
31166 Toodles (Green). One-step....Stellar Novelty Band
Tell Me Little Gypsy (Berlin). Introducing "The Girl of My Dreams" from "Ziegfeld Follies of 1920." Medley Fox-trot, Ted Gilberts' Dance Orchestra

SACRED

71110 Leaf By Leaf the Roses Fall (Bishop). Tenor and haritone duet, Orch. accomp., Lewis James and Harold Wiley
Excelsior (Balfé). Tenor and haritone duet, Orch. accomp.....Lewis James and Elliott Shaw

STANDARD VOCAL

41114 O For the Wings of a Dove (Bartholomew-Mendelssohn). Soprano, Orch. accomp., Marie Clark

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RECORD BULLETINS FOR NOVEMBER

(*Continued from page 232*)

The Want of You (Gillespie-Vanderpool). Baritone, Orch. accomp.....George Craig

INSTRUMENTAL

51141 Valse Bluette (Drigo). Violin solo, Piano accomp. .....Josephine Simpson
Le Coucou (The Cookoo) (Daquin). Piano solo, George Winfield
51142 Solid Men to the Front (Sousa). March, Operaphone Band
Hail to the Spirit of Liberty (Sousa). March, Operaphone Band

LYRIC RECORDS

DANCE RECORDS

4229 Japanese Sandman. Fox-trot...Selvin's Novelty Orch.
Granada. Fox-trot.....Waldorf Astoria Dance Orch.
4230 Sally Green, the Village Vamp. Fox-trot, Jos. Samuels Dance Orch.
I Want to Go to the Land Where the Sweet Daddies Grow .....Jos. Samuels Dance Orch.
4231 The Cat Step. Fox-trot....Jos. Samuels Dance Orch.
When I Found You. Waltz. From "The Poor Little Ritz Girl".....Jos. Samuels Dance Orch.
4232 Snap Your Fingers at Care. "Introducing Tam." Medley one-step from "Greenwich Village Follies" .....Yerke's Jazzarimba Orch.
Anytime, Anyday, Anywhere. Fox-trot, Yerke's Jazzarimba Orch.
4233 Oh! Joe, With Your Fiddle and Bow. One-step, Louisiana Five
Land of Creole Girls. Fox-trot.....Louisiana Five

POPULAR SONGS

5225 Tired of Me. Tenor.....Sam Ash
Whispering. Tenor .....Sam Ash
5226 Avalon. Baritone .....Ernest Hare
In the Dark. Tenor .....James Price
5227 Pretty Little Cinderella. Duet, Helen Clark and Helen Bell Rush
Rockabye Lullaby Mammy .....Hart and Shaw
5228 Broadway Blues. Tenor.....Billy Jones
Don't Take Away Those Blues. Baritone..Ernest Hare

POPULAR INSTRUMENTALS

4805 American Patrol .....Lyric Military Band
Lights Out. March.....Lyric Military Band
4704 Aloha Land .....Ferera and Franchini
Honolulu March .....Ferera and Franchini
4904 Paddy on the Turnpike. Irish reel, Peter Conlon, Irish Accordeonist
The Black Thornstick. Irish set, Peter Conlon, Irish Accordeonist

STANDARD SONGS

6215 I Hear You Calling Me.....Charles Harrison
Mother Machree .....Charles Harrison
6216 Proch's Air and Variations. Soprano solo, Regina Vicarino
Blue Danube Waltzes. Soprano solo. Regina Vicarino

DANCE RECORDS

4224 Avalon. Fox-trot .....Selvin's Novelty Orchestra
Cuban Moon. Fox-trot...Selvin's Novelty Orchestra
4225 Scandal Walk. Fox-trot...Selvin's Novelty Orchestra
Tell Me, Little Gypsy. Intro. "Bells." (Medley Fox-trot from "Ziegfeld Follies of 1920"), Selvin's Novelty Orchestra
4226 Whispering. Fox-trot..Waldorf-Astoria Dance Orch.
Romance. Waltz .....Waldorf-Astoria Dance Orch.
4227 Fair One. Fox-trot.....Waldorf-Astoria Dance Orch
I Love the Land of Old Black Joe. Medley one-step. Intro. "Bimbo"..Jazzarimba Dance Orchestra
4228 Tickle Me. Medley fox-trot. Intro. "If a Wish" and "We've Got Something," Jazzarimba Dance Orchestra
Greenwich Village Follies. Medley fox-trot. Intro. "I'll be Your Valentine" and "Sweet Sixteen" .....Jazzarimba Dance Orchestra

POPULAR SONG HITS

5222 Pretty Kitty Kelly. Tenor solo.....Charles Harrison
That Old Irish Mother of Mine. Tenor solo, Charles Harrison
5223 When I Look in Your Wonderful Eyes. Tenor solo .....Charles Hart
Tripoli. Tenor and baritone.....Hart and Shaw
5224 Bimbo (Of the Bamboo Isle). Baritone solo, Ernest Hare
Read 'Em and Weep. Tenor solo.....Al Bernard

INSTRUMENTAL RECORDS

4803 Comrades of the Legion. March..Lyric Military Band
General Mix-Up of the U. S. A. March, Lyric Military Band
4804 Imp. March. Accordeon duet....Peppino and Perry
Flower of Italy. Waltz. Accordeon duet, Peppino and Perry

OPERATIC AND STANDARD SONGS

7203 Flower Song. "Carmen." Tenor solo. Theodore Kittay
Questa O Quella. "Rigoletto." Tenor solo, Theodore Kittay
6214 The Last Rose of Summer. Soprano solo, Regina Vicarino
All Through the Night. Soprano solo, Regina Vicarino

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For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, November 15, 1920

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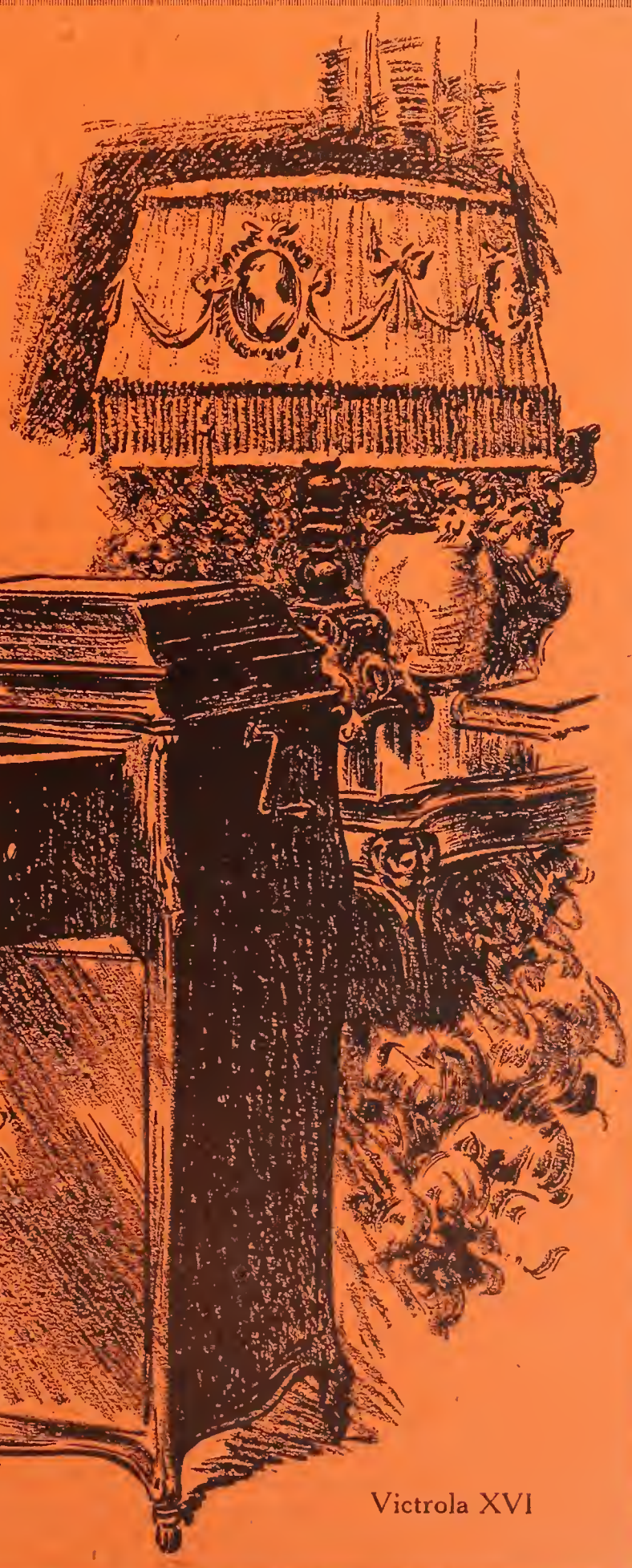

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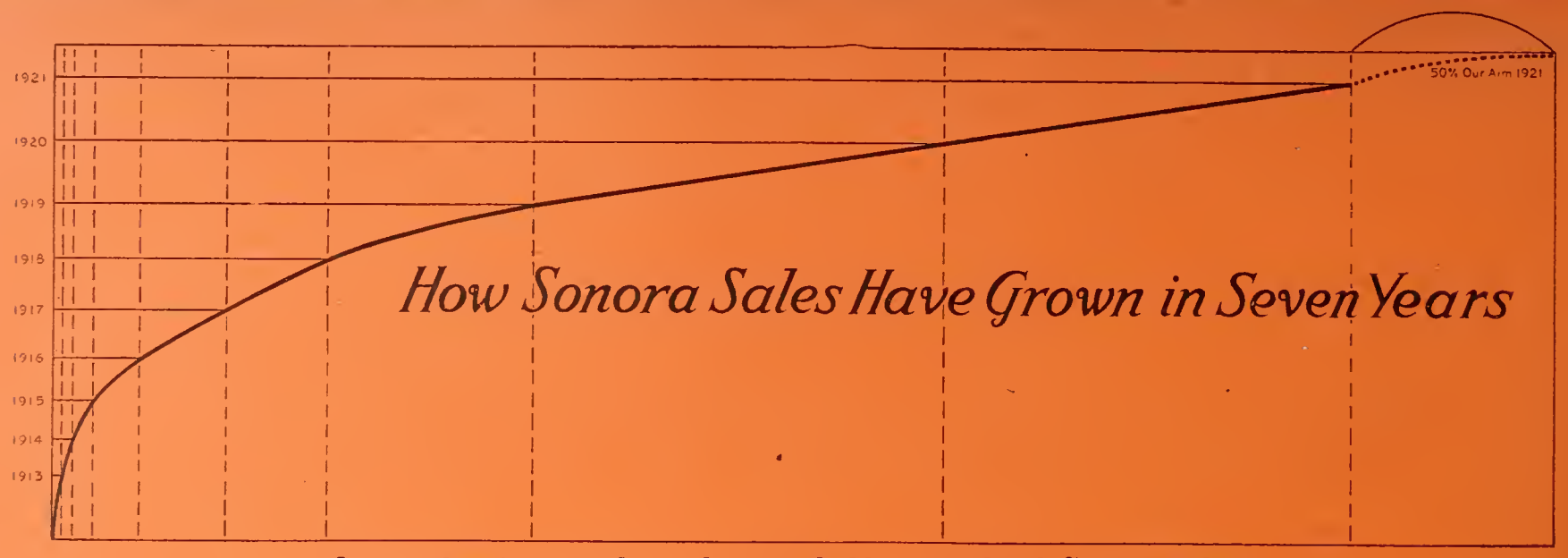

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The Highest Class Talking Machine in the World

Sonora's great popularity is due to the extraordinary merit of this instrument. In tone, design and important features, Sonora is supreme. You don't have to worry about a store full of slow selling phonographs when you stock Sonoras.

The Sonora sells readily (without offering "easy" payments to induce sales), keeps up your bank balances, and builds up a substantial business for you.

New dealers are being added. Write today regarding a Sonora agency.

Magnificent upright and period models $75 to $1800.

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 16. No. 11 | New York, November 15, 1920 | Price Twenty-five Cents

MISS CLOUD WITH PUTNAM-PAGE

Former Manager of Victor Idea Shop Now in Charge of Dealers' Service Department

Miss M. A. Cloud, who has been doing field work in record business building for the Putnam-Page Co., Victor distributors, Peoria, Ill., and who was formerly in charge of the Idea Shop, at the Victor factory, has been appointed manager of the company's reorganized dealers service department. This department will be unique in that it comprises in a suite of rooms on the second floor of the Putnam-Page building all of the business features known to the Victor trade, including advertising, educational work, an Idea Shop and complete display of dealers' helps.

Miss M. A. Cloud

All of the Putnam-Page staff will contribute their experience to this department and Miss Cloud will have able assistance, especially in the work of record business building. The department management will not interfere with Miss Cloud's field work, as she will have as a direct assistant in the dealers' service Miss Rose Herndon, who has had an extensive experience with the Putnam-Page Co. and in the management of retail record departments.

SONORA DEMAND CONTINUES ACTIVE

President of Corporation Tells of Business Increase—Unfilled Orders Still Large—Labor Costs Big Item in Production at Present

In contrast to the depression in sales reported by some manufacturers, the president of the Sonora Phonograph Co., Inc., reports authoritatively that the business done in August and September, 1920, was over double that done in the corresponding months of 1919, and 1919 was the largest year Sonora ever had. October up to the month's close was in the same proportion, with no lessening of the demand for Sonoras.

Reports from Sonora dealers throughout the country show that there is no accumulation of stock and the dealers in general are demanding most of the models in larger quantities than the company is able to produce them. It is reported that unfilled orders on record October 1, 1920, were one-third greater than those on the books on the corresponding date in 1919. It is pointed out further that the Sonora Co. is obliged to use only skilled workmen and labor costs to-day have a tendency to increase rather than decrease. Until there is a material reduction in labor costs, which are the largest item in the manufacture of Sonora phonographs, there will be no reduction in list prices.

PRAISE MICKEL VICTOR SCHOOL

Mickel Bros. Co., of Des Moines, Ia., has just closed additional classes in Victor salesmanship under the direction of Miss Mayme Jardine. Dealers from all over the State have been enthusiastic in their praise of the benefit derived from this sort of service and a number have sent from five to seven of their employes to take the instruction. Several hundred students have finished the course and other classes, both in Des Moines and Omaha, are being arranged now.

Among the recent incorporations in the New York City trade is that of the Goormanola Phonograph Co. with a capital of $10,000. H. and V. Goorman, B. Rothblatt, 1785 Sedgewick avenue. Brooklyn, are the incorporators.

BRUNSWICK CHRISTMAS DISPLAY

Attractive Window Material Prepared for Use of Dealers at Christmas Season—Bright Colors and Yuletide Messages the Keynote

The Brunswick Christmas window display, as created for the Brunswick-Balke-Collender Co. by Einson Litho, Inc., New York, strikes a note that is in harmony with the spirit of the Yuletide season. As may be seen from the accompanying photograph, the central figure of the display is the Brunswick phonograph with Santa Claus represented coming up out of the instrument as from the top of a chimney, holding in his hands gifts of music. Below the instrument is a large tag representing the usual decorative gift tag, with the inscription: "A gift to mankind—dedicated to add joy, beauty and contentment to the family home. The Brunswick phonograph is the gift supreme to all humanity." Beside this tag is a wreath of holly, bright with red berries.

The window card at the left of the display reads: "The spirit of joy will find a permanent

Brunswick Christmas Window Display

abiding place in the home where there is a Brunswick." At the right is an appropriate quotation from Charles Dickens: "I will honor Christmas in my heart and try to keep it all the year." Special provision is made for the display of a number of records around the base of the central figure. On the whole, the display breathes the spirit of Christmas and will be received gladly by Brunswick dealers throughout the country.

THE BUSINESS OF THE FUTURE

Genius of To-morrow Will Go From House to House and Make Records of the Family

Some genius, some day, says the New Rochelle Daily Star, will take a picture camera and a recording phonograph and start out and make a lot of people in the world very, very happy. This genius will go from house to house and make pictures and records. He will take father's and mother's voice and enshrine it and their faces and figures as they go about their tasks. And he will print from the negatives for reproduction on the screen and make reproducing records for the phonograph. And then, many years afterward, maybe, children no longer privileged to see the figures or hear the voices of the parents may, nevertheless, recall their shapes and voices and in the hush experience a new reverence for fatherhood and motherhood and for the untiring devotion which made possible their own place of greater comfort and opportunity in the world.

The man who delays in answering the telephone does not catch the straight tip. The Lucky Man gets it. Don't procrastinate.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eight Months Ending August 30, 1920, Total $5,081,872

WASHINGTON, D. C., November 5.—In the summary of exports and imports of the United States for the month of August, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during August, 1920, amounted in value to $60,875 as compared with $37,501 worth which were imported during the same month of 1919. The eight months' total ending August, 1920, showed importations valued at $608,197 as compared with $292,755 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 5,411 valued at $209,793, were exported in August, 1920, as compared with 7,041 talking machines, valued at $198,702, sent abroad in the same period of 1919. The eight months' total showed that we exported 51,403 talking machines, valued at $2,507,433, as against 38,352 talking machines, valued at $1,255,920, in 1919, and 49,025 talking machines, valued at $1,477,222 in 1918.

The total exports of records and supplies for August, 1920, were valued at $208,875, as compared with $252,910 in August, 1919. For the eight months ending August, 1920, records and accessories were exported valued at $2,574,439; in 1919, $2,232,743, and in 1918, $1,486,191.

$250,000,000 SPENT FOR MUSIC

Tax Report Shows That This Sum Was Expended in 1919 for Pianos, Organs and Phonographs—Luxury Tax Totals $22,700,000,000

World readers who like statistics may be interested in a report from Washington regarding luxury tax returns. This report declares that in the past year, that is, in 1919, the public spent one-quarter of a billion dollars, or $250,000,000, on pianos, organs and talking machines. Automobiles cost $2,000,000,000, while perfumery and cosmetics to produce smooth complexions and ruby lips cost $750,000,000. To cap the climax they tell us that joy rides, races and pleasure resorts cost us $3,000,000,000. The total sum represented by the luxury tax was $22,700,000,000, which represents quite a little fortune in itself!

NEW JERSEY CORPORATION

The Albertone Phonograph Co., 150 East State street, Trenton, N. J., was recently incorporated with a capital stock of $25,000 for the purpose of manufacturing a new phonograph with special exclusive patented features. Most of these are related particularly to the tone. The incorporators are Albert Hughes, the inventor of the machine, Charles C. Kulp and Clarence Connell.

EDISON JOBBERS IN NEW HOME

PORTLAND, ORE., November 3.—Edison Phonographs, Ltd., Edison jobbers in the Northwest, have moved into the recently completed three-story warehouse and office building at the southwest corner of Thirteenth and Everett streets, a portion of which they have leased for a term of years. The structure is of brick and cost in the neighborhood of $60,000. The two lower floors occupied by the Edison jobbers cover over 20,000 square feet of floor space.

Gibbons & Owens, Brooklyn, N. Y., have been incorporated with a capital of $50,000 to do a business in talking machines. The incorporators are M. W. and E. A. Gibbons and M. W. Owens, 246 Rutland road.

Developing a Prospect List That Produces the Greatest Results in Sales

:: :: By J. F. Smith

There are almost as many ways of compiling a prospect list for talking machine and record sales as there are prospects, and it naturally follows that most of these varied methods are not alone too expensive for practical purposes, but are not calculated to produce the greatest results.

Securing the name and address of every visitor to the store is, of course, the most direct method of building up a prospect list, although frequently such a method does not provide a sufficient number of names to keep a sales staff busy. The person who enters a store to make a purchase, or even look around, has given direct indication of being interested in talking machines or records, and therefore offers the best possibility for a sale. It sometimes happens, however, that ordinary visitors are a bit chary about revealing their names and addresses in fear that they will be annoyed by salesmen or find themselves on a "sucker" list to receive a mass of literature of all kinds. The proportion of those who hesitate to give their names and addresses freely is sufficiently large to warrant the development of some plan for getting such information without arousing suspicion.

A dealer in New York State has adopted a method that appears to be working out most satisfactorily. As the customer is escorted to the booth to hear the new records, and perhaps have a machine demonstrated, he or she is informed that it is the policy of the house to permit the customers to try out records by themselves and free from the importunities of the salesman, unless the presence of the latter is really desired. The dealer, or his salesman, then takes particular pains to explain to the customer the method of starting and stopping the type of machine which the store handles. Here is where the trick comes in. The customer who owns that same type of machine immediately announces the fact, in order to show familiarity with the method of operation. Nine times out of ten the owner of another type of machine voluntarily names the make owned in explaining that there is some slight difference in controlling the mechanism.

"Of course you receive our monthly record bulletin regularly?" inquires the salesman, and he has a pad and pencil at hand to take down the name and address in the event that the customer is not already on the list. The byplay regarding the starting and stopping of the machine gives the necessary information as to the make owned, and this is duly entered on the card. Some customers hesitate about registering on the basis that as owners of other makes of machines they are not entitled to the free mailing service. "But we want you to keep in touch with the records we receive and have on sale, regardless of the make of machine you own," states the salesman. "That is a part of our service to the musical public." And then the name is forthcoming.

Where outside makes of machines are owned by record customers there is opened the way

A Prospect List That Has Been Carefully Built Up and Watched Is an Asset of Great Value to the Dealer

for the possible sale of a larger or more improved model from the store's own stock at a later date. The monthly supplement service also builds up a friendly feeling that is calculated to make the recipient a booster for that particular dealer among his friends, and there are always in sight sufficient record sales to make any such attention well worth while.

In building up the prospect list the question to be considered is not simply the obtaining of a great number of names and addresses, but rather the obtaining of selected names and addresses of people who, for some reason or other, may be legitimately expected to become purchasers of machines and records. To mail literature to the addresses on lists supplied by various agencies, or to lists taken at random from the telephone directory or other sources, proves an expensive process, especially in view of the present high cost of printing.

It is, of course, quite right to send announcements regarding a new store, a change of location or other matters of that character to as large a list as possible, simply as a matter of record, but when it comes to business-building literature of the expensive sort, such as record supplements, etc., there should be some definite reason for sending out each piece.

As it is impossible to do business with every person who enters the store, so likewise is it impossible to expect to list among live customers everyone on the prospect list. A certain percentage of responses is to be expected as a legitimate return for the effort expended in following up that list, and a careful combing out of the deadwood that makes itself apparent after a short time among the names on the prospect list will serve to keep wastage down to a minimum.

Under present conditions, with the buyers' market prevailing and dealers finding it necessary to actually go after business, a prospect list that has been carefully built up and carefully watched is an asset that cannot be valued too highly. It furnishes the basis for any aggressive sales campaign.

TO OPEN STORE IN CEDAR RAPIDS

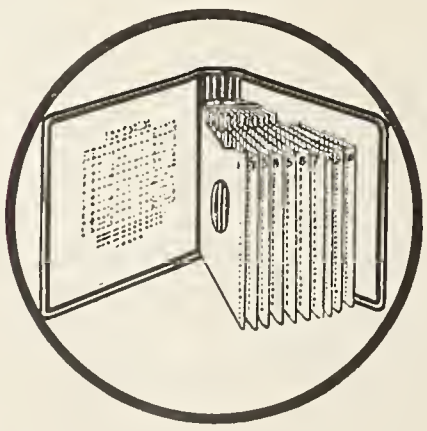
E. C. Mittvalsky, of Cedar Rapids, Ia., will soon open an exclusive Victor store in a large building adjoining his present place of business. Miss Frances Mittvalsky has taken the Mickel course in Victor merchandising in preparation of taking charge of the store, which will open shortly. Booths, counters and racks are being installed and indications point to one of the prettiest stores in that section. Mr. Mittvalsky is located in the Bohemian section and he will cater to that class of trade.

The American Odeon Corp., New York, has been incorporated under the laws of New York State to manufacture talking machines and phonographs. The capital is $5,000 and the incorporators are C. Hennepan, W. Pilgrim and J. Schlechter, 10 Wall street.

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER V



The Fifth consideration in the making of the NYACCO album showing the 10" pocket inserted into a 12" cover, gives the cabinet a uniform appearance when equipped, although with 10" and 12" albums.

Watch next issue for the sixth Chapter

NYACCO

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.
Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.
Cleveland, O.: Cleveland Talking Machine Co.
Milwaukee, Wis.: Yahr & Lange Drug Co.
New York, N. Y.: Plaza Music Co.
Philadelphia, Pa.: Penn Phonograph Co. Inc.
Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.
Spokane, Wash.: The Northwest Phonograph Jobbers, Inc.
Washington, D.C.: E. F. Droop & Sons Co.

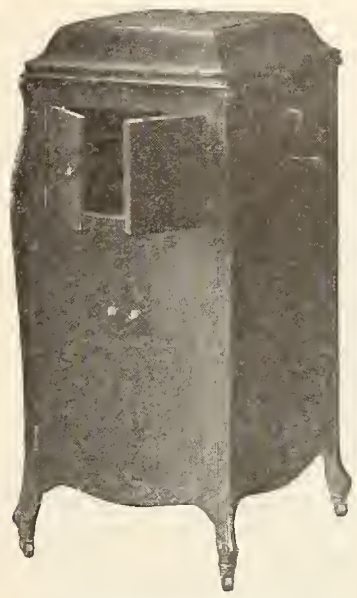
"Will there be a Victrola in your home this Christmas?"

There's a lot in the power of suggestion, and we are again using this phrase in our advertising to suggest the Victrola for Christmas.

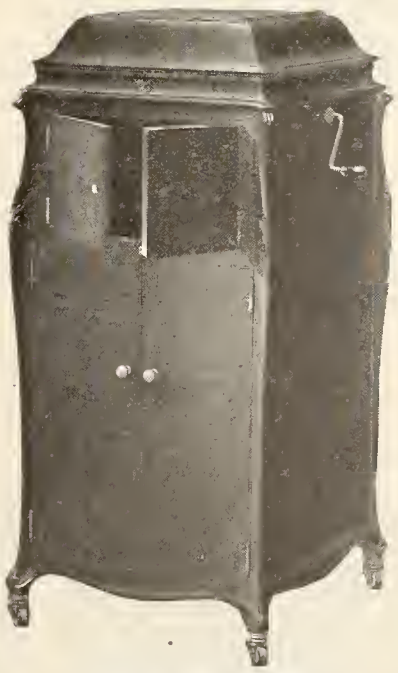
We get the people thinking "Victrola" and every Victor retailer benefits by it.

Victrola VI, $35
Mahogany or oak.

Victrola IX, $75
Mahogany or oak



Victrola XI, $150
Mahogany, oak or walnut



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

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

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

Victor Talking Machine Co.

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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS

MAKING THEIR SELECTION

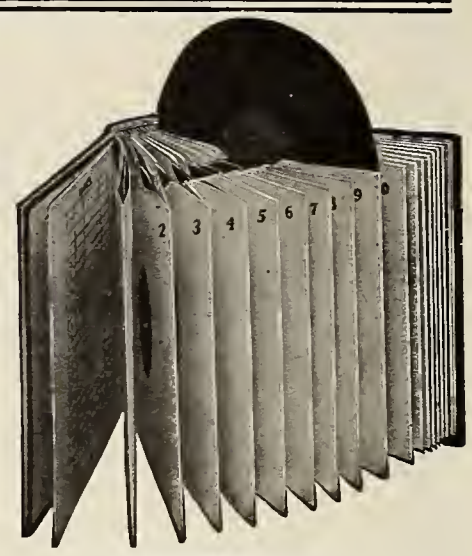
A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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



THE PERFECT PLAN

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

CHICAGO OFFICE: 508 S. Dearborn Street

H. C. TRADER JOINS BUEHN STAFF

Well-known Edison Man Now With Buehn Phonograph Co. in Pittsburgh

PITTSBURGH, PA., October 18.—Announcement has just been made that Harvey C. Trader, who is well known throughout the Edison trade in

Harvey C. Trader

the East, has rejoined the staff of the Buehn Phonograph Co., Edison jobbers in this city, and will act in the capacity of field representative. Mr. Trader's experiences since becoming associated with the Edison business have been wide and varied. In 1914 he joined the staff of more than one hundred field demonstrators then employed by the Edison Laboratories and shortly after succeeded in obtaining the permission of the late H. J. Heinz to demonstrate the New Edison on the famous H. J. Heinz Pier at Atlantic City, N. J. Mr. Trader also has had extensive Edison retail experience.

BAXTER PIANO CO. ENLARGES

The Baxter Piano Co., of Davenport, Ia., has just installed a complete equipment to handle its rapidly growing Victor business. The space devoted to the department is about thirty-five feet by forty feet in the front part of the store, with ten booths arranged along each side. The entire department is carpeted and the furnishings are in mahogany and white.

CARUSO CONCERT IN OMAHA

A large crowd of music lovers of Des Moines, Ia., took advantage of the Caruso concert given in Omaha under the auspices of Mickel Bros. Co., on October 12. Special trains were arranged in charge of H. B. Sixsmith, of Mickel Bros. Co.

MISS EVELYN ASHBY IN CHARGE

Miss Evelyn A. Ashby, formerly of the Morris Sanford Co., Cedar Rapids, Ia., has been given charge of the Crary Hardware Co., Boone, Ia. Miss Ashby has had a number of years' experience in Victor work and is very popular amongst the members of the trade in the State.

EFFECTIVE SIGNBOARD PUBLICITY

Des Moines Victor Dealer Uses Large Sign Opposite His Store to Good Advantage

DES MOINES, IA., November 5.—Chase & West, Victor dealers of this city, are using some very effective publicity exploiting the merits of the

Chase & West Sign Next to Theatre

Victrola. One of the most notable features is a large sign painted in colors. This sign, which is pictured herewith, is twenty-five feet square and is located directly across the street from the Chase & West store and next to the Majestic Theatre. The subject of this sign is changed every six months and has been found most effective in bringing in new business to the store.

Most everybody in creation is open to influence by commonsense talk

ECLIPSE CONCENTRATE!

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

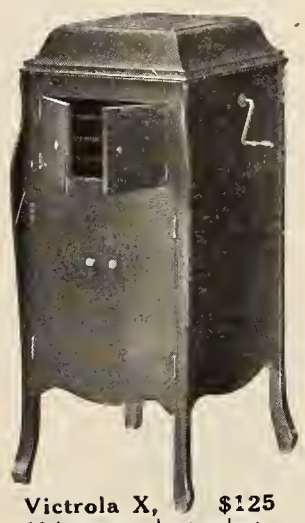
Victor Wholesaler Cleveland, Ohio

Victrola IV, $25
Oak

Victrola VI, $35
Mahogany or oak

Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak



Victrola X, $125
Mahogany, oak or walnut

Victrola XI, $150
Mahogany, oak or walnut

"Will there be a Victrola in your home this Christmas?"

The big question that gives impetus to your holiday business—that is backed by the force of Victor advertising.

An all-important question for thousands of people all over the country—and for Victor retailers everywhere.

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

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

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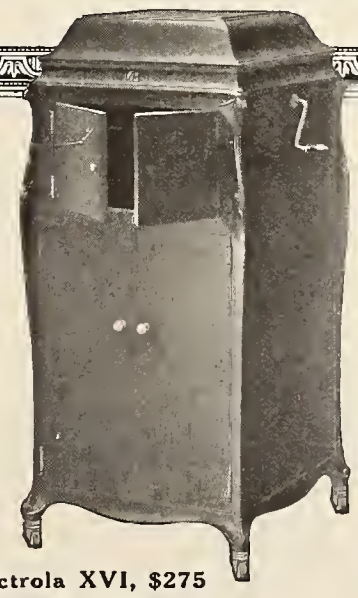
Victor Talking Machine Co.

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

Victrola XIV, $225
Mahogany, oak or walnut



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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

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Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1920

SHAPING THE FUTURE OF THE INDUSTRY

OUTSIDE influences may be expected to have their effect on conditions in the talking machine industry these days. In fact, they always do to a greater or less extent, but it rests largely with the members of the trade themselves as to what condition the retail trade is to be found in after the holiday rush is over and things have settled down for the new year. The activity and good judgment shown in sales and advertising campaigns, as well as the aggressiveness of these campaigns, will all have weight in shaping the future of the industry.

If the retail advertising in the trade in general is kept on a high plane—if the appeal is made through the lure of music and the quality of the instrument rather than upon prices and terms—the publicity may be expected not only to bring business, but to keep the trade on a high plane and out of the hands of the price-cutter and the long-term specialist. The sales campaign should be conducted along equally direct lines, for even though the supply of instruments should equal the demand, the practice of selling goods on a clean basis, with sales on music and quality, instead of prices and terms, will prove the saving grace.

The retailer who under present market conditions quotes special low prices and long terms in an effort to bolster up business is doing a distinct injury to himself and to the trade in his immediate vicinity, without enjoying any real benefit in the long run. He may build up a temporary volume of sales, but he does so at a sacrifice of profits and arouses in the public a distrust of talking machine prices. The result is not a rush to buy, but rather the development of a tendency to wait a while longer and see if there will not be a reduction in other lines and by other houses.

If the trade enters into the new year with prices and terms firm, and on a basis that will produce the proper margin of profit under prevailing buying and operating costs, then the coming year may be viewed with more or less composure. If, on the contrary, the present season sees a letting down of the bars in the matter of retail selling standards, then the coming year will find the trade in a chaotic condition and in a position to suffer from any untoward general business developments that may appear. Members of the trade generally can best protect themselves and their industry by holding tight, keeping on the right course and maintaining the industry in the high position it has enjoyed in the past.

ANENT THE MAINTENANCE OF PRICES

DURING the month a number of talking machine manufacturers have made it quite evident that they cannot legitimately, and therefore will not, participate in any move for price reduction at this time, because of the fact that there has not been, and apparently will not be for some time, any noticeable reduction in production costs. Official statements have been issued by several manufacturers setting forth their position and announcing that wholesale prices will be maintained.

Labor is the most expensive element in production to-day, and until there is a reduction in labor costs, not perhaps through lower pay, but through the medium of increased efficiency, there can be no material reduction in talking machine or record production costs. The human element enters more largely into the making of talking machines than it does into the majority of products, and therefore labor costs assume increased importance.

Unlike other industries there has been no inflation or profiteering in the talking machine trade. It must be remembered that the manufactured products now on the market, and those that will be on the market for the next six months, have been made at the highest possible cost of production as far as labor, lumber, metals and other materials entering into the manufacture of machines and records are concerned.

The present situation is one that impels a real campaign of education on the part of the manufacturer, jobber and dealer, to the end that the public may be competent to recognize that talking machines of quality and recognized value cannot be produced and sold at lower prices than are demanded to-day.

There exists to-day a tremendous purchasing power throughout the country that is still in a large measure undeveloped, and which can be reached if all the members of the trade realize the importance of getting after trade in a vigorous way and bringing the merits of their products to the attention of the purchasing public in a manner that will win consideration. It is a time that calls for strenuous men—men who are not affected psychologically by the trend in other industries—men who possess absolute faith in the business in which they are engaged and who like to labor in the sunshine rather than in the gloom—men who can plan and work along optimistic, successful lines.

PLANS COMPLETED FOR HOLIDAY BUSINESS

THE talking machine retailer who has not yet completed his plans for holiday business may be said to be distinctly out of luck, for in most localities Christmas buying is already in evidence. The more aggressive retailers have in fact practically forgotten about their holiday campaigns so far as preparations go, for these campaigns have been mapped out and launched, and the only things to bother about now are the results. The question of the moment is not Christmas business, for that will take care of itself, but rather the business that is to be gotten after Christmas—the sales that must be gone after during the period of reaction that usually follows the holidays.

The problems that face this trade for the most part are problems of next year rather than of this. The business building that is going on is for 1921 and the years that follow. Campaigns cannot be inaugurated successfully over night. They require long, careful preparation to insure their success. With the bare six weeks before the New Year rolls around, the problems of the coming twelve months are close upon us. These problems do not apparently call for a revolution of business tactics, but they do call for thought and preparation.

TALKING MACHINE FAVORED FOR DANCING

SINCE the dancing masters at their recent convention in New York took occasion to condemn the prevalence of the craze for "jazz" music as being the cause of questionable forms of dancing, all those interested in the publishing or distributing of music have been busy "passing the buck" and endeavoring to evade responsibility for the naughty, naughty music. The discussion has now reached the point where the talking machine record has been credited with being the real cause for the popularity of the fox-trot and its companion dance, the "shimmy."

Instead of being to the discredit of the talking machine, the fact, in a sense, proves flattering, for it is an admission that the talking

machine record is the greatest medium in the country for bringing dance music into the home. The melody and rhythm offered by the average dance record, played by some noted orchestra, are in the main far superior to the work of local aggregations of musicians. The record, too, brings orchestral dance music into the home and offers a dance tempo that is correct, quite in contrast to the ordinary pounding of a piano, even where a pianist can be found who is willing to offer himself, or herself, as a sacrifice that others may indulge in the light fantastic.

Dance music with so-called "jazz" elaborations is offered through the medium of the talking machine record because the dancing public demands this music. The heavy sales of such records prove that point, for in the catalogs there are to be found many records of less lively dance music that frequently remain upon the shelves of the dealers. Certainly the talking machine cannot be responsible for the sort of dancing that certain types of citizens select to indulge in to the accompaniment of records. Even the stately waltz is to-day used as an accompaniment for forms of dancing that would have given grandma heart failure.

To condemn the makers of records for the wave of so-called vulgar dancing is as logical as to condemn hardware manufacturers because burglars use, for lawbreaking purposes, the tools they have made legitimately. The great trouble is that the reformers classify all the popular dance airs as "jazz," and yet many of the popular numbers of the day are anything but jazzy in character. They forget that "jazz" describes a method of orchestration and of playing rather than of a type of song. Some mighty staid old classic melodies have been "jazzed" to a point where they make the product of the present-day song writer seem tame and innocuous.

THE BUYER'S MARKET IS NOW HERE

THE business tide is on the turn. The seller's market is giving way, and in many cases has given way, to the buyer's market, but it is gratifying to note that so far the talking machine trade has in all essentials stood firm, to the credit of both those who make and those who sell machines and records. There have been cases of price cutting, and in several cities, particularly in the West, this practice has been generally indulged in. Investigation proves that this backsliding has been due generally to purely local conditions and not to any general wave of price recession. There may come emergencies that demand action in the form of readjustments that shall prove to the disadvantage of the trade, but no such emergency exists at the present time.

Conditions that have affected other industries are, many of them, conditions that in no sense relate to the talking machine or music business and only their indirect effect will be found in this industry of ours. It is time, however, for clear thinking and for putting the business house in order. Careful preparation to meet any eventuality is a sign of good business and not of a panic. The public is buying advertised lines of machines and records—not so rapidly as a few months ago perhaps—but nevertheless in sufficient quantities to keep business going along nicely. It will be found in many cases that if the money which would ordinarily be sacrificed in price shavings were put into stronger advertising and sales campaigns business would benefit materially thereby.

READJUSTMENT OF WARTIME TAXATION

ONE of the factors that have contributed in no small measure to increased selling cost of talking machines and records is the continuance of wartime taxation, and it is felt generally by business men of the country, and for that matter by the public, that the time has come for a readjustment of Federal taxes in order to lighten the burden on the people as a whole.

The talking machine trade has suffered more than some other industries under the war taxation program, because of the excise taxes that have been levied upon machines and records. These taxes are in addition to the income and excess profits taxes and other levies made upon the business. The prospects are that during the next session of Congress, which convenes in December, the question of having these wartime taxes either materially reduced, or eliminated altogether, will be fought out to a finish. In this fight the members of the talking machine trade will have to do their share and present an organized front to make their demands emphatic.

The Music Industries Chamber of Commerce is already planning a campaign to render assistance in the fight before the next Congress, and it might be well for talking machine interests not already affiliated with the Chamber to seek some means for participating in the work of that organization in tax matters at least.

With the war at an end two years ago, it is about time the business men of the country found out why wartime taxation is still necessary and why further economies in Governmental departments cannot be effected to the end of making extraordinary revenues unnecessary.

GREATER RECOGNITION FOR MUSIC

THAT the daily press of the country is displaying a keener and more friendly appreciation of music, and of the interest held by the majority of readers in matters musical when presented understandingly, is constantly becoming more evident. Not only have several scores of newspapers adopted the policy of conducting regular "Music in the Home" pages for the purpose of treating musical matters in a popular vein, but many newspapers have found it worth while to devote sections of their editorial pages at intervals to a discussion of music, and particularly of a new phase of music and its relation to industrial efficiency and the welfare of the public as a whole.

This new attitude of the press is particularly significant as it is to be accepted as reflecting a new appreciation of music on the part of the general public. If there were no public interest in music newspapers would quickly cease to feature the art.

Copyright, 1920, Silas E. Pearsall Co., New York

Fur Lined Victrolas

I'm all bundled up for helping the winter Victrola circulation. So remember to keep your body temperature at 98°; your Victrola sales at 100° and have your bank account boiling at 212°.

Pearsall Service gives you everything for winter profits except fur lined Victrolas.

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records *10 East 39th Street, New York*

The Dealer Who Doesn't Hold His Home Trade Should Know the Reason Why

By Fred Parsons

In the world to-day one seldom receives something for nothing and all things are usually bought and paid for. Especially is this true in merchandising. The man who does business with all his energy and vim doesn't expect to have his neighbors come to him simply because they are neighbors. The local talking machine dealer to-day realizes that he has a product that is valuable, and it is up to him to see to it that he impresses this fact upon the community in which he lives. There is good reason why the local dealer should be given preference—why people at home should trade at home before going elsewhere—but there never was and never will be a good reason why people should do business with their home dealer if he is one of those individuals who howl whenever they find that they are not patronized by everybody. The dealer who is on the job every minute has no time to dream over what might have been He gets out and works.

If he doesn't get the volume of trade he thinks he should have, then he knows that something is wrong with his methods. He does not begin to complain like a spoilt child—he sets his brain to work to remedy the fault. Instead of allowing his grouch, if he has any, to get the best of his intellect and make him rave over the fact that his friends are going elsewhere with their dollars, he sets to work to head off this straying business and find out just what the matter really is. Take a simple illustration of childhood which everyone will remember. Who is there who does not remember and condemn the "cry baby" of his younger days, who, if he did not get what he wanted immediately, began to wail and refuse to play any more? That sort of baby is the forerunner of the retailer who makes the loudest noise about the trade going away from home.

The dealer must sit down and look into his business. If his goods and prices are right, then his trade is wandering away from him for some other reason. Perhaps he has made no effort to convince the people that his goods and prices are just and equitable. He may have neglected some small items of service which would have saved the day. At any rate, there is some fault somewhere and he is the one who must find it out. The majority of people will not go away from home to trade if they are convinced that they are getting a fair return for their money at the local store. There are always a few who will trade in other places, but the percentage is so small that they should not cause the dealer any concern.

If People at Home Do Not Buy of the Home Merchant, Something Is Wrong With His Merchandising Plans

To tell your home people that they should trade with you because you are a home institution, because you pay taxes there, because you support the church, the town hall, and so on, is not the better part of wisdom. Your argument only strengthens them in their belief that you expect to get their money without giving full value in return. Such talk is not business. People buy where they can find the best market and they are not disposed to support the shirking merchant. Realizing this the live dealer will do everything possible to make his store radiate his own personality and beliefs. He will have his windows attract the attention of the public, and he will have his sales force reflect his attitude. He will make his friends realize by experience that his store is the place where they will get considerate treatment. Experience is the greatest teacher and one or two little things which impress the customer because they are examples of real service will do more than anything else to win that person's trade. Likewise, if the first impression is an unfavorable one, the chances of eradicating it and winning back the trade are very small.

So the local dealer can remember this: if the people at home do not buy of the home merchant, there is something wrong with his merchandising.

A NOVEL VICTOR DELIVERY TRUCK

Mark W. Duncan, Victor dealer of Albia, Ia., has lately purchased a new delivery truck and built a large Victrola which can be fastened to the rear for delivering instruments. The Victrola is thoroughly padded and can be adjusted to hold any size instrument together with a large supply of records.

*Sound travels round**

(always has and always will)

MODEL No. 20

AUTHORITIES in acoustics have long recognized that sound travels in spiral or circular waves.

In making the Emerson Music Master Horn *round* the makers of the new Emerson Phonograph have, therefore, simply gone back to first principles. They have, so to speak, taken a tip from Nature.

Not only have they fashioned the Emerson Music Master Horn *perfectly round*. They have taken another tip from Nature, and fashioned it of spruce —*solid spruce*.

From the earliest times spruce has been recognized as the most resonant—the most vibrant—the most sound-amplifying of woods.

The Emerson Music Master Horn is made of specially-selected, kiln-dried, *rounded*, resonant spruce—*solid* spruce —*not veneered*.

It is worth while calling attention to the fact that *every* Emerson Phonograph —from the sturdy table model to the most luxurious period model—has this built-in, solid-spruce, round sound chamber or horn—the acoustically correct Emerson Music Master Horn

Hear the Emerson Phonograph at your earliest opportunity. Note how the Emerson Music Master Horn, by virtue of its peculiar construction, brings out the little musical details so often slighted in reproducing.

Send for loose-leaf catalog describing the new line of Emerson Phonographs, and explaining the scientific principle of the round Emerson Music Master Horn.

* Elements of Acoustics (*Lees*), pages 10-11.

Emerson Record Sales Company, Inc.

Exclusive distributors of Emerson Stondord 10-inch Gold Seol Records in the Metropolitan territory

206 Fifth Avenue, New York City

Emerson Records and Phonographs

Stewart Road Signs

The Salesman that Never Tires

Greet the travelers through your city with this declaration of Victor Supremacy. Let the roadsides reflect your name as an established dealer in the world's greatest musical instrument. Hundreds of Victrola prospects travel the highways in your county *daily*. Appeal to them through this full-color, impressive but inexpensive road sign!

An exact replica of a Victor Dealer's Stewart Signs on the Noblesville roads.

Make *Your* Name Noted for 3 Years

Measuring 48 inches by 48 inches with the top panel standing 8 inches above the board, each of these signs is the most impressive advertisement of its size to be met on the road. The display surface is of the toughest known sign metal, weather-proofed with a patented preparation called STABRIGHT. Similar signs are known to keep bright and clear for *THREE YEARS*. The price of each sign is only

$16.95

F. O. B. our factory at Kokomo, Indiana

ORDERS FOR LOTS LESS THAN 10 NOT DESIRED. AT THIS RATE 10 SIGNS WILL FOR 3 YEARS PREACH YOUR MESSAGE TO THE DRIVING PUBLIC AT THE COST OF NOT MORE THAN 50 CENTS A MONTH.

Stewart Road Signs **are only a part of the Stewart Sales Service. All forms of sales promotion known in modern advertising methods available here for Victor Dealers.**

Address all orders promptly to

Stewart Talking Machine Co.

Exclusive Victor Jobbers

Indianapolis - Indiana

ART DISPLAYED IN STORE ARRANGEMENT AND EQUIPMENT

The Newly Opened Victrola Shop of the Baldwin Co., Cincinnati, Emphasizes How the Classic or Modern Store Makes a Wide Appeal to Discriminating Purchasers

CINCINNATI, O., November 5.—The classic and modern store for the sale of talking machines and records has become a very important part of the retailer's endeavors to-day. An artistic environment associated with this phase of retailing appeals to a distinctly desirable class of trade. The dealer desiring to make a direct approach to a class of customers that will be of value to him should consider that the more attractive his store is made the larger will be the appeal to the real people who are buying machines and records. There's a reason.

The Victrola Shop of the Baldwin Co., the newest store selling talking machines and records in this city, and which was recently opened to the public, as referred to in The World last month, is an ideal retail salesroom and demonstration parlor. As the name implies, it will handle Victor records and Victrolas exclusively. The decorations, as can be noted by the two views herewith, are not only attractive, but they are also artistic. The fixtures of the Adam period are of the most pleasing design and are finished in old ivory. The sales section, for records, is fitted up with a counter and rack, and has easy chairs and a most inviting appearance. There are eleven booths, three of them being set aside for the demonstration and sale of Victrolas, and the others for the demonstration of the records. There is a most complete stock of these carried here, and a specialty is being made of carrying at all times any records that might be called for.

There is a reception room in the rear of the store and here one may rest and find comfort while being shown a machine, or enjoy a little rest while on a shopping tour. The interior has been made "different" from many other stores of this kind, and an air of refinement and coziness prevails that is soothing and at the same time an inviting one to the public.

General View of Baldwin Victrola Shop—Booths in Rear

One feature noted here is the display in glass closed panels of the records issued for the past three months, so that the customers can tell at a glance what has been issued by the manufacturers in the present and two preceding months. The entire setting is artistic and offers a place of cheery surroundings for the trade aside from being the last word in interior setting.

Something in the way of an innovation has been adopted in the selection of the members of the salesforce. They are educated in music and are familiar with the operas and other classic selections. In this way they are able to tell the customers something of the history of the pieces being demonstrated or asked for, and are able to assist in the choice of any high-class record that is called for. This is an idea that can be made to bear fruit, as the salesforce is fully equipped with the essential knowledge to help the customer make an intelligent selection.

Baldwin Reception or Rest Room

The store is under the management of Sherman B. McLaughlin, who has recently come from New York, where he was identified for four years with the John Wanamaker establishment. Some years ago he was employed by the Baldwin Co., and is, therefore, familiar with the methods employed here. The store adjoins the piano house of the above company on Fourth street.

THREE ELEMENTS IN EVERY SALE

Every sale is composed of three parts:

1.—The approach.
2.—The demonstration.
3.—The close.

It doesn't make any difference whether the approach consists of two words, "Good morning," and the demonstration—"Here's the goods, you need them," and the closing—"Sign your name here," these three elements are in every sale of talking machines or records.

Warren G. Pollard has just entered partnership with Harry Clarke, Victor dealer at Anamosa, Ia.

Columbia

Doubly Welcome

Now we have special Christmas envelopes, with an appropriate and beautiful design in color, in which to enclose the Columbia Records your customers buy as Christmas gifts. Our wide, effective Christmas advertising in the newspapers and magazines is your surety and guarantee that Columbia Records as Christmas gifts are now recognized and welcomed from coast to coast. Put some of

Columbia Records Grafonola

In a Christmas

Records

Christmas Gifts

these Christmas envelopes filled with your choicest Columbia Records on your counters and in your windows where they can be seen. Their cheery colors will stimulate trade and clinch many extra sales this holiday season. If you display these envelopes you'll find that many strangers and regular customers will do all their Christmas shopping right inside your store.

COLUMBIA GRAPHOPHONE COMPANY
New York
Canadian Factory: Toronto

Gift Envelope

One of Several Dozen Letters received by us from enthusiastic Jobbers and Dealers — It will pay you to STOCK REFLEXO BLUE STEEL NEEDLES

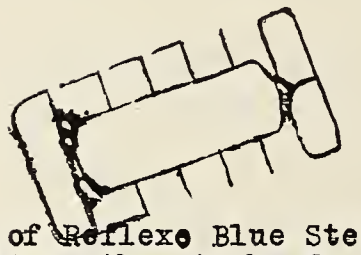
"With the desire to serve our community in every possible way, we dedicate this big Department Store to you."

H. H. SCHROEDER, PRESIDENT
R. W. HALBACH, VICE-PRESIDENT
E. F. HALBACH, SECRETARY
GEORGE GABRIEL, MANAGER

"STORE of QUALITY"
HALBACH-SCHROEDER CO.
QUINCY, ILL.

May 28, 1920.

Cole & Dunas Co.,
54 W. Lake St.,
Chicago, Ill.



Gentlemen:

We received your box of Reflexo Blue Steel needles and to say the least we believe them to be far better than anything we have yet tried.

We believe you will make no mistake in handling them as they have only been on our counter two hours and we have sold over a dozen packages.

Kindly send us another box.

Yours very truly,

HALBACH SCHROEDER CO.

EHW/HKL

Per E. H. Williams
Manager Sales and Service Department
for Brunswick.

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue

At 34th Street New York City Suite 1003

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

The "BLUE STEEL" NEEDLE that "Holds the Record" for popularity

PLAYS TEN RECORDS

Single Idea Window Display Most Effective in Selling Machines and Records :: By Walter Fay

It would not do, of course, for the talking machine dealer to inform his customers and prospects that they had one-track minds, unless he was desirous of quitting business suddenly, but the fact remains that in presenting his machines and records for the consideration of prospective customers through the medium of window displays or newspaper advertising, the dealer who works on the theory that the majority of people have one-track minds and therefore presents for their consideration only one type of machine and one special record at a time, will be surprised at the results.

There is a distinct tendency among those in the trade who give particular thought to their advertising and window displays to concentrate on one article or upon one thought, for by so doing they find that they are able to drive a particular idea home with greater force. A dozen or two of the popular records may be placed in a window, and a number of sales result. If only one record is featured, however, it will be found that the sales of that particular record will jump to big proportions, and proper salesmanship can be relied upon to keep the other records on the list moving at the same time.

It seems as though the average person hates to take the time and trouble of reaching a decision in the matter of making a purchase, and when a dozen or so records are displayed, each with some strong advertising matter, the passer-by may stop to look, but does not take the trouble to select from the dozen a record that makes a special appeal and then go in and buy it. If, however, one of the popular records from the current month's list is made the center of an effective window arrangement, the passer-by has only one thing to think about and is more inclined to come in and buy. This is not a matter of theory, but an established fact, and the result is that a surprisingly large number of talking machine retailers go to considerable trouble to feature one record with particular emphasis in their advertising, depending upon that record to bring the customer into the store where he can be approached on other numbers.

There are some records, of course, that lend themselves most happily to special window displays. The latest of these perhaps is "The Love Nest," and scores of dealers took occasion to place in their windows their own conceptions of what the song is supposed to typify. But there are others just as adaptable.

There is hardly a talking machine salesman who has not had the experience of playing over fifteen or twenty records for a customer who came in undecided as to just what was wanted, and then found that with so many records at hand the customer could not make a final decision. Where the range of selection was limited to half a dozen records or so he found that the proportion of sales was much higher, there being less room for debate.

To declare in advertising that machines range in price from a few dollars to several hundred

Concentration in the Window Display Helps Customer Make Up His Mind and Saves Dealer Much Time and Effort

dollars means nothing to the prospect unless he can see what machines are offered at the price he is able to pay. Here, too, it is found that the attractive featuring of one type of machine, with the price and terms plainly stated, and its appropriateness for certain surroundings and purposes explained, proves more effective than the indiscriminate advertising of a poor line. With the machines featured one at a time, the prospect is pretty sure in the long run to have brought to his attention one particular model that in size, price and general adaptability is calculated to meet his individual requirements. For the dealer who does not believe in concentration, a study of the merchandising efforts in other lines should prove profitable.

In haberdashery he is shown many cravats, but as soon as he indicates the type he prefers, he finds offered him for selection two or three cravats. The salesman knows that he can select one from the three in a few minutes, but to select one from the entire stock might require an hour. The shoe salesman never dumps his entire stock in front of the customer. He first finds out the sort of shoe favored and then brings out one pair at a time. The same rule holds good with the tailor if he knows his business.

In selling merchandise, as in anything else, the wise way is to strive to please the majority, therefore working on the basis that the majority of people have one-track minds when it comes to selecting their purchases means following the line of least resistance.

JOSEPH SHEA NOW A BENEDICT

Editor of The Tonearm Marries Miss Angela Campana in Bridgeport, Conn.

Bridgeport, Conn., November 4.—The wedding of Miss Angela Campana, daughter of Mr. and Mrs. Charles N. Campana, of Myrtle avenue, and Joseph Shea, editor of The Tonearm, published by the Columbia Graphophone Co., took place yesterday at the Sacred Heart Church at 9 o'clock.

Mrs. Anthony Gallagher, nee Miss Elsie Campana, attended her sister and Mr. Gallagher acted as best man. Following the ceremony, a breakfast was served at the Campana residence for the immediate families and a few friends. After a honeymoon trip the couple will make their home on Haddon street.

CHANGED TO PIERINGER & BENEDICT

The firm of J. S. Pieringer, Bedford, Ia., has been changed to Pieringer & Benedict. The Victor business has been growing to such proportions that Mr. Pieringer found it necessary to have assistance in order to give the business the attention it deserves. Mr. Benedict is with the Benedict Piano Co., which conducts stores in Clarinda and branches in a number of towns in southwestern Iowa.

Slipshod management begets slipshod help, and carelessness even in the smallest details is never unnoticed by the employer.

The Sort of Service

THAT MAKES FOR

Better Victor Merchandising

DITSON

VICTOR EXCLUSIVELY

OLIVER DITSON CO.
Boston - - - Mass.

CHAS. H. DITSON & CO.
New York - - - N. Y.

Columbia Records Grafonola

Hear Al Jolson dream of "Avalon." When you do, you're going to long to travel with him to see his new love in Avalon. If ever there was a hit—this is it. A-2995.

Columbia Graphophone Co.
NEW YORK

OPENS VICTOR SHOP IN DALLAS

Corpus Christi Talking Machine Man Now Has Attractive Dallas Establishment

DALLAS, TEX., November 5.—The Lester Gunst Co. has opened an exclusive Victor shop here at 1018 Elm street with Lester Gunst in charge. Mrs. Waskom and Miss Darnell are assistants, both of whom have had valuable experience in their chosen line and large personal acquaintance in Dallas. Mr. Gunst comes from Corpus Christi, where for a number of years he was engaged in musical merchandising. He has fitted his shop in especially good taste, distinctive in design and in color treatment.

The architectural design of the interior fittings is a mixture of the Colonial and Gothic. The woodwork is paneled and the tops of the panels are in base relief. Several pillars carry out the Colonial effect.

The general color scheme is old English ivory and the new shade of French lemon. The hangings are taupe and Bavarian blue and beige and the carpet taupe. The electric fixtures consist of side brackets and assist materially in creating a beautiful harmony of light and color.

There are six demonstrating salons furnished in wicker with cretonne covers, and the entire establishment has a most artistic atmosphere.

NOW TESLOW MUSIC HOUSE

Kellogg Music House at Cresco, Ia., Sold to Herman A. Teslow

Herman A. Teslow has just purchased the business of the Kellogg Music House, Cresco, Iowa, and in the future the business will be known as the Teslow Music House. Both Mr. and Mrs. Teslow are graduates of the Mickel School of Victor Salesmanship. The store has been completely renovated and is considered the best equipped music store in Northwestern Iowa.

SUGGEST NOON-HOUR CONCERTS

Spare Half-hour After Lunch Might Be Utilized by Dealer for Daily Record Concerts

In the "Suggestion Department" of System for October T. F. Moriarity presents the following "tip" for dealers who desire to expand their business:

"I would arrange for two or three entertainments each week, starting at 12.30 p. m. and ending at 2 o'clock. Some of the latest records would be played, as well as those that might be requested from the audience.

"To attract a crowd I would send announcements around to the manufacturing plants, business offices and stores and would invite all music lovers to be present for the entertainments.

"Since most people lunching out at noon have half an hour or more to spend after they have eaten, I'm certain that my store would be well filled at each performance by people really interested in records; people who had come to buy, provided I could present the proper incentive to buy.

"When the public could be certain that there would be an entertainment each rainy noontime they would depend on my store as a pleasant place to pass their spare time. Instead of waiting impatiently at their eating place or going back early to their work they could take advantage of my invitation and pay my store a visit.

"It's only natural that these little performances would attract extra business for me and would advertise my place throughout the city. And, best of all, my investment would not need to be large."

J. M. ROSS IN IOWA TERRITORY

James M. Ross, of the traveling department of the Victor Co., has been assigned to Iowa for this season. His work will keep him in Iowa for a few weeks before he leaves for a short visit with the Nebraska dealers.

McCOY'S A GENERAL MUSIC HOUSE

Hartford Establishment Carries Out Beliefs of Manager A. P. McCoy in Attractive Manner

HARTFORD, CONN., November 5.—A. P. McCoy, manager of McCoy's, of this city, is an ardent enthusiast over the general music house idea. The warerooms on Asylum street carry out this theme in a striking manner. McCoy's carries Victor talking machines, Kranich & Bach, Knabe, Mehlin, Estey, Ludwig, Lauter and Kurtzmann pianos and also conducts large sheet music and player roll departments as well. The musical merchandise department is advantageously situated immediately at the right of the main entrance and faced by the sheet music department. The balance of the main floor is given over to the talking machine department. Unico demonstration rooms and record-filing equipment have been installed throughout and this, together with tasteful hangings and decorations, gives a very pleasing effect. The piano salons occupy the entire second floor and vie with the talking machine department in their attractiveness. The third floor is devoted to the player-piano and music roll departments. Three sound-proof demonstration rooms have been installed. The fourth floor is devoted to the repair department. The lighting effects on each floor are a strong contributing factor in the general attractive appearance of the warerooms.

Manager McCoy reports that, although these warerooms were opened only a few months ago, they have been firmly established in the foremost ranks of the music trade of this city. Their patronage already includes some of the most influential people in the city and the volume of business transacted has passed all expectations. Mr. McCoy is very enthusiastic over the future and is planning an energetic campaign to cover the holiday season.

W. P. Moore has opened a modern music store in Hartsville, S. C.

A

Mr. Dealer are you selling the Record Flasher? It is very much in demand and invariably sold when properly presented to your customers.

The Record Flasher is easily attached to any phonograph; it gives an abundance of illumination, it makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed.

Beautifully finished in Nickel and Gold.
Packed (12) to a unit package may be assorted.

RETAIL PRICES { Nickel finish without battery - $2.25
Gold " " " - $3.00
Batteries each - - - - - - $ .75

Regular Trade Discounts to Dealers.
When writing always mention your distributor.

Manufactured by
STANDARD ACCESSORY CORPORATION
355-357 East Water St. - - - - - - Milwaukee, Wis., U. S. A.

ORDER FROM YOUR JOBBER

RECORD FLASHER
REG·U·S·PAT·OFF·

SHOULD BE ON EVERY TALKING MACHINE

IT'S NECESSARY—VERY NECESSARY

The Heywood-Wakefield

At Christmas, more than at any other time, a multitude of shoppers are seeking for something that is different and beautiful.

In the Heywood-Wakefield your customers will find an instrument with a rare beauty of tone and remarkable decorative qualities.

Its cushioned reproducer, built to parallel the human organs of sound, brings out every detail of a record, no matter how delicate, with perfect ease. Its non-resonant cabinets of reed are artistically fashioned, and finished in many different color schemes. Your customers may choose any cabinet colored to harmonize perfectly with their own style of furniture.

Progressive merchants realize the advantage of having this instrument in their Christmas line.

The Heywood-Wakefield is made under the Perfek'tone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles

Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

Sales of Music in Combination With Records Prove Most Successful With Many Dealers

Some time ago an article appeared in The Talking Machine World anent an inquiry from a dealer who suggested that it would be a good plan to furnish the words of the songs demonstrated on records in the talking machine stores. It was pointed out at that time that the words of the songs are usually copyrighted and their unauthorized use would make the dealer liable to a heavy penalty. Considering the subject in a broader way, the idea, however, has much merit, and in commenting upon it, The Puritan describes the plan of one dealer as follows:

"Still, the advantage of having the words, exactly as engraved in the record, clearly printed and available for anyone who wanted them, so strongly impressed a Kansas music dealer that he obtained the names of the publishers of every vocal selection represented by the new records he received, and the price of the sheet. With this list before him he was able to direct buyers of records to the publishers of the words and music.

"Some people would think that it would have been better to obtain the printed words and music and sell them direct, but the dealer believed that this would involve the carrying of a great quantity of sheet music for which he might not have a ready sale, and he contented himself with the list referred to, as a starter.

"In the music stock of this store, however, the dealer had the vocal score of many of the best operatic selections and well-known songs. He listed these to correspond with his record stock list, and when a person bought a record of which he had the printed words it was a very easy matter to sell both the record and the words and music.

"There is no doubt that the enjoyment of a new song (or an old one, for that matter) is considerably increased by knowing the words as the record is played. It is a great temptation also for the listener to 'sing it' with the talking machine, if he can sing at all. It is a delightful pastime also for a few members of a family to follow the singing of a fine quartet, duet or chorus, and it is well worth the dealer's while to introduce this agreeable diversion in his store, because it leads to sales of both record and music.

Handling the Music of the Records Opens Up a Trade Field That Is Not Only Interesting But Often Profitable

"It needs very little explanation. When a record is chosen by a customer the sales person consults his list, and finding that he has the music, informs the customer that 'We also have the words and music of this record; would you not like to have it so that you can follow the words exactly?' Or, when a piece of music is being sold, tell the buyer that 'This piece has been reproduced on the ——— phonograph, would you like to hear it?' If the party owns a machine the chances are good that he will buy the record.

"It requires some intelligent work to carry out this plan, because the maker of the records must give the name of the publisher of the exact words sung in the particular record, unless it is a standard selection, when it can be found through the usual trade lists kept in every well-managed music store. Other talking machine dealers will, of course, have to do more hunting but it will repay them for the trouble."

This is a species of service that involves some trouble to the dealer or salesman, but it means the opening up of a wide sphere of knowledge and where the dealer installs sheet music it means the development of a very nice and profitable side line without the investment of a great deal of money.

The talking machine record to-day is an educator. It virtually brings the singers of songs into the home, and those who hear them are just as anxious to have the words and music of these songs as if they had heard these same artists in the flesh in grand opera or a vaudeville theatre. The possession of the music makes the record more interesting and at the same time it often affords an opportunity to the buyer of the music to accompany the singer of the record on the piano in his own home. Thus the handling of sheet music in conjunction with records opens up a field that is most interesting.

The man who forgets to call loses the largest order. The Lucky Man gets it. Be mindful.

Stratford

THE SHAKESPEARE OF PHONOGRAPHS

Natural and Perfect Reproduction

is an outstanding feature of the STRATFORD. With it you are assured of natural quality and volume; of purity and clearness of tone; of the actual reproduction of the original selection.

No foreign tone is added; no natural tone is eliminated—but there is reproduced—

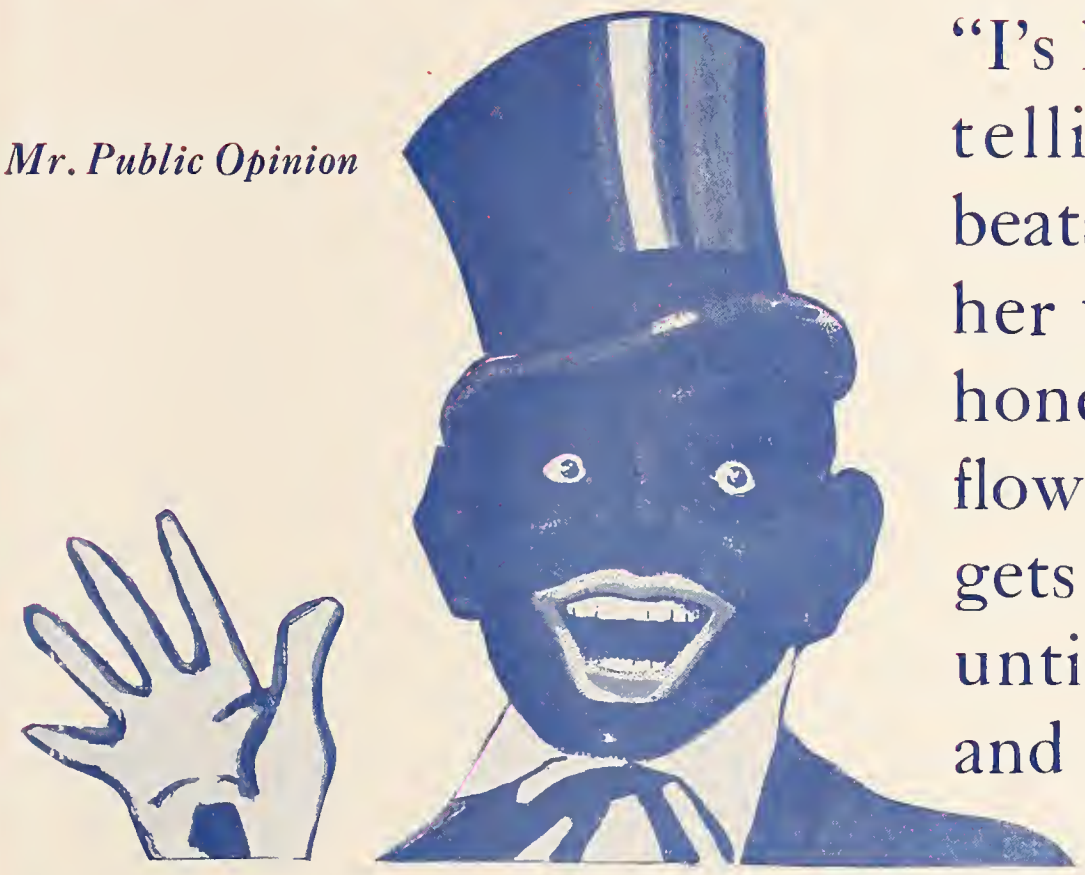
exactly what is on the record.

It is the phonograph the trade has wanted—because it is the phonograph which satisfies the desire for the best.

DEALERS
GET OUR PROPOSITION
IT WILL INTEREST YOU

THE STRATFORD PHONOGRAPH COMPANY
MANUFACTURERS
ASHLAND OHIO

OKeh Records



"I's heard Blues, but I's telling you Mamie's beats 'em all. O! man, her voice is as sweet as honey! It jes flows and flows and ev'ry note gets richer and richer until I can just sit back and expire with joy."

MAMIE SMITH BLUES

4113
10 in.
$1.00

THAT THING CALLED LOVE . . . . . Mamie Smith with Orchestra

YOU CAN'T KEEP A GOOD MAN DOWN . . . . Mamie Smith with Orchestra

4169
10 in.
$1.00

CRAZY BLUES . . Mamie Smith and Her Jazz Hounds

IT'S RIGHT HERE FOR YOU (If You Don't Get It—'Taint No Fault O'Mine) . Mamie Smith and Her Jazz Hounds

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

VICTOR ARTISTS WIN ST. LOUIS

"Best Sellers" in Personal Appearance Attract Immense Audience in Saintly City—Local Victor Dealers Pleased at Success Attained

St. Louis, Mo., November 3.—The Victor dealers of this city scored most emphatically in the appearance recently in this city of the "Eight Victor Artists" in person. A huge audience heard these artists, so popular with the users of Victor records at the Odeon, and the story of "how they were made to work overtime" is so well told by the well-known critic, Alfred C. Wegman, in one of the local papers that it is worth repeating in part. Mr. Wegman pointed out that this entertainment made St. Louisans aware of the fact that the "open season" for concerts is now on, and added:

"Talking machine devotees put down $2.20 per seat at the box office much in the same spirit in which the movie fan pays a high price to see the screen favorite on the stage.

"The artists may be heard quite as well at home by means of the Victor record, but evidently, as when screen stars are under consideration, the people seized the opportunity to come into closer contact with their favorite. Some of the enthusiasts were not content to merely hear their pet records personally delivered, but flocked 'back stage' during the intermission to shake by the hand these 'best sellers.'

"Billy Murray, tenor, who puts over the 'snappy stuff,' and who, on this occasion, introduced all the 'artists,' himself included, seemed to be the prime favorite, on and off the stage.

"He held an impromptu reception 'behind,' while on the stage he held 'em in the hollow of his hand. He scored especially big when he celebrated in song, and by expressive movements, the charms of his 'Little Bimbo Down on the Bamboo Isle,' and he won 'em also with the 'A B C D Blues' and other lively ditties.

"For all of the singers, and for the instrumentalists, the numbers programmed served merely as starters. Two or three numbers had to be added by everybody to satisfy the clamorous crowd.

"Henry Burr's mellifluous tenor pleased particularly in 'Blue Diamonds,' which was one of the several sentimental ballads with lilting refrain delivered by him. He came together with another tenor, Albert Campbell, in 'Feather Your Nest,' and the two had to sing the refrain at least three times before Monroe Silver was allowed to come on for his famous Cohen songs and stories.

"Campbell, Burr and John Meyer, baritone, make up the Victor's 'Sterling Trio,' and with Frank Croxton added they become the Victor's 'Peerless Quartet.' These singers submitted late favorites, and 'Swanee' was so riotously received that they followed it up with more quartets of the same kind.

"Frank Croxton used his rich bass in negro songs of a religious flavor, of which 'Dah's Gwinter Be a Lan'slide' was the one programmed.

"The excitement created by the singers was evidently not unexpected, as the 'boys' all had extra numbers ready, which they secmed very willing to contribute.

"The instrumentalists, however, also came in for a big share of the enthusiasm. Fred Van Eps showed what can be done with, and to, a banjo, and Frank Banta, in the words of Mr. Murray, 'stepped on the dominos.'

"Mr. Banta's accompaniments were always sufficient and never spilled over in the least. He showed rare discrimination and repression whenever he formed the background for the singers, but cut loose with much spirit in a 'futuristic rag,' entitled 'Cubist.' The success this won brought forth more piano solos—jazzy tunes interlarded with what is the popular idea of modern harmonies, and all in syncopated rhythm. It all lasted two hours or more, but nobody made a move to leave the hall until the curtain fell on the last number."

TO REPRESENT THE 'ELECTROPHONE'

H. K. Lorentzen of New York Appointed Eastern Distributor of This Electric-Driven Phonograph—Speaks of New Connection

H. K. Lorentzen, 60 Grand street, New York City, who for a number of years has specialized in an exclusive line of talking machine cabinet hardware, was recently appointed Eastern distributor of the "Electrophone," manufactured by the Lakeside Supply Co., Inc., Chicago, Ill. The Electrophone is a cabinet machine with an electric-driven motor, perfected in a manner so as to allow the mechanism to be driven on any current. The new distributor has made arrangements in his local plant to demontraste the various "Electrophone" models, and a large number of machines have been placed with representative dealers in the metropolitan districts.

H. K. Lorentzen, head of the above firm, in speaking of the Electrophone, said: "These machines are of the highest quality, and the motor is exclusive and meets the requirements of all technical experts. Our decision to take over this line was only made after a thorough investigation of its merits. The success the manufacturers have already had with this machine demonstrates it as a product having great salability. The holidays are close upon us, and we expect to realize a large volume of business from the distribution of this machine in connection with our already well-known line of cabinet hardware and accessories."

INSTALLS UNICO EQUIPMENT

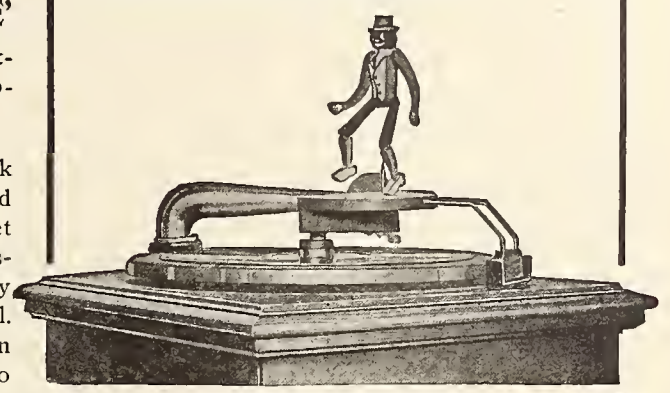
The Arnold Jewelry & Music Co., of Ottumwa, Ia., has just installed a complete Unico equipment consisting of four booths, record racks and record counters. A space approximately twenty feet by fifty feet has been devoted to the department and Miss Nellie Kirkhart has been placed in charge of the department. Carl Dalin is manager of the store.

The Cheshire Music Co., Rockford, Ill., has increased its booth capacity to ten, all of which are handsomely equipped.

TOYS
for
CHRISTMAS
Immediate Shipments

Something for the Children at Christmas That Brings in the Parents and Makes You New Customers

It will pay you to show these novelties dancing in your windows from Thanksgiving to Christmas.

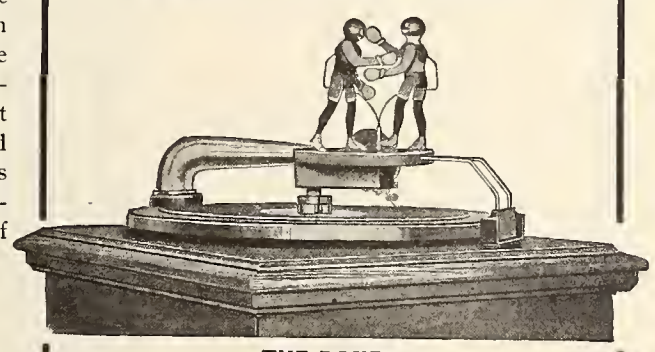


RAGTIME RASTUS
PATENTED MARCH 16, 1915.

An Automatic Dancing Darky Doll for Talking Machines

Rastus does one hundred different steps while the music is playing. Delights Children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Ragtime Rastus, Item 100A $1.65



THE BOXERS
Patented March 16, 1915

Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun. They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion

Boxing Darkies, Item 100B $1.75

Combination Rastus and Boxer
Two Toys in One—Our Biggest Seller

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one dancing mechanism. All in one box. Very popular.

Combination Rastus and Boxers Item 100AB $2.00

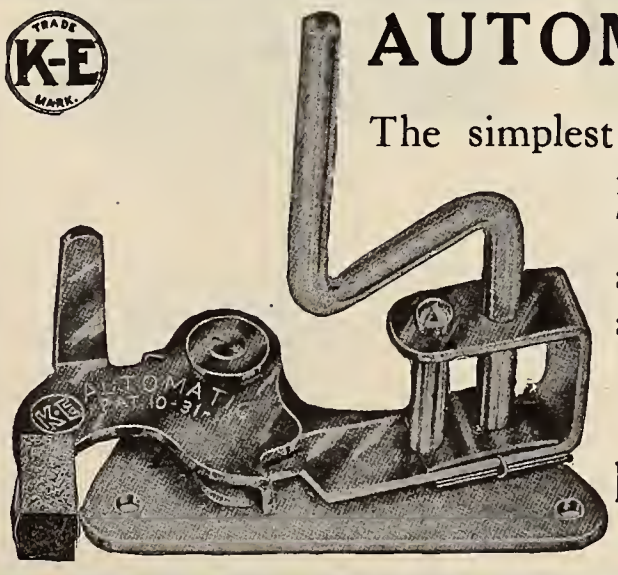
NOTE: These toys fit standard machines and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models. Edison machine requires special disc, 25c. extra.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY
Mechanical Specialty Manufacturers
Cambridge 39 BOSTON, MASS.

TRADE K-E MARK.

AUTOMATIC STOPS



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

Send 50 cents for Sample Stop

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

Announcing a New Victor Sales Promotion Service

Two Victor Windows Each Month

for $1.00 per day

Window trims worked out by experts and distributed exclusively by "Standard" in this territory. Spectacular, brilliant windows that dovetail with the Victor national and local advertising, and attract to your store the business created by this advertising.

Does not require a window expert to erect. Anyone can set up or change trim in half hour. Each display comes to you absolutely complete—all material supplied—with full instructions, selling talks for your salespeople, newspaper copy and suggestions for direct mail literature.

This service begins with the effective Christmas window shown below, and is followed by a new and original display every two weeks.

Get This Xmas Display in Time for the Holiday Season

Imagine These Displays in Your Show Windows!

Exterior View of Metropolitan Opera House, New York

Interior View of Metropolitan Opera House, New York

Prison Scene from IL TROVATORE

Ask for complete information

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Territorial Representatives of
REINCKE-ELLIS COMPANY
Exclusive Selling Agents for the
BINGER COMPANY

STANDARD SERVICE
EXCLUSIVELY VICTOR WHOLESALE ONLY

Four Fundamental Points Necessary for the Successful Conduct of a Business :: By R. S. Baas

In the talking machine business there are four fundamental points necessary for the successful conduct of your business; namely, the line of merchandise you handle, store location, interior equipment and service, and it is along the line of store equipment that I wish to say a few words.

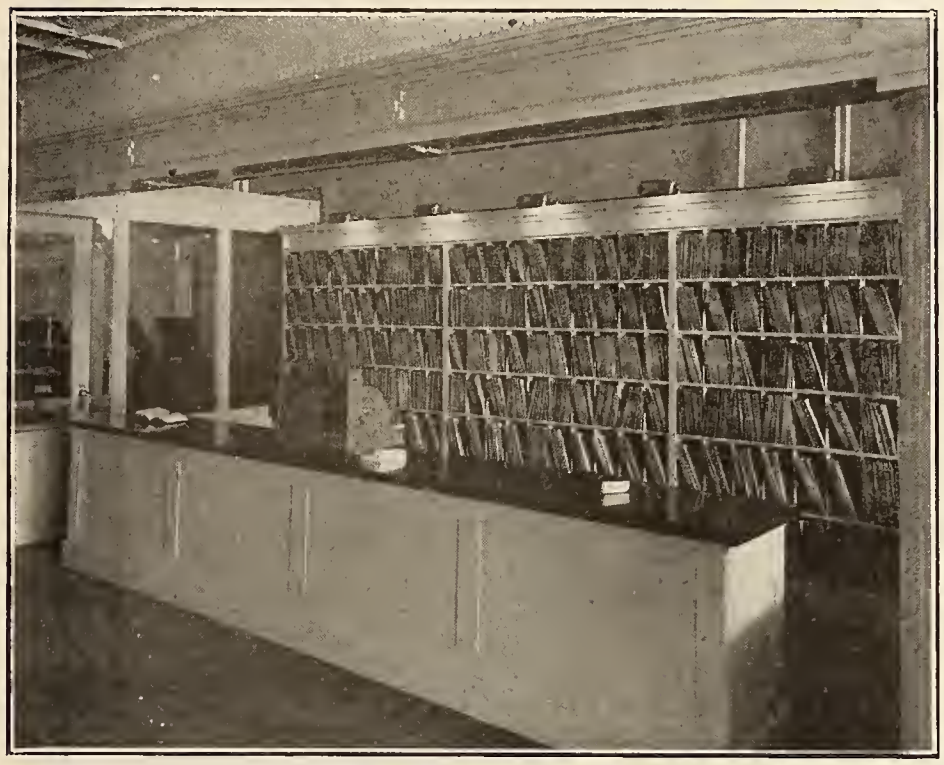
Is your store a cheery, comfortable and inviting place in which to make a purchase? Does it win the confidence of your customer as soon as he enters? Is it arranged to afford the utmost in convenience and quick service to your patrons? If not, then you are behind the times in the field of talking machine merchandising. Because the first impression counts the most, I would suggest having the front part of your store furnished somewhat on the order of a cozy living room of a home. Do not use it for a machine display if you can avoid it. A machine buyer never objects to going to one of the rear booths for a demonstration.

Necessarily you must have demonstrating rooms for the machine as well as the record customers. Naturally record rooms do not need to be as large as machine rooms, but be careful not to get them too small, as very few customers enjoy hearing records in too small a room. I believe record rooms should be at least 6 x 9, and if you have sufficient room, 9 x 9, with a 7½ or 8-foot ceiling. Your machine rooms should be about 9 x 12, which will permit of displaying several different models without too much crowding, and these should be in the rear. If your store space permits, by all means have the booths arranged on both sides of the store, as it adds greatly to the general appearance. And be sure to have enough booths to care for the rush trade.

Your record stock is one of your best advertisements. Have it as near the front of your store as is consistent with appearances. Some dealers have it immediately in the front, but I believe putting it just behind the first booth is best, as in this way your customers come far enough into your store to get a good impression at every visit, yet it is not asking them to go too far to be served. Be sure to have a service counter in front of your record stock. It saves time both for your customers and your clerks. A record stock so placed in the store will save many steps and permit of quicker and better service. Providing your store proper is not too long, say not over seventy-five feet, have the office in the rear. Your customers will not object to going to the rear to pay their bills, and the longer you can keep them in the store the greater are the chances for additional sales.

All this must be worked out in a color scheme that gives a cheery, restful and pleasant atmosphere to your store. Tastily decorated walls and ceiling, floor coverings that are at once attractive as well as serviceable, furniture that in addition to being substantial should be of good taste; all so arranged and blended in color as to make your store the show place of your community—such a store will prove your best business getter.

Above all things, keep your store clean and bright. Don't have a dirty floor or dusty machines and furniture. Remember you are doing business mostly with women, and they will go to the store that is best kept every time. You are selling a product that is the finest merchandising proposition in the world. Give it a proper setting and the business will come to you.



Two views of the installations in R. S. Baas's store in Rock Island, Ill., following the lines laid down in this article. The equipment shown costs upward of $10,000 and is entirely in keeping with the stock handled in the store. The reception room shows attention to details of comfort. The demonstration booths are seen on either side of the main aisle and the record rack is placed just behind the first booth, the idea being to bring the customer far enough into the store to see what it is really like. The close-up of the record rack and counter shows arrangement of record stock.

BUYS THOS. J. PERRY BUSINESS

The Star Drug Co. has just purchased the business of Thos. J. Perry, Williamsburg, Ia. This concern handles both the Victor and Edison lines and will continue to work the community with the same activity as before.

The retail business of the Florida Talking Machine Co. in Jacksonville has been purchased by W. E. Arnold.

SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

REG. U.S. PAT. OFF.

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

Edison Message No. 81

Edison Phonograph prices, since 1914, have increased only 15%, including War Tax.

The increased price of raw materials since 1914 has been absorbed by Mr. Edison, and the Edison Phonograph business has been made stable because of his action.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

Ponselle and Hackett can't be beat. You'll say so when you hear their duet from *Aida*—"O terra addio." Your trade will agree with all of us on this record. Columbia-49734.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

CLAUDIA MUZIO WITH EDISON

Celebrated Dramatic Soprano of Metropolitan Opera Co. Joins the Ranks of Exclusive Edison Artists—Announcement by Edison Co.

Claudia Muzio, of the Metropolitan Opera Co., and one of the leading dramatic sopranos, has joined the ranks of exclusive Edison artists, it

Miss Claudia Muzio

has just been announced by the Edison Laboratories.

Although still at the beginning of her career, Miss Muzio already is credited with many triumphs and her art publicly recognized on three continents. Throughout the entire Edison trade it is considered a matter of pride that Miss Muzio should have allied herself with the Edison phonograph and the announcement has been greeted with considerable enthusiasm.

Since her sixth year Miss Muzio has lived and grown up among operatic surroundings. Her mother was once a member of the Metropolitan chorus and her father was stage manager for many years. While she was still in her teens this young artist knew by heart the different scenes, plots and stage settings and was letter-perfect in every detail long before she ever began to think of singing. Now, though still in her twenties, she has become inseparable from the artistic history of the Metropolitan and has a repertory of more than thirty different operas.

Miss Muzio has made sensational hits at the Metropolitan Opera House in "Tosca," "Aida," "Trovatore," "La Traviata" and other operas, and has also appeared in the principal French and Italian operas in Italy, France, England, Cuba and the North and South Americas.

Announcement as to the probable date on which the first of Miss Muzio's Re-creations on the New Edison are to appear has not yet been definitely made.

KNOWS RECORDS BY NUMBER

Dealers' Ability to Supply Correct Number for All Songs Amazes Layman

"Talk about lightning calculators and human adding machines," remarked a man who had just purchased a record in a downtown store, "it strikes me that none of them has anything on these talking machine men when it comes to a test of memory.

"Go into any of the phonograph stores and ask for a certain record. It may be 'Peeping Through the Knothole in Papa's Wooden Leg' or 'Why Did They Build the Ocean So Close to the Shore?'

"You ask for the record by name, of course, but he says, 'you want 77,136,' and he never even looks at the catalog to refresh his memory.

"This strikes me as remarkable, for there are hundreds in stock and the record man seems to have at his finger tips the number of them all. How he does it is a mystery to me, but I suppose that is part of the business."

VOCALION ARTISTS IN FAR WEST.

Miss Easton and Mme. Sundelius Call on Vocalion Dealers While Touring Pacific Coast

SEATTLE, WASH., November 1.—Florence Easton and Marie Sundelius, well-known opera artists, who have recently been touring the Pacific Coast with the Scotti Grand Opera Co., have taken occasion to call upon a number of dealers in the Aeolian-Vocalion, inasmuch as both

Marie Sundelius at Standard Co. Store

artists make Vocalion records. Both Miss Easton and Mme. Sundelius called upon the Simon Piano Co., Vocalion dealer in Spokane, and when the company reached Seattle, Mme. Sundelius not only called upon the Standard Furniture Co., local Vocalion dealer, but took occasion to have her picture taken while listening to one of her late records. While a guest of the Standard Co. Mme. Sundelius was entertained by Herbert Schonfeld and E. C. Johnston, manager of the phonograph department.

The progress of the Scotti Grand Opera Co. along the Pacific Coast has been marked by a stimulated demand for the Vocalion records.

Emerson Records

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

CARPENTER PAPER COMPANY
OMAHA *Distributors* NEBRASKA

Pathé
REG. U.S. PAT. OFF.

The Most Rapidly Growing Phonograph Business in the World

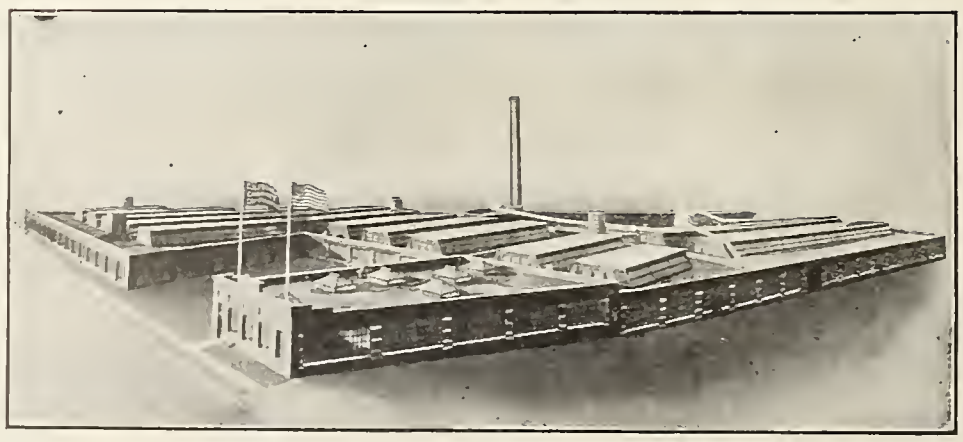
Partial view of the Pathé Grand Avenue plant, devoted exclusively to the production of Pathé Records.

♦♦♦♦♦♦♦♦

These two factories, both of which are in Brooklyn, are Pathé Headquarters.

♦♦♦♦♦♦♦♦

In addition Pathé Phonographs are manufactured in twenty other plants adjacent to Pathé Distributing points throughout America.



Pathé Cabinet Plant, Metropolitan and Flushing Avenues, Brooklyn, covers 6 acres of ground space.

PATHÉ FRÈRES PHONOGRAPH CO.

10-56 GRAND AVENUE BROOKLYN, N. Y.

Mr. Phonograph Dealer:

Don't tie up with anybody that is standing still or going back.

If you haven't handled phonographs, or you contemplate taking on another one, join forces with Pathé.

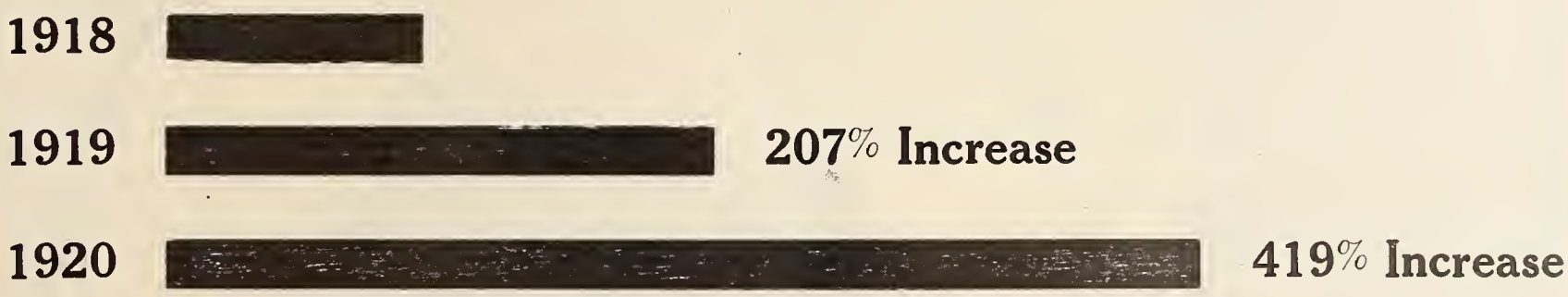
Pathé is coming faster than anyone else in the business—Pathé is progressive, live and up-to-date, and has made money for Pathé dealers.

Pathé has put over $5,000,000 into this business in the last year in order to take care of its expanding business. Note chart below how its sales are growing.

Profits in the last twelve months were over $1,000,000 as certified to by Ernst & Ernst, Public Accountants. Pathé has jobbers all over the United States. *Pathé has a few places open—still room for progressive dealers.*

COMMUNICATE WITH THEM AT ONCE.

Comparative Increase by Years



Sales Increase 1920 over 1915=2125%

PATHÉ FRÈRES PHONOGRAPH CO.

10-56 GRAND AVENUE

BROOKLYN

Pathé

WALLACE BROWN NOW WHOLESALE VOCALION MANAGER

Accomplished Talking Machine Executive, Prominently Associated With the Wholesale and Retail Trade in Detroit, Appointed to Important Post in the Aeolian Co.'s Organization

The Aeolian Co. announced recently the appointment of Wallace Brown, formerly of Detroit, as manager of the wholesale Vocalion department of the company, with headquarters at Aeolian Hall, New York, Mr. Brown assuming his new duties on October 18.

Mr. Brown, be it said, is well known in the talking machine trade, with which he has been

Wallace Brown

actively connected for over six years, first as manager of the Edison Shop in Detroit and more recently as proprietor of four Brunswick phonograph shops in that city. For a time, too, he also served as district manager for the Brunswick in the Detroit territory.

Mr. Brown's experience, both in the wholesale and retail fields, should prove of distinct value to him in his work of distributing the Vocalion, for he not only understands the problems of wholesale distribution, but likewise the problems of the local dealers.

With an increased output of both machines and records to support it, the campaign on the Vocalion has developed rapidly, and the Aeolian Co. has built up a wide system of distribution for that product. With Mr. Brown in charge the campaign will be enlarged materially.

TAKE OVER CANTON MUSIC STORE

Canton, O., November 3.—Samuel Mirkin, formerly manager of the International department, Cleveland, O., branch of the Columbia Graphophone Co., and H. Horwitz, complaint manager of the Ohio Sample Furniture Co., of Cleveland, have taken over the operation of the Mirkin Music Store, 122 Cherry avenue, S. E., it is announced. The store was formerly operated by Mirkin Bros. Mirkin, who will be manager, is a native of Springfield, Ill.

NEW MANAGER APPOINTED

Charles W. Hughes, Mechanicville, N. Y., has just announced the appointment of R. C. McDougall to take charge of his retail phonograph department. This department is growing rapidly and Mr. Hughes expects to do a big business between now and Christmas with the Aeolian-Vocalion, for which he is the agent in Mechanicville.

It will pay any man, no matter how big his store. to see as many customers personally as his time will allow. People like to do business with the head of the concern.

URGES LARGER UNITED STATES AID

J. H. Tregoe Says United States Should Aid in Development of Foreign Trade in a Practical Way—Benefits Are Manifold

The Government should devote a larger share of its income to the promotion of foreign trade, J. H. Tregoe, secretary-treasurer of the National Association of Credit Men, says in a message to members of that institution. Comparison of the appropriation for agricultural purposes and that expended for cultivation of foreign trade shows a disparity hardly warranted by the difference in importance of the two, he argues. More money spent intelligently on foreign trade would help agriculture as well as business generally is the credit men's opinion. Mr. Tregoe also says in his communication:

"The magnificent distances of our country, giving us the greatest free trade zone in the world, have led to a sharp distinction in the public mind between domestic and export business. Foreign trade has not been necessary to us and we have not been compelled to think in terms of foreign trade.

"Now we must change the drift and grasp the fact that the increase in our population and the attraction of proper immigration are dependent upon a continuous development of our industries, and this development calls for more than a broadening of our market beyond domestic bounds, if prosperity is to be kept at a high standard. The market, both at home and abroad, should be kept continually in mind and all resources and powers of the nation devoted to their development.

"Side by side with the increase in export trade there should be a development of foreign credit technique, that we may be able to do business on credit terms and in competition with other commercial nations."

Nights are getting longer—but days until Christmas are getting shorter!

THE NEW MODEL E
GARFORD PHONOGRAPH
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO

LAMPAGRAPH

The Sensation of the New York Electrical Show

We are now ready to make deliveries of the Lampagraph—the most artistic instrument ever presented to the trade.

Jobbing territory now being allotted.

WRITE OR WIRE TODAY

Lampagraph Company Rialto Theatre Building **St. Louis, Mo.**

CHICAGO OFFICE: Republic Building

Various Methods of Increasing Talking Machine Sales Interestingly Described

By Wm. Bliss Stoddard

A merchant need not be located in a big city to get excellent results from his talking machine department. A. E. Robertson, situated in the thriving little town of Carberry, Man., says that talking machines sell well at all seasons if the dealer has sense enough to play them up properly and adopt the right appeal for each season. This Fall the autoists and all lovers of the open are taking to the woods on Saturdays and Sundays so Mr. Robertson has arranged a campfire window. There is a background of branches, and in the foreground a camp fire all ready to light. Various guns, sweaters, and other outing paraphernalia are scattered about, and on a box is placed a portable phonograph. To the box is attached a card:

HAVE SOME GOOD MUSIC WITH YOUR BIG CAMP FIRE

A Phonograph takes little room and furnishes lots of enjoyment.

His advertising complemented his display, and was addressed directly to week-enders and picnic parties:

MIGHTY FEW PEOPLE CAN AFFORD TO TAKE AN ORCHESTRA OR BAND TO THEIR PICNICS

But anyone can afford band and orchestral selections, as well as music for games and dancing, if they take along a portable phonograph. Make your picnics happy milestones in your children's lives.

TAKE ALONG A PORTABLE MACHINE

It is easy to carry and its tone is ample in volume for outdoor games and dancing. Come in and let us demonstrate it to you.

Advertising Quality Goods

So much is being said about "prices" these days, and so many are laying much stress on lower prices, that it is interesting to get the views from another angle—and from a small town dealer at that. Lawn's Music Store, San Juan, Cal., has a well arranged window display. It is set to represent the corner of a music room, with a rug, a tall palm, a floor lamp with spreading shade, and an easy chair drawn up beside a Victrola. Several records are placed on the chair and on the floor—and the whole atmosphere is that of a home where ease and comfort abound. The window is of the open back variety, and on the floor behind the window there is spread a large rug, several palms, and three or four easy chairs, while against the wall is a talking machine cabinet with a large selection of records. The machine is kept in operation continually, and a card in the window says:

MUSIC ADDS TO THE COMFORT OF EVERY WELL REGULATED HOME

Drop in whenever you have time and listen to some beautiful records played on the Victrola. Then pick out at your leisure, from our large stock, others you would like to have played.

The newspaper advertising of the firm is equally dignified in tone and stresses quality above all. A recent double column ad, with an abundance of white space, advised:

The merchant who is always talking about the cheapness of his wares is apt to be selling cheap goods.

WE TALK QUALITY

when talking about our Talking Machines
Come! Look! Judge!
At the same time, if you want to compare prices for like quality, we are not afraid of results.

"You will note that we do not quote prices, either in our printed ads or in our displays," said the manager. "We aim to impress upon prospective patrons first of all that it is best to get a GOOD machine, one that is in harmony with the furnishings, and that it will be a pleasure to hear day after day. Then, when we have thoroughly sold them on quality, we quote the price, and this is usually an agreeable surprise, as we are no higher than other firms who are continually harping on prices."

Windmill Display

Anything in motion always attracts, and this fact led McNeil & Co., Stockton, Cal., to originate a window display that gained them considerable publicity. In the background were placed branches, and in front of them a cardboard windmill with arms three feet in length. To each arm was fastened a number of the late records, with the name and price of each, and as the arms slowly revolved, half a dozen new records were brought into view. Down the front of the window was a border of rocks, and between them, each record elevated at an angle of less than forty-five degrees, were two long rows of vocal and instrumental records, which presented the appearance of rippling waters of a stream. To each record was fastened a card with the name and price, and a card suggested:

THE MILL WILL NEVER GRIND WITH THE WATER THAT HAS PASSED

Don't continue to grind out old records, but come in and look over our big assortment, and stock up with a new and fresh line.

Publicity Through Old Machines

A very effective plan for increasing his talking machine sales was recently inaugurated by a Philadelphia music dealer. He inserted an advertisement in the papers, and backed it up with a large card in his show windows, offering one of his latest model talking machines to the person owning the oldest machine. There were scores of responses—which showed that there were lots of people who needed new machines. The name and address of each contender was taken, and when the oldest machine had been determined, a full history of its purchase was obtained. The machine, together with the new model given as a prize, was displayed in the show window, and a cut of the two, together with a human interest story regarding the old machine, was worked into a very effective newspaper ad. The list of people having old machines made very good prospects, and to each of them was sent literature specializing on the good points of the later models, together with the offer to send them a new machine on three days' trial, in order that they might compare it with the one in their possession. "Comparisons are odious," truly said the manager of the talking machine department, "and it was surprising the number of machines that were sold by this plan. People had become so used to their wheezy and cracked machine that they didn't realize how good the new ones were until brought into direct comparison. It was the best sales stunt we have pulled off this season. At least we think so."

INSTALL OGDEN RECORD RACKS

C. E. Bomberger, of Dallas Center, Ia., has just installed a complete outfit of Ogden sectional record racks. Mr. Bomberger is also Mayor of Dallas Center and "His Honor" reports an unusual demand for Victrolas and records. Miss Louise Cartano, Victor dealer at Springville, Ia., has also completely remodeled her Victor department and installed several sections of Ogden cabinets. Both dealers are pleased with the business outlook.

Telephones { 275 276 6890 } Morningside

METROPOLITAN VICTOR WHOLESALERS

REPAIRING
POLISHING
ADVERTISING
SALES-PROMOTION
WINDOW-DRESSING
SIGN MAKING

KNICKERBOCKER

TRADE SERVICE DEPARTMENT

138-140 West 124th Street New York City

Connect your store with the Victor Advertising Campaign on Tungs-tone stylus by using this slogan

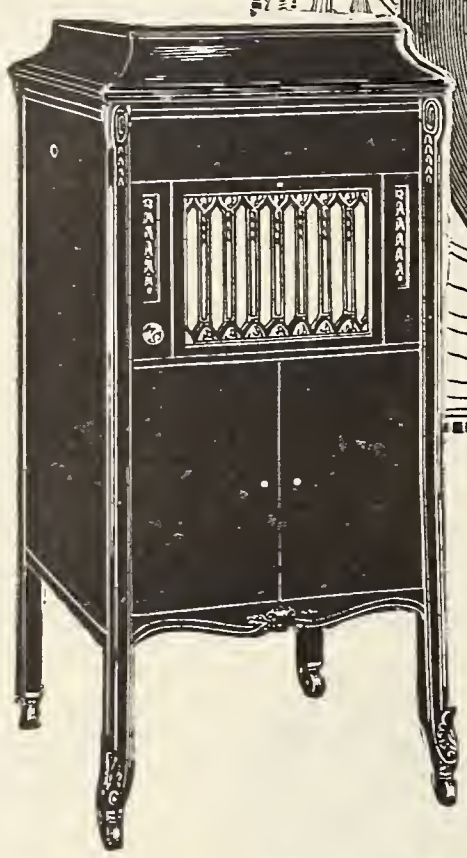
"FOR PERFECT SOUND REPRODUCTION

Play Your VICTOR-RECORDS on the VICTROLA with a VICTOR TUNGS-TONE STYLUS"

The most valuable Advertising Slogan to every Victor Retailer. Use it on the bottom of your letters, on your record delivery bags, on your supplement envelopes, on signs in your show windows and inside your store, on billboards, newspaper ads, theatre curtains, and, in fact, on any other medium available.

YOURS FOR SERVICE

Knickerbocker Talking Machine Co.



"INSTANT SERVICE"

A Distinctive Service on the famous

AEOLIAN-VOCALION

Service to dealers by return express, freight or parcel post shipments of these distinguished products. *The*

VOCALION RECORD

Playable on All Standard Makes of Phonographs

Service in the fulness of its meaning is characterized by our distinctive "INSTANT SERVICE" on all shipments. *The*

MEL-O-DEE MUSIC ROLL

O. J. DEMOLL & CO.

Wholesale Distributors

WASHINGTON, D. C.

Instant Service

Orders sent by return express, freight or mail, day received

In Salesmanship the First Question Counts Most—Make It Win Confidence

By W. Edgar Bates
Reading, Pa.

Not long ago a salesman came into the store and said to me, "You wouldn't be interested in the ——— talking machine, would you?" A perfectly simple question, and the easiest in the world to answer. A short "No" fitted right in with the question—in fact it seemed to be expected!

The mental condition, the spirit in which we approach a prospect, has much to do with the success with which we handle that prospect. If we tackle a sale prepared or expecting to be turned down, why, of course, we'll be turned down! Many people are naturally backward upon any point requiring a definite decision. They may want a talking machine, may desire it above all things, but are too prone to consider the expense or some sacrifice involved. If we put the question to them half-heartedly, so that their answer is prepared for them, the sale naturally will not be made. We have made up the prospect's mind for him, have helped him to decide the question along the line of least resistance.

If the salesman had said, "This ——— talking machine is just the thing for Reading, etc.," and then had led up to the point of closing the sale, my refusal would not have been so simple a matter. I should have had to exercise my gray matter thinking up reasons why Reading did NOT need this particular make. The chances are, if it were a really good proposition, I might not have been able to think up a single reason. As a matter of fact, I never had a chance to learn the merits of this instrument. But the big question had been answered before it was asked—right in the salesman's own mind!

Someone has said, "Faith is the lever that moves mountains." How true this is—the red, virile faith that says, "You should," instead of "Would you?"

This faith has two sides. First is your faith in the merchandise you are selling, and then there is that great big confidence—I do not mean over-self-assurance—in your ability to put it across. After all, true salesmanship is making the other fellow feel as you do about the goods that you're selling. You are assured that he should buy—make him see it that way, too! I do not mean that you should appear to dictate, but should state your proposition and lead up to the closing so that the easiest answer is a "Yes," or its equivalent. That is the right kind of a sale—a sale that sticks.

There is no room in the brotherhood of salesmen for the fellow who sells a man something which that man should not have at that particular time. That is simply unloading goods—not selling. It may be clever, may be the result of a lot of brilliant talking—but it is not salesmanship. After that man has bought what he does not want, what he cannot use or cannot afford, how is he going to feel toward the fellow who put something over on him? Is he coming back again, is he going to send his friends to buy? Not by a long shot!

Salesmanship often partakes more or less of hypnotism, and how are you going to hypnotize when you yourself are not under the spell of what you are selling? If we have the utmost faith in our goods, a great big enthusiasm for our line, more often than not we virtually will a "Yes" from our prospect. It would be impossible to get stirred up watching a ball game played by a half-hearted set of players. One would much rather leave the grounds and go home! If I see the salesman before me has little or no faith in his line, why, of course, I am going to see very little attractive about it.

However, watch our step as we will, how easy it is to tumble! Only the other day I found myself saying to a customer, "You don't know of anyone who is thinking of buying a talking machine, do you?" There it was again! the same old question, requiring no effort to answer. After all, it's only a habit, this asking of negative questions. By close application a habit can be overcome. It requires watching and a right about face when we slip.

Let's study our method of selling, remember and repeat the good points—correct and forget the bad features. We can also learn a lot from the other fellow—guard against his mistakes, and copy him when he does well.

Above all, let us approach our prospect with faith and confidence, so that we do not put a refusal into his mouth!

BRUNSWICK SOCIAL CLUB CONCERT

Prominent Artists Heard at Initial Meeting of Brunswick Men Employes

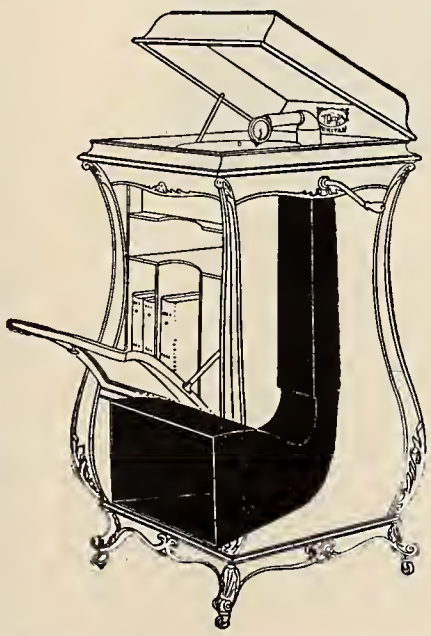
The first get-together meeting of the Brunswick Social Club, which was held early last month in the company offices in Chicago, proved to be the start of a series of very interesting gatherings for the men employes of the Brunswick-Balke-Collender Co. The first meeting was a complimentary evening of music given by well-known artists. Wives and friends were invited and the evening was enjoyed by all. Among the artists appearing at the affair were Miss Mary Welsh, contralto; Arthur Boardman, tenor, of the Chicago Grand Opera Company; Day Williams, 'Cellist, formerly with the Chicago Symphony Orchestra; Carl Marcus, interpretive reader, and Henry Purmont Eames, musical director of Brunswick records. It is planned to hold meetings weekly, and the enrollment of the club is growing rapidly.

It is better to be an active, well-paid canvasser than a poorly paid, inactive salesman in the wareroom.

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

3 for $1.00



Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never heen produced by ordinary phonograph. (Write us for catalog and dealership.)

Special—Player Rolls and Records

Melodee and Universal Player Rolls and Operaphone Records. Latest popular dance numbers, songs, waltzes, etc.—also standard favorites and Hymns while they last—$33.33 per 100, either records or rolls. Order now for your Christmas trade.

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms Counters Racks

Our Specialty—Write for catalog

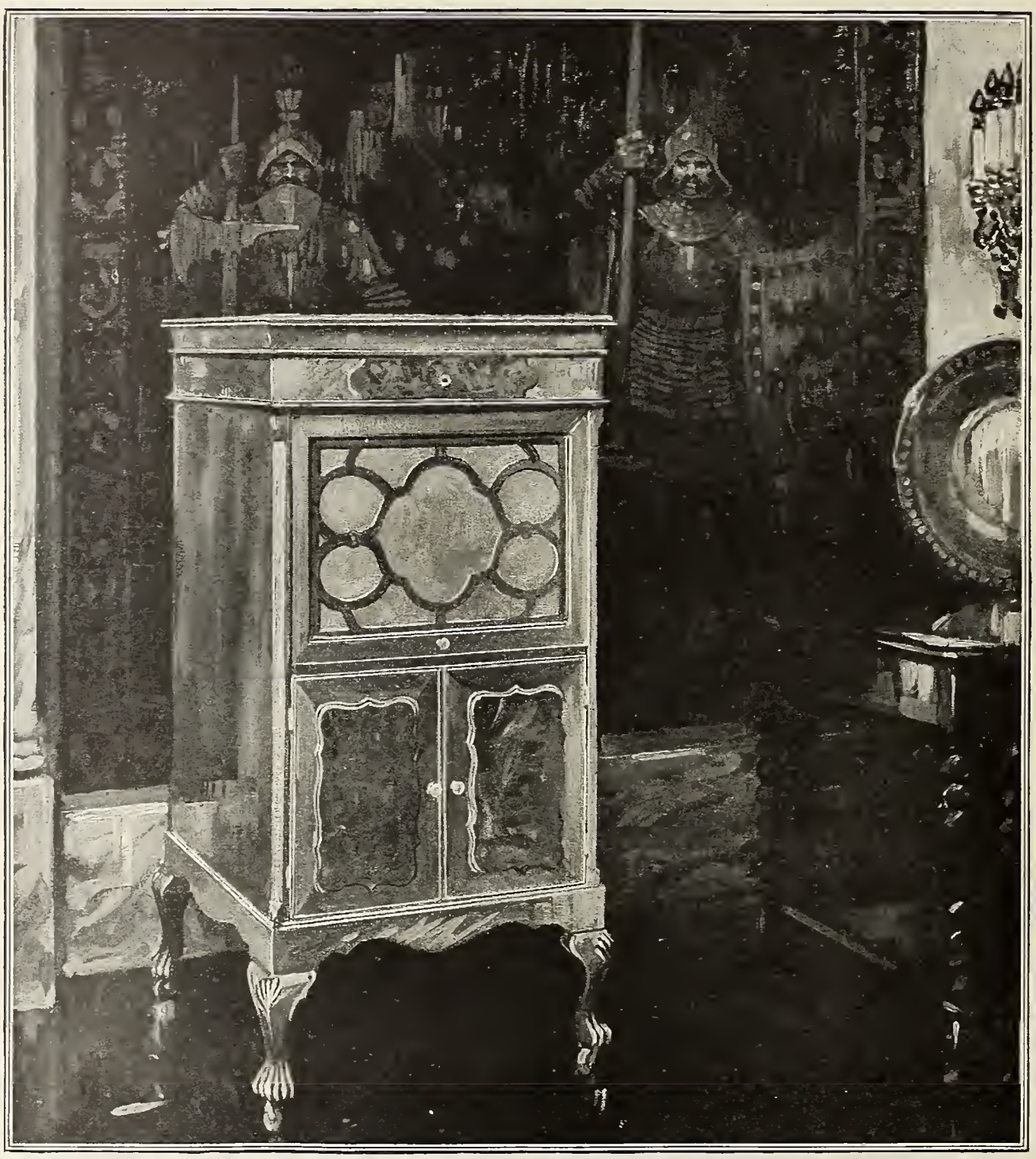
UNIVERSAL DISPLAY FIXTURES FOR YOUR EVERY NEED—40% OFF LIST

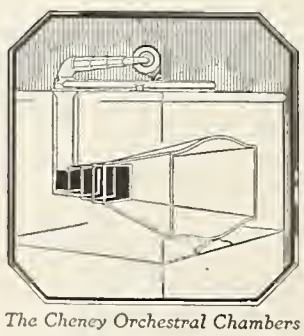
THE REED COMPANY *INC.*

5748-50 Ellsworth Avenue :-: :-: :-: Pittsburgh, Pa.

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES





The Cheney Orchestral Chambers

The Sales Value of The Cheney

Music dealers who sell The Cheney accredit a large portion of their sales success to the fact that the complete instrument is built in the Cheney factories, where unvarying quality and accuracy of construction are maintained. The period style cabinets are fashioned with rare beauty and skill. Matching this is the perfection of the tonal system and the purity of the tones it plays. These facts, set forth by distinctive advertising, have given The Cheney unusual sales value

THE CHENEY TALKING MACHINE COMPANY · CHICAGO · NEW YORK · DEALERS EVERYWHERE

FOR the information of the trade in general, we take pleasure in announcing that plans for reaching a broader market have now been matured.

As the result of our long continued efforts to meet the tremendous demand for Cheney Phonographs and our rapid development of plans for their future manufacture and marketing, we now feel in position to assure the trade an uninterrupted supply of Cheney instruments at all times.

We take this occasion to acknowledge our appreciation of the public's unqualified approval and acceptance of The Cheney.

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES

CHENEY TALKING MACHINE COMPANY · CHICAGO · NEW YORK · DEALERS EVERYWHERE

Columbia Records Grafonola

"Fair One" and "Gypsy Moon" are two of the catchiest fox-trots that Ted Lewis' Jazz Band ever unloosened. Everybody's going to hum them after they hear them. A-2998.

Columbia Graphophone Co.
NEW YORK

Why Not Turn the Spotlight on Your Efforts?

Written for The World by B. J. MAY

"Something for you?" That is heard every day, and undoubtedly heads the list of foolish questions. Of course the customer wants "something" or why should he come into your store?

Close cousin to the above is the query, "What kin I do for you?" If customers wish to reply in the same strain they would say, "You can't do nothing for I." Why not say, "Good morning, can I be of service to you?" or "What is your pleasure to-day?"

The expression (supposed to be a clinching argument), "I like that machine myself," or, "I have that very same model in my home," is the height of poor salesmanship, for the customer is not buying to suit your taste, but his own. What may please you may not appeal to him.

Sure death to sales efforts is the cocksure air some storekeepers assume when a customer enters. Their very air seems to say: "Now get ready to buy and buy quickly, for I have not much time to waste on triflers."

Remember you will find two sorts of customers—those who rely on their own knowledge of merchandise and those who depend upon the sales person.

How are you going to recognize them? Sometimes the customer tells you by asking a question. Sometimes you find out for yourself by volunteering information.

After the sale has been made and you have handed the customer the change, comes the momentary gap in the conversation, that lull in the bargaining sense which always reminds one of a ship whose engines have stopped and which, momentarily, seems without a guiding hand. Watch his face as you wait upon a customer and notice the effect of your talk and the manner in which you display your goods. Put yourself in the customer's place and see if you would be satisfied with the way you have made the sale.

UDELL

The Standard of Cabinet Quality

The Udell Works
1205 28th Street
Indianapolis, Indiana

LIVE NEW VOCALION DEALER

Ginsberg Furniture Store, Des Moines, Ia., Plans a Strong Campaign on That Line

Among the many new agencies for the Aeolian-Vocalion recently established in the Middle West is the Ginsberg Furniture Store in Des Moines, Iowa.

This business was originated by L. Ginsberg thirty-two years ago in a very small way. As the sons grew up they entered the business and in 1915 the firm was incorporated as L. Ginsberg & Sons. In 1916 the present building on Walnut street was erected with a foundation constructed to hold twelve stories.

The firm is what is called a close corporation, as all stock is owned by L. Ginsberg and four sons. Their volume of sales has increased 400 per cent in four years. They are enthusiastic about the Vocalion and have an elaborate campaign on the way for this Fall and Winter.

NEW "LUCKY 13" CATALOG

The Lucky 13 Phonograph Co., whose executive offices are now at 503 East Nineteenth street, and whose factory is at 314 Avenue A, New York City, has just forwarded to the trade a new catalog covering the various products manufactured and distributed by that organization.

The "Cleartone" line of machines, which the company manufactures, is given a prominent position in the new booklet, and reproductions of the various models appear. Illustrations also of a number of talking machine motors are shown, as well as some representative tone arms and sound boxes. Talking machine accessories as well as small parts are included in the list, and the prices of the products also appear.

APPOINTED ARTO DISTRIBUTOR

The Fulton Talking Machine Co., 255 Third avenue, New York, has just been appointed a distributor of Arto records, manufactured by the Arto Co., Inc., Orange, N. J. These records are distributed in conjunction with the Arto word rolls, a product of the Standard Music Roll Co. of the same city.

The Fulton Talking Machine Co. has some special sales plans which are being forwarded to the trade. In addition samples of the products are sent to interested dealers.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
263 SUSSEX ST., NEWARK, N. J.

No Change in Quality

The very quality that made BRILLIANTONE NEEDLES the world standard by which all steel needles are judged is the exact same quality that is being put into them to-day.

The fact that W. H. BAGSHAW CO. are the manufacturers of BRILLIANTONE STEEL NEEDLES is certification of their high quality and superior workmanship. Our confidence in the satisfaction to both dealer and customer is best evidenced by our MONEY BACK GUARANTEE.

Write for samples and prices to your nearest distributor
If he cannot supply you, write direct to us

SALES AGENTS

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

347 FIFTH AVENUE, AT 34th STREET NEW YORK SUITE 1003

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

Electric Signs Are a Vital Business Asset

By EINER GRAFF

With some electric fans still buzzing to relieve the oppressive heat and humidity during October we will frankly admit that it requires effort to imagine a street filled with men, women and children wrapped in furs and heavy overcoats, their breath freezing, all carrying bundles, hurrying to and fro to purchase Christmas gifts.

Christmas shopping differs from general shopping in that it is not confined chiefly to women. The fact that the things bought are to be gifts—pleasant surprises for friends or relatives—makes it imperative for men as well as women to shop. Most men are employed during the day and have little time to shop except during evenings. In order to accommodate them most stores remain open several weeks before Christmas.

Christmas has always been a period of good cheer. Long before the advent of Christianity festivities were held at Christmas time in Northern Europe. It is a brief period of the year when our unselfish and generous impulses are supposed to dominate our actions and thoughts. The spirit is "good will towards men."

Our aim is to make others happy. Our psychological make-up is such that we associate cheer with light and brightness. Places for merry-making are brilliantly lighted. We always have more courage and cheer on a bright morning when the sun has risen than after the sun has set.

If there is not an attractive electric sign in front of your place of business now you are losing the advertising value that an electric sign could give you. This may mean the loss of many dollars in potential profits. An electric sign would draw to your store the Christmas crowds bent on purchasing goods. They would be attracted to it by brilliancy of the illuminated sign.

Blue and white porcelain-enameled steel signs can be seen satisfactorily either by day or by night. They are visible at a considerable distance from your place of business and will attract the attention of hundreds of persons. The sign also serves to identify your business place—it acts as a guide post. It is not uncommon for persons in giving direction for finding a place to advise to "look for the sign." Porcelain blue and white enameled steel signs do not fade and they last indefinitely.

Be prepared for the crowds of Christmas shoppers. Add to the Christmas cheer. Brighten your business front with an electric sign.

PENN-VICTOR DOGS SAVED THE DAY

Crowds at Mayer Opening Get Souvenirs, Due to Efficiency of Knickerbocker Service

The Penn-Victor miniature dogs through the medium of the Knickerbocker Talking Machine Co. came to the rescue of A. H. Mayer at the recent opening of his attractive new warerooms at Fifty-second street and Ninth avenue, New York City, which was referred to in last month's World. About 8:30 p. m. on the opening day the place was crowded to the sidewalk, and, although souvenirs to commemorate the opening had been ordered, they had not arrived. It luckily happened that A. Davega, vice-president of the Knickerbocker Talking Machine Co., Victor wholesaler, and M. Berlow of the sales staff of that company paid their respects to Mr. Mayer at that time and the latter confided his trouble to the two representatives of the Knickerbocker Talking Machine Co., who immediately demonstrated Knickerbocker service by jumping into their auto and returning to Knickerbocker headquarters, where they loaded up the car with Penn-Victor dogs. They arrived back at Mayer's warerooms at 9:15 and found the crowd bigger than ever. In order to keep the crowd moving and allow the others to inspect the new warerooms, the reverse of the usual procedure was followed and Mr. Mayer announced that everyone would receive a Penn-Victor dog as they left the warerooms. The opening was a huge success and the service of the Knickerbocker Talking Machine Co. in the emergency was much appreciated by Mr. Mayer.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:
Geo. Mittleman, 200 Fifth Avenue, N. Y.

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Why Brunswick dealers are optimistic

Because they realize that they have by far the most profitable phonograph and record franchise obtainable today, and the one with the greatest future.

Because in the Brunswick Ultona, the Brunswick Oval Tone Amplifier, and the unrivalled excellence of the Brunswick cabinet, they realize that they have the most exclusive and the most compelling selling arguments in the phonograph world.

Therefore they are looking forward to a record volume of business this season. And so we look for those Brunswick dealers who are fully prepared, who have taken advantage of our various co-operative sales helps, and who are willing to go out after the business, to have the biggest year they have ever had.

Times have changed. There is no longer a seller's market. Business must be solicited, but there is lots of it there for the aggressive dealer.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

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

New England Distributors: Kraft, Bates and Spencer, 156 Boylston St., Boston, Mass.

The two features that won for Brunswick

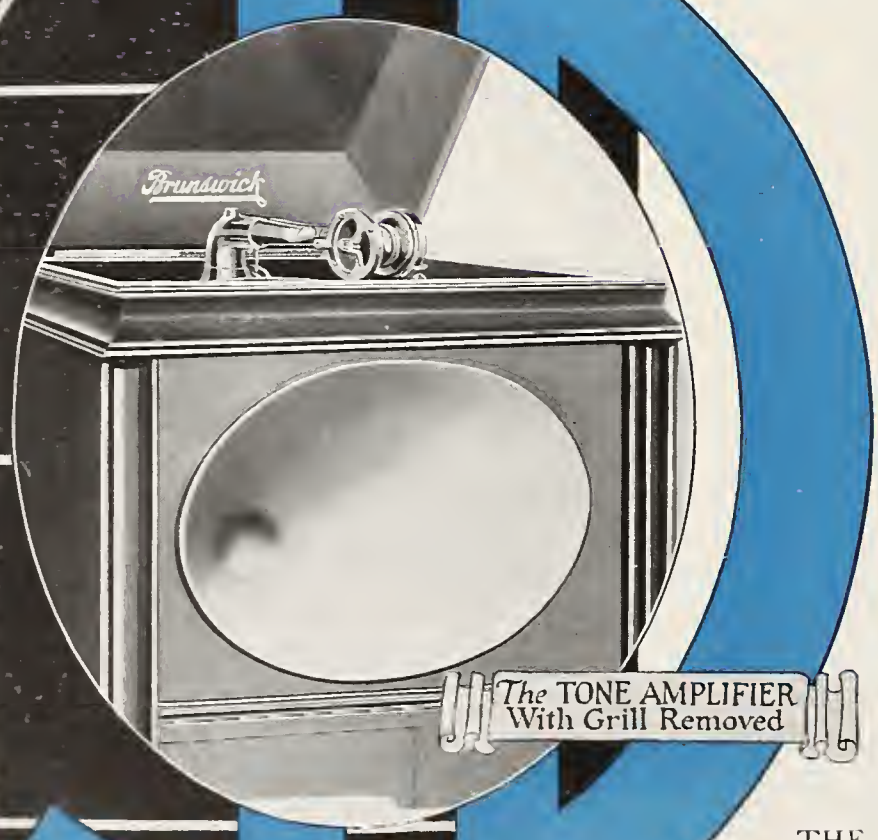
In these two exclusive betterments Brunswick achieved what all phonograph makers have sought for years.

The first, the Ultona, is a playing arm which enables you to play any make of record with equal facility. It plays all records just as they should be played, including, of course, Brunswick Records.

It can be said, with truth, of several phonographs, that they can play any make of record. But in all cases except that of The Brunswick this statement implies some bothersome attachment.

The Ultona is an integral part of The Brunswick. There is nothing to take off or put on. And the Ultona is counterbalanced, doing away with those defects in reproduction which come from too much rigidity.

The second big feature, the Brunswick Oval Tone Amplifier, is an all-wood tone chamber, seasoned and moulded by a special process. It is made light and resonant, like a violin. It allows sound waves to expand and amplify in a natural manner, because it obeys laws of acoustics not thoroughly considered by old-time methods.



These two improvements combine to make the Brunswick Method of Reproduction unique in the phonograph field. They bring new tone standards. Harshness and metallic noises are effectually banished. Tones are clear, sweet and penetrating. Syllables are distinct and the most delicate shadings of tone are faithfully reproduced.

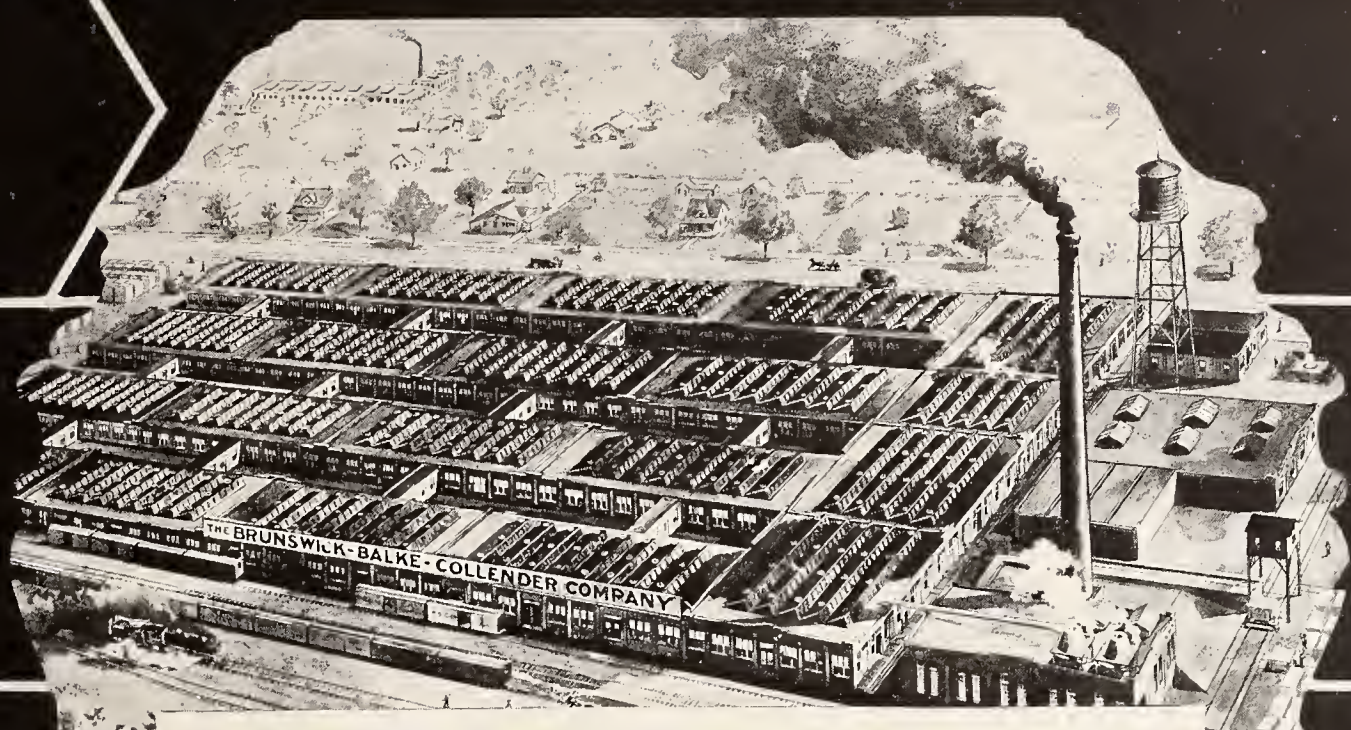
The Brunswick is the last evolution of the phonograph, the instrument of today and tomorrow. Brunswick dealers are building a business upon unshakable foundations.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 South Wabash Ave., Chicago

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

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

New England Distributors: Kraft, Bates and Spencer, 156 Boylston St., Boston, Mass.



Above—Brunswick Phonograph factory at Dubuque, Iowa. Other Brunswick Phonograph factories—Muskegon, Mich.; Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.; Toronto, Canada. Record factories—Long Island City, N. Y.; Jersey City, N. J.

Brunswick

PHONOGRAPHS AND RECORDS

56 Publications

24,000,000 readers every month

Ask the average man to name all the phonographs he ever heard of. He will probably name half a dozen. They are the well-advertised phonographs.

Those in the trade know that there are a hundred or more. But the people have never heard of them.

People nowadays have many things to claim their attention. Many are naturally inclined to delay and forget. They require some incentive to prompt action and decisions.

Brunswick advertising gives them that incentive. It moves them before they hear The Brunswick. Brunswick advertising has always been educational. It explains just how finer tone is obtained in The Brunswick.

People are constantly interested in something better. The betterments in The Brunswick are of such a radical nature, the differences are so great, that people are quickly fascinated by The Brunswick story.

And The Brunswick lives up to its advertising. The superior quality of Brunswick tones is evident to anyone who makes a comparison.

Behind every Brunswick Phonograph and Brunswick Record stands the force of our tremendous advertising campaign.

The Brunswick dealer begins business with a proved proposition. There are no elements of uncertainty. His success is assured by the success of The Brunswick.

Brunswick has never been associated with the ordinary. Brunswick could do no less than make a super-phonograph.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

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New England Distributors: Kraft, Bates and Spencer, 156 Boylston St., Boston, Mass.

Brunswick

Brunswick Record Plant, Jersey City, N. J.

Artists and organizations making Brunswick Records

Mario Archer Chamlee
Leopold Godowsky
Max Rosen
Virginia Rea
Theo. Karle
Dorothy Jardon
Marie Tiffany
Richard Bonelli
Elizabeth Lennox
Irene Pavloska
Elias Breeskin
Irene Williams
James Sheridan

Al Bernard
Ernest Hare
Ida Heydt
James Congdon
Elliott Shaw
Fred Van Eps
Rudy Wiedoeft
Arthur Fields
Thornely Crane
Chas. Hare
William Robyn
All Star Trio

Isham Jones Rainbo Orchestra
Green Bros. Novelty Band
Vernon Trio
Criterion Male Quartette
Collegiate Choir
Shannon Four
Toots Paka Hawaiians
Elshuco Trio
Carl Fenton's Orchestra
Palace Trio
Brunswick Military Band
Green Bros. Xylophone Orchestra
Paul Biese's Novelty Orchestra
Rodemich's Orchestra

Brunswick Records themselves will show you how the Brunswick Studios have overcome scientific and mechanical difficulties in securing faithful reproduction of the talent of the artist.

They can be played on any instrument using steel or fibre needles.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

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

New England Distributors: Kraft, Bates and Spencer, 156 Boylston Street, Boston, Mass.

FEATURES PERIOD DESIGNS

November Edison Display Material Links Period Cabinets With Fine Furniture

In their national magazine advertising for November, the Edison Laboratories depart from their interesting series of events proving the realism of the New Edison, and say something about good furniture and Edison cabinets.

Interlocking with this very seasonable advertising subject, the November Edison window display sets forth the beauty of Edison cabinets and invites inspection. The center piece of the display resembles a wooden panel of oak. The inscription is in imitation carved letters that appear to be actually carved into the background. The side panels are perfect enlargements of the very fine Davenport illustrations used in the magazine advertising. The coloring is a scheme of light tints that creates a delicate and very unusual effect. The side panels of this display are exceedingly ornamental and will probably be preserved by Edison dealers for interior store decoration.

Edison Window Features Period Cabinets

JACOBS INCORPORATES IN DOVER

Jacobs is the name of a new concern which has been incorporated under the laws of Delaware to sell talking machines. The capital is $75,000 and the incorporators are Samuel Shusman, David Slumm, Darby, Pa., and Joseph Jacobs, Philadelphia.

McLOGAN-PEARCE CO.'S NEW STORE

Clyde Trowbridge to Manage Third Store of Peninsular Music House

CALUMET, MICH., October 18.—The McLogan-Pearce Music Co., Houghton County's well-known music dealer, has announced that arrangements have been practically completed for the opening of the new store at Iron Mountain, which will make a chain of three business places conducted by this concern in the upper peninsula.

This new retail music store will occupy a building on Ludington street, the main business street in the city, and will be made the chief musical center of that district. The store will occupy two floors, thirty by sixty feet, and will carry a large line of talking machines and records, as well as pianos and general musical merchandise.

The new store will be under the management of Clyde Trowbridge, one of the most capable piano men in the upper peninsula. Mr. Trowbridge, who has had charge of the Hancock store, will take up his new duties about the first of November.

FLORENCE EASTON AS SOLOIST

Florence Easton, the distinguished prima donna soprano of the Metropolitan Opera Co., and noted Vocalion record artist, has been engaged by the New York Symphony Orchestra under Walter Damrosch, as the first soloist of the season on Sunday afternoon, November 7. Miss Easton has been winning triumphant successes in leading roles with the Scotti Grand Opera Co., now on tour.

The Victor talking machine dealers of Peoria, Ill., are looking forward with a great deal of interest to the concert of the Eight Victor Artists, who will be heard in concert in that city on October 25 and 26.

In order to make your advertising really pull, you should see that your salesmen push.

A "Sure Results" Sale Plan
FREE
and
SUPERB QUALITY
make the
LAWSON

"The Dealer's Delight"
Manufactured by piano makers of 40 years' highest standing, experts in tone production and mechanical detail.
Every LAWSON PHONOGRAPH is finished and polished like the finest pianos.
LAWSON dealers have exclusive territory and biggest direct-from-factory discounts as well as real service.
Write today to
Lawson Piano and Phonograph Corp.
Office and Factory
2572 Park Avenue, New York City

CLAUDIA MUZIO BACK IN U. S.

Prominent among those who arrived in New York on October 22 on the S. S. "Martha Washington," from Rio de Janeiro, was Claudia Muzio, who, it is said, has signed up to sing exclusively for the Edison phonograph.

Miss Muzio has been in South America since June, where she went from Paris. Her first New York appearance will take place on October 31, at Madison Square Garden, when she will participate in an interesting program.

Never wink at the overcharging of a customer. Reprove an employe as quickly for an error in your favor as for one in favor of the customer.

The Schmelzer Company
Kansas City, Missouri
Exclusively Wholesale
Victrolas and Victor Records

Invincible

Italian Renaissance, Verona

Minuet

The instrument that holds the leadership!

SONORA has more important features of construction than any other phonograph. Note for example, that Sonora uses an ALL BRASS tone arm instead of an inferior-toned cheap, porous, brittle, zinc-lead-tin casting. Also observe that Sonora cabinet sides are ¾" thick instead of ⅜" like most other makes of phonographs.

These are two of many details on which Sonora is spending this year over one million dollars more than most other manufacturers in order to secure the very highest quality, and Sonora's quality is never slighted in order to speed production.

While sales of other phonographs may have lagged, Sonora has never had the least difficulty in disposing of its entire output and has never been able to satisfy completely the waiting dealers.

Sonora's many models offer the widest range of selection and through heavy, continuous and distinctive advertising, Sonora is favorably known to millions of prospective buyers.

This season's increased production may enable us to add more dealers. If you are interested in handling The Highest Class Talking Machine in the World we suggest that you take the matter up at once.

The phonograph that sells easily for cash and keeps bank balances high, is the

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Nocturne

Sheraton Kenilworth

Grand

Write today to the jobber covering your territory regarding a Sonora agency

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

Gibson-Snow Co.,
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N. J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

The Magnavox Co.,
616 Missiou Street, San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

Sonora Distributing Co. of Texas,
Dallas, Texas.
Western part of Texas.

Sonora Phonograph Co., Inc.
279 Broadway, New York.
Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,
310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kans.
Southern part of Kansas, Oklahoma (except 5 N. E. counties), aud Texas Panhandle.

C. L. Marshall Co., Inc.,
82 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Bldg., Toronto, Canada.
Canada.

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

Smith, Kline & French Co.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey south of and including Trenton, Virginia and West Virginia.

Strevell - Paterson Hardware Co.,
Salt Lake City, Utah.
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

The Highest Class Talking Machine in the World

Licensed and operating under BASIC PATENTS of the phonograph industry

Bargain Competition

THE Stephenson Precision-Made Motor does not enter into bargain competition. It stands squarely upon merit. During this period of reconstruction, the price of the Stephenson Motor will be determined by the same policy that has always determined its price. A policy that expects equitable return for capital invested and effort expended; a policy that demands that one hundred percent value be given for money received; a policy that states that always shall price be governed by production costs.

At present no reduction in price of the Stephenson Motor is contemplated. For Stephenson inventories today are held at less than present day market values; Stevenson labor today is paid a wage consistent with present day living costs.

The Stephenson Motor was not designed as a bargain motor, but rather as a Precision-Made Motor. It is not manufactured today as a bargain motor to meet bargain competition and never shall be.

STEPHENSON DIVISION
DE CAMP AND SLOAN, INC.
1 West 34th Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

Catering Intelligently to the Needs of the "Particular" or "Fussy" Customer :: By A. A. Shaw

It is conceded by the majority of dealers and salesmen that the record department of their business is invariably the most "trying." In the hurry to attend to many customers, it is sometimes a little annoying to a dealer to meet one who is exceedingly "particular" about details. He is apt to style such a person as "fussy" or "cranky." Yet that very customer, fully satisfied, may, and probably will, prove a more valuable asset to the dealer's business than one who is not disposed to be "particular."

The shrewd business man is he who can handle his customer's peculiarities with the utmost ease, deliberation and respect. A little study of human nature will show that the "fussy" individual is usually the most talkative one when fully satisfied and that talk is more than likely to be in praise of a house that gave him, or her, the most careful consideration.

A well-known and successful business man in New York has instructed all of his clerks to call him whenever they get hold of a "fussy" individual. No matter how busy he is he arranges to wait on the "particular" customer, and so skillfully does he handle him that eventually these "fussy" customers are turned over one by one to "Mr. Smith" or some other patient salesman (who realizes the difficult, or responsible, task of being very considerate) with the result that the record business of this house has grown to large proportions because of the entire satisfaction everyone receives who deals with it.

One of the great steamship lines between New York and Southampton has issued a series of printed instructions to all its employes aboard ship, and the dominant note is summed up in these significant words: "The patrons of this line pay your salary and mine; there could be no . . . steamship line without patrons, therefore it behooves every employe from the lowest to the highest to treat every patron with the utmost respect and attention, and never enter into any dispute. If a difficulty arises immediately seek a superior officer and introduce the patron to him, and let no word or look show anything but courtesy and respect."

In the talking machine industry it is equally true that a satisfied patron is a valued asset. It pays to satisfy every customer. If you have sold a machine, follow it up and see that it is giving satisfaction. If you get a hurry-up request by telephone or otherwise, you should follow it up yourself later in the day; see that it has been filled. If the party has a telephone, call him (or her) on the phone and see that satisfactory service has been given. If certain records are wanted on a particular day or hour follow them up; see that there is no slip up in the service. Particular requests should never be lost sight of until satisfaction is absolutely insured, and every detail carried out to the letter.

Sometimes it may seem that these little matters are not worth the care and attention of those who occupy responsible positions in the house, particularly when the busy season is on. But that is a mistake—they are highly important. A personal touch, a personal message from someone occupying a responsible post, makes the customer satisfied. It creates a confidence in the house that nothing else can do.

The Customer Who Is Fully Satisfied Will Always Prove a Most Valuable Asset to a Dealer's Business

Another feature that a satisfied customer appreciates is to have some forethought of his or her needs. If you know of some reason why a certain record will be acceptable on a specified occasion let your forethought be brought to the patron's attention and ask if it may not be included in the order or sent by special order. In fact, there are a hundred and one ways of studying how to make satisfied customers, and it is just as essential to the success of a business as it is to study how to keep a good balance at the bank. The latter is impossible unless your customers are satisfied.

In the rush of business for the past few years when demand exceeded supply, there was a tendency on the part of many salesmen to be indifferent to customers' needs. It was not the case of giving the customer what he wanted, at least in records, but to supply what was in stock. The situation has now changed, and the store that is going to hold trade and augment it is the one that has made it a point to cater to the needs of "particular" customers, and to cater to them intelligently.

HAYNES DISPOSES OF INTERESTS

Richmond Edison Jobber to Retire From Active Business—Long With Edison Organization

C. B. Haynes, president of the C. B. Haynes Co., Inc., Richmond, Va., and an Edison jobber of many years' standing, has sold out his interests in the business to E. Bowman, until recently secretary and treasurer of the company, any will retire from active business.

Many years ago Mr. Haynes entered the Edison organization in the capacity of traveling representative for the National Phonograph Co., as the Edison Laboratories were known before Thomas A. Edison, Inc., came into being. In 1907 he entered the jobbing business and established an organization in Richmond, which is the same from which he now retires.

Mr. Bowman has been associated with Mr. Haynes for a number of years and needs no introduction to the Edison trade in his territory.

CHANGES IN MERIDEN STORE

Thos. H. Woolley Adds New Booths for Columbia Demonstration—M. R. Reinholdt Now in Charge of Repair Department

MERIDEN, CONN., November 3.—The Grafonola store of Thomas H. Woolley, 71 East Main street, has been undergoing several changes. On one side of the store a number of soundproof booths have been built, and each comfortably furnished for the convenience of customers who wish to select records in private.

Mr. Woolley has secured the services of M. R. Reinholdt, formerly mechanical instructor and automatic stop expert of the Columbia Graphophone Co., to take charge of the repair department of the store.

HERE IT IS
The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES $8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

MODERN QUARTERS OF R. MONTALVO IN NEW BRUNSWICK

Twenty Soundproof Booths, Commodious Auditorium, Children's Room and Rest Rooms Among Features of New Establishment in New Jersey—A Story of Successful Business Building

What a live dealer can accomplish in the development of a talking machine business in a moderate-sized city is well illustrated in the case of Ramon Montalvo, of New Brunswick, N. J., who some weeks ago held the formal opening of his elaborate new Temple of Music in that city. Mr. Montalvo started in business in New Brunswick in a very modest way only a few years ago, and through the adoption of modern business methods, and the display of an aggressive spirit, soon found things coming his way. Constant expansion has been the result, and the new Temple of Music offers concrete evidence of his success.

The new building at 101-107 Albany street has an impressive front, and the interior is equipped in a most elaborate manner with a battery of twenty soundproof booths for the demonstration of machines and records, commodious and artistic display rooms, a recital hall, forty by eighty feet, seating several hundred people, and a number of special features, including a special children's room where the little ones may hear and select suitable records. There are also two attractively furnished rest rooms on the first floor, one for men and one for women.

Of the soundproof demonstration rooms five are fitted up in accordance with period styles, such as Adam, Colonial, Gothic, etc., to be used for the display of period model machines of those styles. The recital hall is so arranged that the chairs can be cleared away and the floor used for dancing. Magnavox transmitters have been installed in the auditorium in order to amplify the talking machine music for dancing purposes.

A well-equipped repair department has been installed in the building to take care of the repair work of the main store and branches, and this with elaborate offices completes the equipment.

1. Ramon Montalvo in His Office. 2. Auditorium. 3. Children's Room. 4. The Store Proper. 5. Main Showroom

The Temple of Music features Victor, Edison and Vocalion machines and records. The Aeolian line of pianos and Pianolas is also handled, as well as music rolls and sheet music. Frequent recitals are given to acquaint the public with the new things in the record and roll lists, and those conducting musical affairs in general are encouraged to use the recital hall. Mr. Montalvo has built his business on the basis of service, and at the present time has a fleet of nine automobiles making deliveries in and about New Brunswick and taking care of the requirements of his branch stores in Perth Amboy and Plainfield, N. J.

Mr. Montalvo is fortunate in having an efficient staff to assist him in carrying on the business. E. D. Coots is the store manager, R. W. Cowdrill is manager of the sheet music department and Miss Evelyn Beel has charge of the record department.

ELIZABETH ASSOCIATION SUCCEEDS

Every Dealer in City Now a Member—C. M. Tremaine Addresses the Last Meeting

Elizabeth, N. J., October 30.—At the last meeting of the recently organized Music Merchants' Association of Elizabeth, it was announced that everyone of the seventeen dealers in the city had become affiliated with the Association and that a constructive program of association work was being formulated.

The speaker of the evening was C. M. Tremaine, director of the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce. Mr. Tremaine, in the course of his talk, emphasized particularly the necessity of concentrated effort on music advancement just now to counteract the effect of the apparent slowing down of business.

Mr. Tremaine told of the work of his Bureau, and urged that a music memory contest be started in Elizabeth. The local music merchants are at present planning to make use of the co-operative advertising campaign inaugurated by the Bureau.

MAKING PARROTS MORE VERSATILE

Now they are teaching a parrot to talk more profusely by listening to a talking machine record. When the time comes and the master of the house can no longer stand the same old parrot line of talk, he has a new record made with appropriate sentiments recorded thereon and places it on his machine. The instrument is then placed near the parrot's cage and the lesson begins and is repeated until the bird is educated. What next?

Write for details, prices and exclusive selling arrangements on Peerless Big Ten—send in the coupon—today.

P. A-1
Gentlemen:
Please write me fully about Peerless Big Ten and quote prices.

Name .....

Address .....

Town .....

ANNOUNCING

PEERLESS BIG TEN

A full-sized, twelve-inch album to take ten-inch records and maintain uniformity in the record compartment of fine phonographs that have twelve-inch shelves.

Not an album of ten-inch leaves in a twelve-inch binder but one actually built up to the large size throughout, in a scientific and practical manner.

The ten-inch record sets into an individual compartment in the twelve-inch leaf, fitting as snugly as a lady's glove.

Peerless Big Ten lies perfectly flat when opened at any page, is doubly reinforced at the backing, and is otherwise typical of Peerless quality.

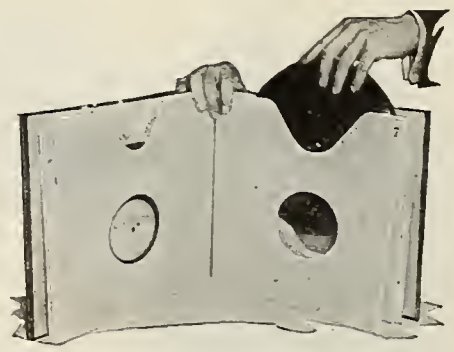
Dealers: Here is your chance to appeal to the large majority of your record customers who buy popular, ten-inch records.

Manufacturers: Why not remove the last objection to your instruments which now contain only the large albums?

PHIL RAVIS, *President*

Peerless Album Company

43 to 49 BLEECKER ST., NEW YORK CITY



REPRESENTATIVES:

BOSTON
L. W. Hough, 20 Sudbury Street

CHICAGO
W. A. Carter, 57 E. Jackson Blvd

SAN FRANCISCO
Walter S. Gray Co., 942 Market St.

TIME FLIES

"thus sang Omar as he smote his bloomin' Lyre"

▼ ▼ ▼

ARE you going to be able to meet competition this Holiday Season?

AND will the line you carry be able to give you your share of the Phonograph Business?

The new Vocalion Lateral Cut Records—
the new Vocalion Period Models—
the prestige and the national advertising of

The AEOLIAN COMPANY

all go to make a Vocalion dealer's franchise an extremely valuable one.

THE AEOLIAN COMPANY
529 South Wabash Avenue
Chicago, Ill.

The World's Largest Manufacturers of Musical Instruments

Just tear off this corner—fill in and mail

The Aeolian Co.,
529 So. Wabash Ave.,
Chicago, Ill.

Gentlemen: I am interested in your dealer's proposition. Please send me complete information.

Name .....
City .....
State .....
Date .....

WILLIAM WALTER DINWIDDIE DIES

Was Associated for Thirteen Years With Thos. A. Edison—A Noted Astronomer and Engineer—Born in Charlottesville, Va.

William Walter Dinwiddie, who was associated with Thomas A. Edison in experimental work for more than twelve years and who, at one time, was division manager of the disc recreation manufacturing division at the Edison Laboratories, passed away early last month at St. Mary's Hospital, Orange, N. J., following an operation.

Mr. Dinwiddie was also, at one time, an expert astronomer in the United States Naval Observatory at Washington, D. C., and, in 1903, was a member of an official expedition to Sumatra, where instruments he devised were used in making photographs of an eclipse. He was a member of a similar expedition to Spain in 1904.

Mr. Dinwiddie was born in Charlottesville, Va., and was educated at the university of that State. He was also a member of the American Society of Mechanical Engineers.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

CLOSES GLOVERSVILLE BRANCH

Albany Will Now Be Headquarters of the American Phonograph Co.

The American Phonograph Co., until recently Edison jobber in Albany and Gloversville, N. Y., has permanently discontinued its branch at Gloversville and the entire business of the jobbing organization hereafter will be conducted from the Albany headquarters. It is the belief of the company that the consolidation will result in improved service to Edison dealers located throughout that section.

COLUMBIA DEALERS IN NEW YORK

Chicago Representatives of Columbia Graphophone Co. Visit Eastern Headquarters—Entertained at Banquet and Theatre Party

Twenty-seven Columbia dealers from Chicago territory, accompanied by John McKenna, manager of the Columbia branch in Chicago; F. Blimke, of the Chicago sales staff; L. Sebock, who is in charge of the international records department in Chicago, and J. Kapp, head of the record department, arrived in New York Tuesday, October 12, for a visit to the Columbia executive offices, factory and recording laboratory.

The visitors spent Wednesday at the mammoth Columbia plant in Bridgeport, and attended an informal luncheon at the Hotel Stratfield at which brief addresses were made by the factory executives. The dealers were amazed at the tremendous progress which has been made at the Columbia factories during the past year, and were deeply impressed with the efficiency which characterizes each and every department of the Columbia manufacturing organization.

Thursday was spent at the Columbia executive offices, where George W. Hopkins, general sales manager of the company, and the members of his department conferred with the dealers anent the sales and merchandising situation in their respective localities. The dealers also visited the recording laboratory, and called at Widener's Columbia Shop, Fifth avenue and Thirty-seventh street, one of the finest retail establishments in the country.

On Thursday evening a banquet was held at the Hotel Pennsylvania, at which Mr. Hopkins gave one of his usual effective talks, which was enthusiastically received by the dealers. A theatre party on Thursday evening was the closing number to the dealers' program, which completed a visit that was replete with practical value for every dealer who was able to make the trip.

HE SHALL NOT PASS

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employes What a prize combination for repelling trade!

Cultivate the idea of faith in your own ability to sell. Have quiet confidence but no cheek of the brassy kind.

THE
Fletcher Alltones Needle

Each Needle Plays Loud, Medium or Soft

This is the only semi-permanent needle made which has ALL TONES in one

Patent Pending

Retail Price per card of four needles . . 25c.
Boxes of 100 cards to dealers $15.00
Less 2% for cash with order

Valuable Selling Helps Free to Dealers

Send order for trial box of the Highest Class Needle Made

Soft Medium Loud

POSITIONS FOR PLAYING

Valuable Territory Open For Responsible Jobbers

For information, samples or orders address

In New York Territory order from our jobber
Andrew H. Dodin
Incorporated
28 Sixth Ave.
New York City

Fletcher Alltones Needle Co., Inc.
205 Travis Street
San Antonio - - Texas

ACME-DIE
·CASTINGS·
ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

Columbia Records Grafonola

Here's *the* Christmas song of the year, "Holy Night, Peaceful Night," sung by Jeanne Gordon. It's the season's song to round out Christmas cheer. Order today. Columbia 79373.

Columbia Graphophone Co.
NEW YORK

NO PRICE REDUCTIONS

Columbia Co. Notifies Dealers That No Decrease in Grafonola Prices is Apparent at the Present Time—Branch Managers in Town

Columbia dealers were notified recently by the general sales department of the Columbia Graphophone Co. that there was no prospect of any change in the price of Grafonolas, at least up to January 1. This information was given to the trade in response to inquiries received regarding the company's plans for the future, and the present cost of labor and raw material makes any price reduction unlikely.

During the past few days several of the Columbia branch managers visited the executive offices, and conferred with Geo. W. Hopkins, general sales manager, as to the business situation in their respective territories. Among these callers, all of whom were optimistic in their predictions for the future, were A. B. Creel, New Orleans; J. L. DuBreuil, Cleveland; W. S. Parks, of Baltimore, and Westervelt Terhune, Atlanta. Other callers at the executive offices this week were L. S. Blythe and E. R. Smith of the Kansas City, Mo., sales staff.

TRADE EXPANSION IS REPORTED

ANSONIA, CONN., November 3.—The Mellowtone Needle Co., of this city, manufacturer of the Superb semi-permanent stylus, has established many agencies for the sale of its needle, although this new product was only introduced to the trade several months ago. As the name of the company would indicate the tone of this stylus is soft and mellow and the needle has found much favor among owners of talking machines. However, dealers throughout the country report that an insistent demand is manifested for loud tone needles for playing dance records. In order to meet this demand, the Mellowtone Needle Co. is placing on the market this month a new loud tone needle. This company is preparing at its factory in this city an attractive display card for dealers' counters which is expected to furnish additional sales help for this needle. In the interest of efficient distribution the Superb semi-permanent stylus will be distributed through the medium of jobbers. Several jobbers have already been appointed and plans are well under way for the appointment of others to territories still open.

REPAIRING
AND
REPAIR PARTS
for all makes of
Talking Machines
BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

OPENS PATHE WAREROOMS

W. A. McKenney Installs Unico Demonstration Rooms and Filing Equipment in His Establishment—Inaugurates Advertising Campaign

ATHOL, MASS., November 1.—W. A. McKenney, who has been established for many years as a jeweler in this city, has opened attractive Pathé warerooms at 424 Main street, this city. An installation of Unico demonstration rooms and filing equipment has been made which is an exact copy of the equipment found at the headquarters of the Commonwealth Phonograph Co., Pathé distributors of Springfield, Mass., who supplies them. This new dealer has already effectively taken advantage of the Pathé advertising campaigns suggested from the headquarters of the Pathé Frères Phonograph Co. in Brooklyn and finds they are bringing him excellent returns. The Pathé department is under the direct supervision of Mrs. McKenney, who is scoring a big success.

FEATURES "TEN LITTLE BOTTLES"

Will A. Watkin Co. in Dallas Has Clever Display of Columbia Record

The Will A. Watkin Co., Dallas, Tex., recently had a very effective window display featuring Q R S player rolls and Columbia records, one of them being Bert Williams' popular hit, "Ten Little Bottles." The display showed a player-piano made out of Q R S rolls, a Bert Williams poster with ten bottles containing ten different drinks—(so the sign said, anyway). The window was designed by W. R. Long of the Grafonola department.

VAN STIGHT MADE MANAGER

C. Van Stight has just been given charge of the talking machine department of the Davidson Co., Waterloo, Ia. Mr. Van Stight was formerly manager of the Des Moines Talking Machine Co., and has had a number of years' experience in Victor merchandising.

"LIBROLA"
A Library Table PHONOGRAPH

This line affords the dealer an opportunity to develop high-class profitable business.

The "Librola" is being handled by progressive dealers everywhere. Write for prices and open territory.

Immediate Delivery in Mahogany

No. 250T. Patent applied for. To retail at $250
Usual discount to dealers.
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

We are ready to make immediate deliveries. Send in your orders today.

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Gennett
RECORDS
"The difference is in the tone"

The Joyous Lilt

of the new Gennett Dance Records is giving lovers of the dance a new delight. And Gennett vocal and instrumental selections, too, breathe the very life and soul of the artist.

Selections from the New November List

9072—Down the Trail to Home Sweet Home (Ball). Bell and Sharpe, Tenor and Baritone Duet—Orch. Accompaniment.
When Honey Sings An Old Time Song (Carey). Ballard, Lennox, Tenor, Soprano Duet—Orch. Accompaniment . $1.00

9073—The Simple Simon Party (Montgomery). Billy Murray, Tenor Solo—Orch. Accompaniment.
A Hundred Years Ago (Ringle, Schofer and Bennett). Arthur Hall, Tenor—Orch. Accompaniment $1.00

9074—Souvenir of Switzerland (Liberati).
Columbia (Polka) Pietro Capodiferro. Cornet Solos, accompanied by Floridia's Orchestra $1.00

9075—Rose of Spain (Brown, Fozioli and Miller).
June Medley (Fox Trot). Intro.: Can You Tell (Miller, Brown and Sullivan). Ray Miller's Black and White Melody Boys . $1.00

9076—Aloha Land (Walter Herzer). Ferera, Franchini and Green, Hawaiian Guitars and Xylophone.
Hawaiian Twilight (One Step). (Sherwood and Vandersloot). Ferera and Franchini Hawaiian Guitars . . . $1.00

9077—The Broadway Blues (Morgan and Swanstrom).
Read 'em and Weep (Bernard and Haenschen). Al Bernard, Tenor—Orch. Accompaniment $1.00

9078—My Little Bimbo (Donaldson and Clark). Billy De Rex, Tenor—Orch. Accompaniment.
You Ought to See Her Now (Pease, Nelson and Russak). Arthur Hall, Tenor—Orch. Accompaniment . . $1.00

9079—Nearer My God to Thee (Mason). Charles Hart and Elliott Shaw, Tenor, Baritone Duet—Orch. Accompaniment.
Where Is My Wandering Boy Tonight (Lowry). Chas. Hart, Tenor Solo—Orch. Accompaniment $1.00

Hear these and other new Gennetts at any Starr dealer. No obligation.

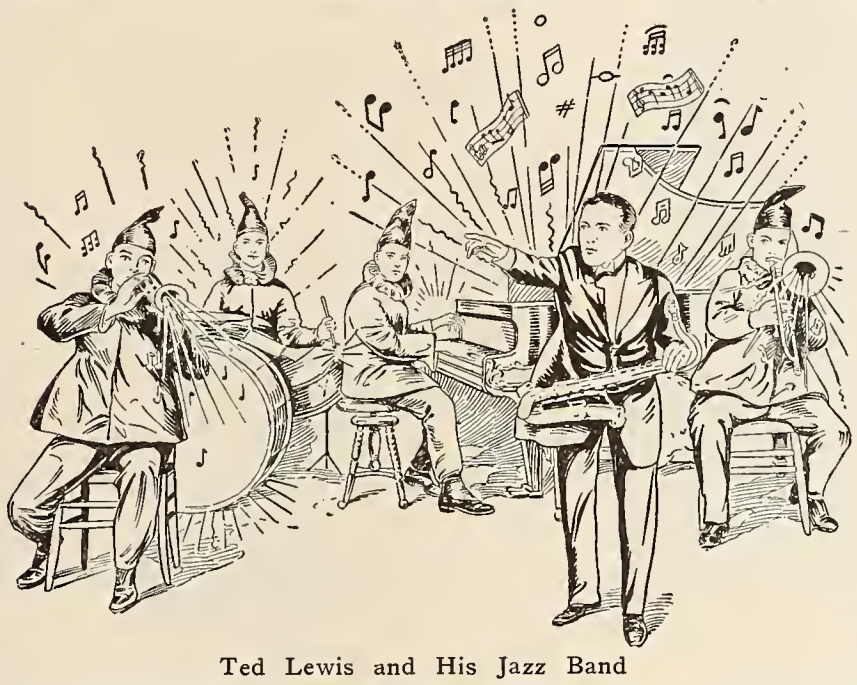
THE STARR PIANO COMPANY, Richmond, Indiana

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

TED LEWIS SCORES IN INDIANAPOLIS

Columbia Dealers Take Advantage of Appearance of Famous Jazz Aggregation to Feature Records Made by the Band Grafonola.

INDIANAPOLIS, IND., November 5.—The Ted Lewis Jazz Band, which appeared recently at the Shubert Murat Theatre in this city, has been making history for Columbia dealers, who took advantage of the appearance of this popular and exclusive Columbia artist to use extensive publicity in the newspapers. Several concerts were held in Columbia establishments, and this timely publicity produced splendid results.



Ted Lewis and His Jazz Band

The Indianapolis News contained a full-page advertisement featuring Ted Lewis' Jazz Band and the Columbia records made by this internationally famous organization. On one afternoon during its engagement at the Shubert Murat Theatre, Widener's Grafonola Shops secured the services of Ted Lewis' Jazz Band and gave a concert at their store, which attracted a very large crowd and which succeeded in selling a large quantity of Columbia records made by this band. In addition this enterprising Columbia dealer carried a special advertisement in the Indianapolis News featuring the Ted Lewis concert to be held in his store.

All of the Columbia dealers in Indianapolis presented a special Ted Lewis window display during the week of his engagement in this city, and this concentrated advertising stimulated the sale of Ted Lewis records far beyond all expectations.

RUSSIAN PEASANTS LIVE IN STYLE

Bring Food to Town and Trade It for Pianos, Silks and Fine Clothes

"One of the peculiarities of our topsy-turvy life in Russia now," says a letter from Petrograd, mailed in a roundabout way a few months ago, "is that the peasant villagers are assuming all the refinements that were found only in the cities heretofore, and are acquiring all the luxuries, silks, ribbons and even grand pianos, that once belonged to the city, exchanged now by the city for food.

"The peasants come to the city bringing food, and bringing also their list of the things they want. They examine the quarters of the bourgeoisie critically; they demand nickel-plated beds of spacious proportions and with spring mattresses; they will consider none but those made of the softest wool; they select the finest dresses and one ambitious villager specified that the piano which he wanted must be a baby grand to fit the corner in his kitchen, while talking machines of expensive type are also demanded.

"Moving picture houses, theatres and music halls have been built hurriedly in the villages, and are flourishing, while those in the city are falling into ruin."

TWO OPTIMISTIC WESTERNERS

C. E. Goodwin, manager of the Phonograph Co., Chicago, and M. M. Blackman, manager of the Phonograph Co., Kansas City, both prominent Edison jobbers, were visitors at the Edison Laboratories recently. Both Mr. Goodwin and Mr. Blackman are highly optimistic over the prospects for the future and expressed complete satisfaction over the outlook for a record-breaking holiday business.

Advertise the truth, for the truth is big enough to stand without any camouflage.

Buying and Selling

The choice of Phonograph and Furniture buyers is influenced by distinctively designed parts and trimmings. Purchasing agents can co-operate with their own sales departments by supplying accessories and fittings that quicken the dealer turnover.

Phonograph Accessories

For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records.

Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Furniture Trimmings

A complete offering in all the Period and Commercial Furniture Lines.

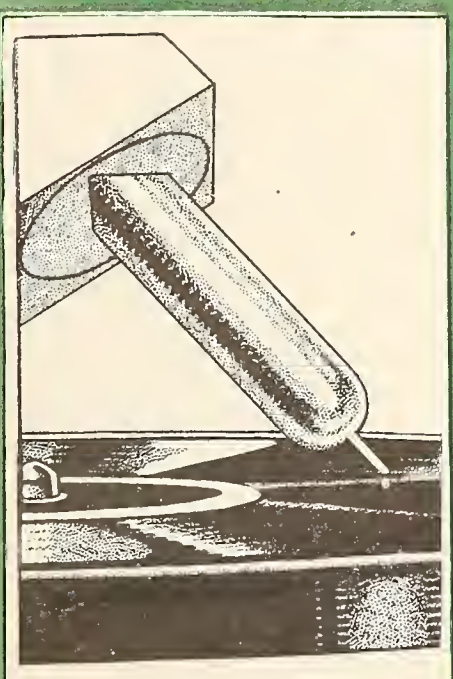
Refrigerator Hardware

All sized Locks and Hinges.

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan New York: 7 E. 42nd St.



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent

NEEDLES

are recognized as being the leaders. They play many times, do away with the inconvenience of frequent needle changing, and having parallel sides they do not increase in diameter, thereby increasing the life of the records by reducing wear to a minimum.

Sonora Semi-Permanent Needles are steadily advertised, they're in demand, they give the utmost satisfaction and each sale brings you a good profit.

Loud, Medium, Soft

25c per card of 5 40c in Canada

FREE!

Write us and learn how you can obtain this handsome needle container free.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, *President*
New York, 279 Broadway

Canadian Distributors: I. Montagnes & Co. Toronto

CAUTION!

Beware of similarly constructed needles of inferior quality.

FREEPORT STORE HOLDS OPENING

Effig & Ives Launch Victor Store in Thriving Long Island Town—Biltmore Hawaiian Orchestra the Feature of the Musical Concert Program on the Opening Day

The Freeport Music Store, now under the direction of Effig & Ives, held its formal opening on October 23 in Freeport, L. I. The opening event was marked by a notable musical concert given by prominent artists, the featured group being the Biltmore Hawaiian Orchestra. Many guests took advantage of the opportunity and invitation and attended, which helped to make the affair a great success. The new store has most attractive quarters and on the opening night the decorations and flowers lent a festive air to the occasion. The Victor dog had his share in the ceremonies and was in evidence on all sides. This exclusive Victor shop has had a good introduction to the people and under its efficient management its trade will grow rapidly. Officials of the American Talking Machine Co. and the New York Talking Machine Co., Victor jobbers, and others attended.

BLUE RIBBON GOES TO EMERSON

Wins Highest Award at Fresno County Fair and Exposition Last Month

LOS ANGELES, CAL., November 1.—With I. Lessor, the energetic special representative of the Western Jobbing & Trading Co., in charge of the exhibition booth at the Fresno County Fair and Exposition, Emerson phonographs and records were not allowed to hide their light or music under a bushel. The judges were so impressed by the exhibit and the excellence of the product in appearance and tone that they awarded the first prize to those products.

NEW JONES-MOTROLA PRICES

Manufacturers Make Cut in Response to Expressed Opinion of Jobbers

Jones-Motrola, Inc., New York City, manufacturer of the well-known electric winding device of that name, recently completed a careful canvass of various jobbers situated in different trade centers of the country regarding future sales plans. It was the general consensus of opinion among these jobbers that any reduction in the retail price of the Motrola would have a very favorable effect upon increased sales. Jones-Motrola, Inc., has completed the extensive addition to its factory equipment which has allowed a substantial increase of production. Figuring the production costs now possible with these increased facilities and anticipating the large increase of sales which will be possible, the Jones-Motrola Co. has decreased the price of the Motrola to $30.

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS
***and* RECORDS**

Our New Location at

Penn Avenue and 12th Street

brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor
Sales Room on the first floor.

Mellor's

PITTSBURGH, PA.

BAXT PHONOGRAPH CO. FORMED

The Baxt Phonograph Co., Inc., of Boston, has incorporated to deal in talking machines and phonographs. The capital is $50,000 and the incorporators are Oscar Sterman and Celia Sterman, of Cambridge; Morris Shapiro, William Baxt, Alexander Shapiro, Maurice Gordon, Morris Levinson, Louis Kalis, Pauline Shapiro and Abraham Adler, of Dorchester, and Harry Tarlow, of Brockton.

INCORPORATED IN BOSTON

George B. Stone & Son, Inc., Boston, Mass., have incorporated with a capital of $50,000 to do a general business in musical instruments. The incorporators are George B. Stone and Paulina R. F. Stone, of Everett, and Charles E. Lawrence, of Belmont.

SMALL GOODS INCREASE SALES

Talking Machine Dealers Find a Line of Musical Merchandise a Paying One

Buegeleisen & Jacobson, New York City, musical merchandise wholesalers, report that their campaign to interest the talking machine dealer in musical merchandise has brought forth many favorable responses. These dealers have found that the addition of a line of musical merchandise has not only induced new trade to enter their warerooms, but has produced additional sales from their regular customers. One dealer reports that he has found musical merchandise of particular interest to the younger folks through such instruments as the harmonica, ukulele, violin and banjo. These young folks, he finds, not only need supplies, but are a natural approach to the older folks to buy talking machines and records.

If you expect your employes to be enthusiastic about the store and the business see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

The Philwey "Rekord Phile"

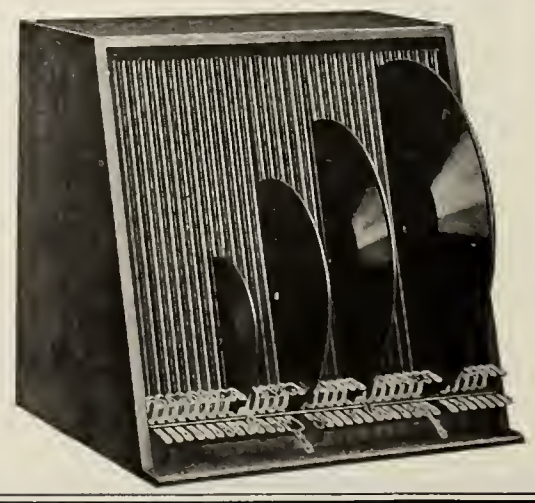
Is an Indispensible Requisite in the Modern Phonograph of Today

IT embodies all the good features necessary in a practical and serviceable phonograph record file.

The keys are numbered from one (1) to the number of record spaces contained in the file, and are placed at an angle so the numbers are seen at a glance.

The Partitions are metal bound, dampness will not affect them, they will protect the records from scratching and warping. The partitions are alternately light and dark, so as not to confuse the eye when returning the records to their proper spaces.

No wires or springs are used in its construction, and there is only ONE moving part.

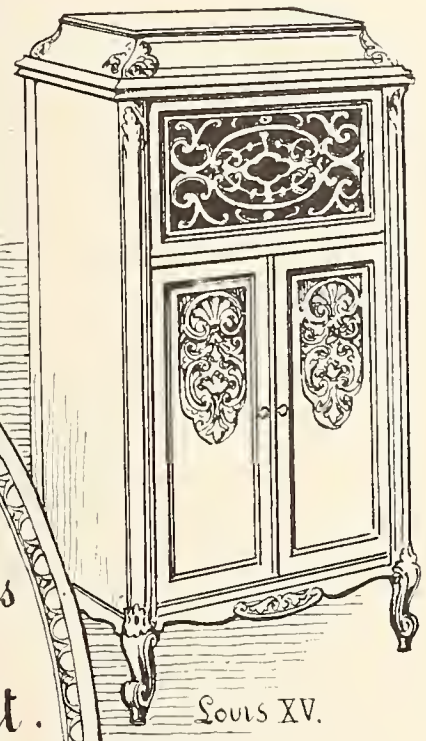


The Philwey "Rekord Phile" will be a big asset to your business, as the possibilities of increase in sales are practically limitless. Why not go into details with us NOW?

PHILWEY MFG. CO. Inc. 75 South Ave. Rochester, N. Y.

The Windsor Phonograph

Queen Anne


Louis XV.

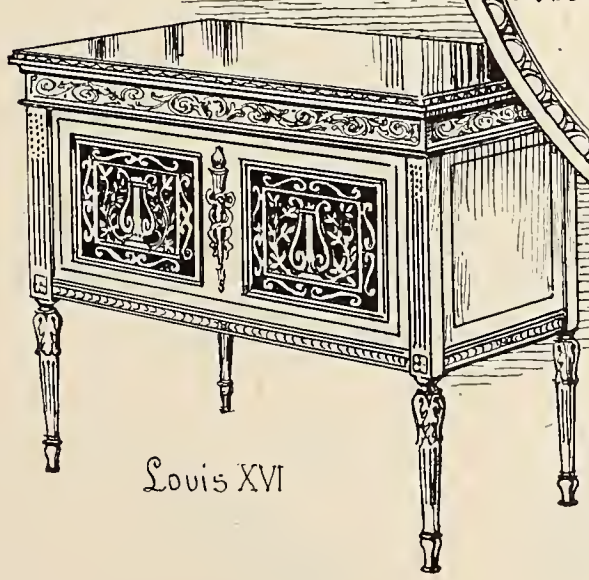
The Windsor is the original Period Design PHONOGRAPH.

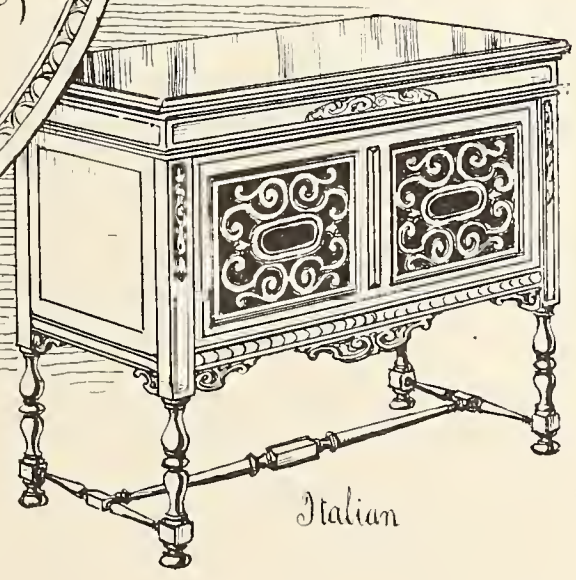
It is a musical Instrument as perfect as human skill can make it.

It is a beautiful, well made Piece of Furniture, made by a Firm which for 35 years has produced the best Furniture in America.

All its productions are made of Solid Wood.

All Carving and Finishing done by hand.


Louis XVI


Italian

made by

The Windsor Furniture Company,

CHICAGO, U.S.A.

Sold only through Dealers.

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT

RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J.

Telegrams Prescott, Pompton Lakes N. J.

PROMINENT ARTISTS APPEAR AT AEOLIAN DEDICATION

Official Opening of New Factories of the Aeolian Co., in Meriden, Conn., Marked by Elaborate Concert by Vocalion Artists—New Plants Are the Acme of Efficiency

MERIDEN, CONN., November 3.—An event of unusual importance recently was the formal dedication of the two new additions to the large plant of the Aeolian Co. in this city, one of the new buildings being devoted to the manufacture and storage of Melodee music rolls and the other to the production of Vocalion records.

The dedication ceremonies were participated in by over 1,000 Aeolianites who gathered to enjoy an elaborate concert by Vocalion record artists, among them May Peterson, the prima donna soprano; Wilfred Glenn, basso; Charles Hart, tenor; Elliot Shaw, baritone, and Oscar Adler, violinist. The program was arranged by Gino Baldini, of the Vocalion recording studio, and was in charge of Edward Falck, musical director of the recording studio. The concert was given on the top floor of the new music roll building, which was spacious enough to hold the large audience without crowding. Dancing followed the concert.

The new buildings will prove welcome additions to the Aeolian Co. plant, and provide the desired facilities for increased production. The larger of the buildings, a four-story reinforced concrete structure, is 120 feet long by fifty feet wide, and each floor is connected with the old plant by a direct doorway. The first floor will be used for the storage of music rolls and has a capacity of 250,000 rolls. The remaining three floors will be used for the manufacture of rolls, and will house the finishing, printing and cutting departments. The printing department is most modern in equipment, and in addition to furnishing labels for music rolls also takes care of much of the company's stationery.

The new Vocalion record factory is a two-story building, 42 x 60, also of reinforced concrete. The installation of a mezzanine floor provides additional space. The new building was designed especially to meet the demands of record manufacturers, and is equipped with a ventilating system that removes every particle of dust through special flues. Grinding machinery and record presses are now being installed. The equipment when entirely completed will enable the company to increase its record output.

Artists Who Appeared at Dedication of New Aeolian Co. Factories in Meriden, Conn., Recently
Left to right: Oscar Adler, Edward Falck, Charles Hart, May Peterson, Wilfred Glenn, Elliot Shaw and Gino Baldini

DEATH OF RICHARD COLLINGS

Richard Collings, one of the founders of Collingswood, N. J., and a relative of L. W. Collings, president of Collings & Co., the Victor distributors of Newark, N. J., died recently at his home in Collingswood, N. J., at the age of seventy-eight. He was a member of the New Jersey Bridge and Tunnel Commission.

THROWING LIGHT ON TIMELY TOPIC

The candle loses nothing of its light by lighting another candle. Just so with us—we do not lose but rather increase our capacity for friendship by being friendly.

EQUIP YOUR TURNTABLES WITH

A. W. B. BOULEVARD VELVETS

ADD TO THEIR QUALITY AND ATTRACTIVENESS

A.W.B. Boulevard VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

VELVETS, VELVETEENS, PLUSHES

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

Widdicomb Early American Art Phonograph

The Widdicomb Phonograph is made in Art Models, both upright and console types, in the more popular and better known styles of period conception. Dealers should write for the facts of the Widdicomb franchise.

Widdicomb PHONOGRAPH

The Aristocrat *of* Phonographs

PHONOGRAPH men who have heard the Widdicomb, say that the Widdicomb Amplifier marks a new epoch in the musical development of the phonograph.

For the first time in phonograph history the Widdicomb Amplifier does full justice to the lower as well as to the higher musical tones.

When playing an orchestral record on the Widdicomb the deeper, richer tones are given equal prominence.

This is a feature readily appreciated by music lovers. It is, in a large measure, responsible for the growing and ever widening popularity of the Widdicomb.

Let us give you the details of the Widdicomb franchise. You will find this information worth having.

The Widdicomb Furniture Co.
Grand Rapids Michigan

Established 1865—America's Finest Furniture Designers

H.K.Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

Eastern Distributor for the

ELECTROPHONE

The machine with the SILENT electric driven motor

Dealers' Terms on Request

BECK WITH PLATT MUSIC CO.

Popular Talking Machine Man Welcomed Back to Coast Trade Circles

LOS ANGELES, CAL., November 1.—P. H. Beck, one of the most popular talking machine men in southern California, has returned to this city after an absence of about six months. Mr. Beck, who was at one time president of the Retail Talking Machine Men's Association, has become manager of the Victrola, small goods and sheet music departments of the Platt Music Co. He was welcomed back to Los Angeles by a host of friends.

OPENS STORE IN HEMPSTEAD

John Bieling, Well Known in Talking Machine Trade, Opens Exclusive Victor Store

John Bieling, formerly of the Haydn and American Quartets and also for some time with the New York Talking Machine Co., has opened an exclusive Victor store in Hempstead, L. I. His experience in the trade and in the Victor line will be of great assistance to him in his new venture and his friends have expressed their best wishes for his success. Numerous guests attended the opening, among them being representatives of the New York Talking Machine Co. and C. Bruno & Son, Inc.

PRODUCE CLEVER ACROSTIC

A. J. Levine, a Pathé dealer of Brooklyn, has suggested the following arrangement evolved from the word "phonographs" which is worthy of notice:

P—atience in consummating sales.
H—ouse-to-house canvass and follow-up.
O—rderliness in stock-keeping.
N—ovel in display and "Newsy" in advertising.
O—ne specialty for each sale and for each advertisement.
G—ood-will is a silent salesman.
R—eciprocity between dealer and customer.
A—dvertise to profit from its cumulative effect.
P—opularize Music—propaganda is subtly effective.
H—onesty—You can't fool some of the people even some of the time.
S—ell phonographs, for nothing sells itself!

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

A Welcome Visitor
To Victor Dealers

THE USOSKIN MONTHLY WINDOW CARD SERVICE is a welcome visitor each month in the store of hundreds of Victor dealers. They greet its arrival as they would the acquisition of a top-notch salesman.

That's just what this service is, too—a salesman that is on the job for you from morn 'till night for thirty days. Ask us to tell you more about it.

Photographs and details gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

COLUMBIA AGENCY IN LANCASTER

LANCASTER, PA., November 5.—The Keystone Furniture Co., West King street, has been appointed Columbia representative for this city, according to an announcement recently made by the company. In the handsome showrooms the entire line of Columbia instruments is on display. One of the features of the Keystone Grafonola service is the department where all accessories for Grafonolas and phonographs may be purchased. Special introductory offers are being announced in the daily newspapers. A large record library is maintained and this part of the Columbia service is carefully kept up to date.

FEDERAL
ELECTRIC SIGN
PIANOS
PHONOGRAPHS

—9 Months to Pay

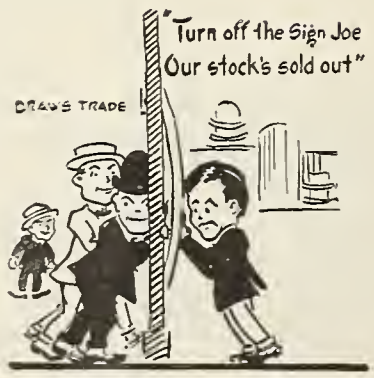
The first payment brings you the sign—you have the 9 months to make the final payments. Pays for itself many times over—

—Draws Trade Like a Magnet

Sparkling at night and glistening in the daytime, it tells the people for blocks in each direction that you are up-to-date and modern. It tells your name and business day and night—it draws prospective customers past less attractive stores to you. It works for you as an energetic salesman, while your competitors are lost in darkness.

Note the beautiful embossed letters. The entire sign is made of porcelain enameled steel—brilliant white letters on a blue background. Practically indestructible—will not rust, peel, rot or fade—never needs refinishing. Costs only a few cents a day for electricity—There is no other maintenance expense. An occasional washing keeps it like new.

Gain a step on competition—get your sign up now. Send the coupon for full information—no obligation.



Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY
Representing Federal Sign System (Electric) : 8700 South State St., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

T. M. W. 11

DECEMBER RELEASES

OKeh Records

4183 10-in. $1.00
- THE LOVE NEST (Intro. Chorus of "Mary," from musical play "Mary") (Tenor with Orch.) ..... Lewis James
- I WOULD LIKE TO HAVE A GIRL LIKE YOU LIKE ME (Tenor with Orch.) Sam Ash

4184 10-in. $1.00
- A PICTURE OF MOTHER (Tenor with Orch.) ..... Henry Burr
- WAIT'N FOR ME (Male Trio with Orch.) Sterling Trio

4185 10-in. $1.00
- FEATHER YOUR NEST (Tenor Duet with Orch.) ..... Campbell-Burr
- WHEN I FOUND YOU (From musical comedy, "Poor Little Ritz Girl") (Contralto-Baritone Duet with Orch.) Helen Clark-Joseph Phillips

4186 10-in. $1.00
- MOONLIGHT IN MANDALAY (Tenor-Baritone Duet with Orch.) .... James-Shaw
- SWEET LUANA (Vocal Duet with Hawaiian Guitar Accom.) Jane Neilson-Lewis James

4187 10-in. $1.00
- KENTUCKY (Baritone with Orch.) Ernest Hare
- HONOLULU EYES (Vocal Duet with Orch.) ..... Jane Neilson-Lewis James

4188 10-in. $1.00
- DRIFTING (Tenor with Orch.) .. Henry Burr
- WHEN YOUR SHIP COMES IN (Tenor Duet with Orch.) ..... Campbell-Burr

4189 10-in. $1.00
- ROCK OF AGES (Contralto-Baritone Duet with Orch.) ... Helen Clark-Joseph Phillips
- I NEED THEE EVERY HOUR (Vocal Duet with Orch.) Charles Henry-James Jordon

4190 10-in. $1.00
- LEAD, KINDLY LIGHT (Vocal Quartet) Peerless Quartet
- JESUS, SAVIOUR, PILOT ME (Tenor with Orch.) ..... Henry Burr

4191 10-in. $1.00
- WHEN YOU AND I WERE YOUNG, MAGGIE (Tenor with Orch.) Henry Burr with Peerless Quartet
- THE OLD OAKEN BUCKET (Vocal Quartet) ..... Shannon Four

4192 10-in. $1.00
- ALONG THE WAY TO WAIKIKI (Hawaiian Guitar Duet)..... Ferera-Franchini
- HAPA HAOLE HULA GIRL (Hawaiian Guitar Duet) ..... Ferera-Franchini

4193 10-in. $1.00
- THE TEDDY BEARS PICNIC (Characteristic) ..... Conway's Band
- MARCH OF THE TOYS (From musical show, "Babes in Toyland") Conway's Band

4179 10-in. $1.00
- LAUGHING VAMP (Fox-trot) Rega Dance Orchestra with Incidental Saxophone by Nathan Glantz
- KAMEL-LAND (Fox-trot) Green Brothers' Novelty Band

4180 10-in. $1.00
- THE BLACKSMITH RAG (With the "Anvil Chorus") (Fox-trot) Green Brothers' Novelty Band
- BOW-WOW (Puppy Love) (One-step) All Star Trio

4181 10-in. $1.00
- SILVER WATER (Fox-trot) Rega Dance Orchestra with Incidental Saxophone by Bennie Krueger
- IN OLD MANILA (Fox-trot) Green Brothers' Novelty Band

4182 10-in. $1.00
- TELL ME, PRETTY GYPSY (From "Ziegfeld Follies of 1920") (Medley Fox-trot) Rega Dance Orchestra
- ROCK ME IN A CRADLE OF LOVE (Fox-trot) Ray Miller's Black & White Melody Boys

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

FIRST BIRTHDAY OF THE ARTO CO.

Company Has Developed With Great Rapidity During First Year of Existence

The Arto Co., of Orange, N. J., manufacturers of the Arto talking machine record, recently celebrated its first anniversary. The company has just forwarded to the trade data concerning the history of the progress of the organization in one year's time. It already has a factory which has reached quantity production in the pressing of both talking machine records and music roll flanges, and in addition it will shortly break ground for a new wing to the plant, which will be closely followed by a large building, towering far above the other structures in the neighborhood.

The company states its records are stocked by hundreds of dealers and the trade has taken kindly to its specialty of quick releases of current hits. Besides the executive offices at the main factory, 29 Central avenue, Orange, N. J., the Arto Co. also has a New York office at 1604 Broadway.

TOSCANINI AND ORCHESTRA TO RECORD FOR VICTOR CO.

Famous La Scala Orchestra, Which Is Coming to the United States This Fall for a Concert Tour With Toscanini as Director, Will Be Heard Later Through Medium of Victor Records

Through arrangements just concluded by officials of the Victor Talking Machine Co. with the managers of Maestro Arturo Toscanini and the La Scala Orchestra of Milan, Italy, it is expected that a series of Victor records will be made by these artists this Winter. Toscanini and the La Scala Orchestra will tour the United States this coming Winter and will appear in all the principal musical centers. During this visit a number of records will be made by the La Scala Orchestra, under the direction of Maestro Toscanini.

Few men have had a more brilliant career than Signor Toscanini, who is recognized as one of the foremost conductors of the day. During the time he was conductor of the Metropolitan Opera Co. he gained an enviable reputation both for the quality of the productions and the rare skill displayed in interpreting and directing the musical masterpieces. His return to the United States will be awaited with interest by all lovers of music. Further announcements as to the final details of the arrangements for making these special records will be given in the near future.

CHANGE TITLE OF COMPANY

The Emery Dry Goods Co., which has been in business in Orange, Mass., for over thirty years, will, after November 1, be known as Emery's Music Store, with Fred C. Emery as sole owner, as before. This firm carries a fine line of Victrolas, pianos, sheet music, etc.

WINDOW DISPLAY OPPORTUNITIES

The Christmas season offers almost unlimited possibilities for original thought and treatment in window display.

In your neighborhood, many of the million and a half readers of these magazines have been sold the Motrola idea. Well?

WE'VE got 'em interested by advertising—the rest is up to you Remember that a Motrola display in your window or store will act as the reminder that completes the sale.

We furnish all the window cards, counter cards, booklets and sales boosters you can use. Write for folder showing the newspaper ads we have prepared for advertising your store and information on what we can do to boost your profits.

Realizing that every live dealer wants a few Motrolas on hand since the Motrola has become the vogue in the public interest, we are prepared to do our part in the way of deliveries.

Jones-Motrola, Inc.
29 West 35th Street
New York

57 E. Jackson Blvd.
Chicago
6019 Hollywood Blvd.
Los Angeles

226½ Peachtree St.
Atlanta
83 E. Woodbridge St.
Detroit

GAS vs. ELECTRICITY

The Old versus The New

Not so long ago people who electrified their houses kept gas there too. They weren't quite sure of electricity.

ONE of the "Big Four" phonograph companies had the same doubts about electricity when they decided to **try** TRU-TIME MOTORS on a few machines. The original purchase was one thousand motors. But when, of the initial order

Not one was returned*

this company, thoroughly convinced, placed a second order for TEN THOUSAND additional motors.

Tru-Time Motor

Reg. U. S. Pat. Off.

has swept aside all objections to electric phonograph drives. Can you think of anything more an electric phonograph drive should do than is contained in

Our Guarantee

To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him PUT IT IN WRITING.

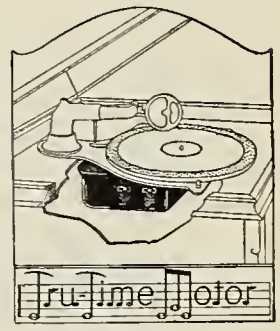
THE TRU-TIME MOTOR IS TO THE PHONOGRAPH WHAT THE CONDUCTOR IS TO THE OPERA

Manufacturers—Write for Complete Description

EFFICIENCY ELECTRIC CORP.

149 Broadway, New York — Factory: Lowell, Mass.

** This is a strang statement made in a canservative way. It means that not a single motar has been returned ta us, the phonograph manufacturer ar the dealer, far any cause. It means that the TRU-TIME MOTOR has given absalute satisfactian.*



A Few TRU-TIME MOTOR Points:

Reasonable in price.
Now in production.
Never needs oiling.
Never changes speed.
Silent and invisible.
3 point suspension in mounting.
Driving spindle to fit any make of turntable.
Speed control can be placed any desired location.
Only 2 revolving parts.

EFFICIENCY ELECTRIC

"The Japanese Sandman" is an Oriental Lullaby, the latest vaudeville hit crooned by Nora Bayes. Coupled with "You're Just as Beautiful at Sixty as You Were at Sweet Sixteen." Both of these songs show Nora Bayes to be better than the best. Order big. A-2997.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

"TREMENDOUS ASSETS IN DEVELOPING MUSICAL TASTE"

Thus the Boston-American Refers to the Talking Machine in an Editorial of Unusual Force, and Adds: "If They Make It Well and Truly the Makers Are Honest Servers of Humanity"

The editorial writers of the daily papers throughout the country are displaying increased appreciation of the value of the talking machine as a great educational factor. Their tributes are especially well worth emphasizing inasmuch as practically a few years ago the talking machine was ignored by the editorial writers and featured almost exclusively by the cartoonists.

We have recently quoted extracts from a number of daily papers, in which the musical possibilities of the talking machine were dilated upon, and it is a pleasure to clip the following editorial comment from the Boston American of recent date:

"It is the fashion of the supercilious to sneer at the talking machine and the player-piano. There is no field where the snob rages more unchecked than the field of art. People who do not know anything else about music and pictures or letters know how to turn up their noses. They forget that the act of all acts of which the human mind is capable, requiring the least brains and the minimum of culture, is ridicule.

"As a matter of fact, the innumerable discs of talking machines flying over the land like so many Ezekiel wheels are the most tremendous assets in developing musical taste. For taste, or culture, or whatever you call maturity and sophistication in the finer arts of life, is entirely a matter of saturation.

"You cannot learn to judge pictures by attending leotures and listening to someone tell you what to think. The only way is to go to the galleries or private collections where the masterpieces are and look at them, and go again and again. You like what you know. And familiarity weeds out the commonplace and breeds the love of perfection.

"As life becomes stabilized we turn more and more to the world of beauty for our satisfactions. And in this turning of the national soul away from the earth toward the sun, canned music has no inconsiderable part.

"Democracy has a soul as well as a system. Democracy has a spiritual purpose; it is not organized altogether for the purpose of giving to every man a cow and an acre. And the spiritual purpose of democracy's soul is to spread the opportunity for the best things to all of the people.

"In this sense the truest culture and the most wholesome is not to carve grotesque statues for the Summer gardens of millionaires or the dim interiors of art galleries, but to make the surroundings of the common people beautiful.

"Monarchy serves God by exalting the king. Democracy serves God by exalting the people.

"Whoever, then, will make beautiful chairs, tables, bedsteads, carpets, plates, tea cups, houses, shops and other things that have to do with the daily life of the people; whoever will accustom them to beauty and good taste is the truest artist.

"And exactly so the makers of so-called 'canned music.' If they make it well and truly, they are honest servants of humanity and worthy of their reward."

VICTOR CONTRACT FOR GIGLI

New Italian Tenor Coming for American Tour and Will Record for Victor Records

Beniamino Gigli, a new Italian tenor, who has made a wonderful success in Europe and South America, and who will make his debut at the Metropolitan Opera House in the early part of the coming season, is under contract to record for the Gramophone Co., Ltd., London, England, in which the Victor Talking Machine Co. has recently acquired a half interest. The terms of the agreement with the new artist provide for a certain amount of his services for recording in this country. Consequently, the trade may expect some remarkable records to be added to the Victor catalog this Winter or in the Spring.

NEW SALES MANAGER ON COAST

F. L. Valentine has been appointed sales manager of the retail phonograph department of the Starr Piano Co., Los Angeles, Cal. Mr. Valentine was well known in San Francisco, where, until recently, he was sales manager for the Hauschildt Music Co.

Can you teach others about the things you yourself do not know? That is why the man at the head of the business should know how to do the things at its foot.

JUST THINK

WHAT IT MEANS TO USE A

DE-LUXE-NEEDLE

Plays 100-200 Records Without Changing

Absolute Reproduction of Tone

Positively No Wear on the Record

Will Play Any Record Using Steel Needles

Let the De Luxe speak for itself and send for samples

Full Tone

Medium Tone

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Three for 30 cents

Liberal Discounts

ENTERTAINMENT **MAGNAVOX** PUBLIC SPEAKING

Music and Voice Telemegafones

Columbia Beach Park,
Portland, Ore., May 29, 1920.

The Magnavox Company,
2701 East 14th Street,
Oakland, Cal.

Gentlemen: You have no doubt heen informed that we purchased one of your Telemegafones through Sherman Clay & Company of Portland. This sale was hrought about through our effort to locate something that would amuse our patrons on the afternoons when the crowds were light. The writer and Mr. Addis of Sherman Clay & Company went to the Beach yesterday and made a sort of a trial of the machine, which seems in every way satisfactory. It is really marvelous the distance which your machine will carry sound on our beach. For your information, the Columhia River is more than a mile wide. We placed this machine on our Boardwalk with the horn throwing the sound across the river, 300 feet from the shore line. We walked down the Beach not less than 700 or 800 feet and could hear the records played as clearly as if they were in one's own home.

Yours very truly,

SAND ISLAND AMUSEMENT CO.,
By (Signed) JOSEPH M. RIEG.

Type MV-1

Outfit does not include phonograph, or battery

OGDEN CITY PUBLIC SCHOOLS

Ogden Utah, May 24, 1920

Glen Brothers-Roberts Piano Co.,
Ogden, Utah.

Gentlemen: As Superintendent of the Ogden City Puhlic Schools, I congratulate you on your wonderful demonstration of the MAGNAVOX in Lester Park on Monday last.

At one time there were three May Pole sets of little tots—about seventy-five in all—dancing to the clear, hell-like music of the MAGNAVOX, and every one of the thirteen hundred spectators heard the music as clearly and distinctly as the children dancers.

For school .work and dancing purposes the MAGNAVOX is a complete success.

With my hearty endorsement for school work with this new invention, I beg to remain,

Sincerely yours,

(Signed) W. KARL HOPKINS,
Superintendent.

Increase the Volume of Any Phonograph Many Times

For Entertainment In

THE HOME
THEATRES AND PARKS
BLOCK PARTIES
MUNICIPAL PLAYGROUNDS
DANCE HALLS AND
ON SHIPBOARD OR
ANY PLACE WHERE
NOVELTY ENTERTAINMENT
IS DESIRED

PATENTED IN U.S.A AND FOREIGN COUNTRIES

For Public Speaking and Announcing In

HOTELS AND CLUBS
SCHOOLS AND COLLEGES
PARKS, CAMPS AND
SUMMER RESORTS
OR ANY PLACE WHERE
THE UNAIDED HUMAN
VOICE IS INSUFFICIENT
TO TALK TO ALL

Dealers and Distributors

BOSTON, MASS.—Musical Supply and Equipment Co.
DALLAS, TEXAS.—Sonora Distributing Co.
DAYTON, OHIO—J. W. Sands Co.
DETROIT, MICH.—C. L. Marshall Co.
INDIANAPOLIS, IND.—Kiefer-Stewart Co.
MINNEAPOLIS, MINN.—Minneapolis Drug Co.
NEWARK, N. J.—Griffith Piano Co.
NEW YORK—Electrical Supply and Equipment Co.
PHILADELPHIA, PA.—Philadelphia Showcase Co.
TORONTO, CAN.—I. Montagnes & Co.
WICHITA, KAN.—Southwestern Drug Co.

THE MAGNAVOX COMPANY

2701-2765 East 14th Street **Oakland, California**

Pacific Coast Distributors of Sonora Phonographs

Putting the Selling of Talking Machine Records on a Scientific Basis

By Miss G. Airy
Koerber-Brenner Co., St. Louis

I wonder what some clever cartoonist who is just a buyer of records could do with his experiences with a record salespeople's mistakes. I wonder what he would have done with the girl who, when asked by a family man for orchestra records for his boys, said that about the only thing they had was Joseph C. Smith's; or the girl who says "Pagleeachee" and rests her weary elbow on the top of a beautifully finished mahogany machine and chews gum fervently while she remarks "Ain't it hot?"

I am talking in this paper to dealers and managers, not to salespeople, for in the end if your clerk says Pagleeachee it is your fault much more than hers. Just what chance have you given her to learn, or what inspiration have you been to her? Have you ever stopped to explain to your people **why** it is to their interest to work for the interest of the house? Have you impressed it upon them that a satisfied customer who buys one record is a better investment than the customer who buys two but carries away a feeling, perhaps subconscious, of having been poorly waited on?

Have confidence in your manager. If she deserves the name she deserves your confidence that she is doing it right, without explaining each step. Give her more responsibility. Ordinarily she is in touch with the situation, especially the record situation, as you cannot be if you have other interests, as most of you have. If at the end of a given period financial results are what you expect she has proved worthy of the responsibility. If not it is then time to inquire why.

Then there is the matter of salary. The time is coming, in fact, is upon us, when the public who buy our goods are going to demand record salespeople who fit the merchandise, who can intelligently discuss their goods. And unless you supply that type of person the public is going to the place where they do. And you can't get that type for bargain square prices.

Salesmanship is the ability to influence people. It is mental. No one can become the highest type of salesman who cannot think constructively—that is, in a logical manner. Ability is acquired, grown, developed. No person is a natural born salesman. Some of your people will acquire this knowledge without your help, outside of office hours. But the majority will not. What are you going to do with them? Let them drift, finally discharge them, to try again? You are wasting a lot of raw material—a pretty expensive proposition these days.

The knowledge of your salespeople is either organized or disorganized, systematic or haphazard, which decides whether or not they are scientific salesmen.

Science is organized knowledge, the accidental use of a scientific principle is haphazard knowledge. Moreover, selling power begins with knowledge of the goods you wish to sell. If you do not know the goods you have for sale, how do you hope to make others know them well enough to want to buy them?

Comments and Suggestions on Successful Record Selling of Direct Interest to Talking Machine Dealers

One of the first mistakes made by salespeople is to play the same records for everybody.

Another mistake on the part of salespeople is to play the same kind of record for everyone regardless of the type of customer. This is illustrated by a list of slow-moving records posted by a manager one morning. One energetic young lady decided that she would head the list in the number of these sold and she played all of them for anyone who would listen. I think that she did more harm than good. The fault, of course, lay primarily in the list itself. They were all the same kind of records, when they should have been so varied as to have at least one to fit any kind of customer. But to do this each salesperson must know the contents of the records as well as the numbers and names.

In visiting record departments and asking members of the force to pick out slow-selling records for discussion, I have had this comment: "Here is one that nobody ever asks for." If your salespeople are playing only records asked for they are a detriment to you. The record clerk needs to **know** and then to think faster than the customer. Give information **before it is asked for.**

Now comes the question, "How am I to do it? How can I get my salespeople to increase their knowledge?" Give them time. Lend them the inspiration of your presence once a week. See that they have all the literature that comes into the house at their disposal. I know one girl supposed to be the manager of her department who had never seen any of the suggestions for using the artist post card that we have been sending out for several months. How can she manage a department if she does not get the literature belonging to it? Systematize their study so that they will waste no time. This business, more than any I know of, calls for calmness of manner, dignity and self-possession.

Moreover, the study of records requires concentration, a certain amount of research, seclusion from interruption. The feeling that you are going to be called any minute must be absent. Next consideration is, can we spare the time? Among the questions sent out to these same salespeople was, "What do you do during the first hour in the morning?" I found that about one-fourth of the time was taken in cleaning and filing records, slightly more than that in bookkeeping, about the same in waiting on customers. The rest of the hour was spent in answering the 'phone, dusting, and other trivial things. What I wish to show, and what I know you will discover if you will give it a thorough trial, is that anything done that first hour can and will be done just as easily at a later time. Dusting, filing records, book work can be interrupted without disastrous results. Hearing records cannot.

I challenge you to try this for one month beginning this week. Get your salespeople together and tell them that until further notice they are to be ready at the opening hour to spend one hour in getting ready for the business of the rest of the day. Divide your force and let half of them use this hour for one week, the other

(*Continued on page* 56)

Choose Wisely and Succeed

Dealers who sell the Brooks Automatic Repeating Phonograph are making money because they have an instrument that combines all the good features of every other machine with many points of value not found on any other.

The Brooks plays and repeats automatically *any* make of record *any* desired number of times, *then* stops automatically with the tone arm suspended in the air.

It has large, easy-rolling casters.
It has doors equipped with ball catches.
It is finished equally well back, front, sides and top.
It has ample space back of the shelves, accessible through rear door.
It has an efficient tone volume regulator.
It is equipped with a lever device permitting use with or without automatic repeating feature.
It plays six to eight ten-inch records with one winding.
It has a tone quality not excelled by any other machine, regardless of price.
It has the most accessible working mechanism. It can be removed for oiling by loosening four thumb screws.
It has a counterbalanced lid support (no braces needed).

Dealers in New York State and immediate vicinity are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

The First Really Complete Phonograph

The Walters & Barry Corporation

256 Main Street BUFFALO, N. Y.

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States.

PUTTING SELLING OF RECORDS ON A SCIENTIFIC BASIS

(*Continued from page* 55)

half this next week. Be sure that each group hears the same records and does the same studying, if possible under the direction of one of the older members of the staff. To be sure that this is done make out an outline for them to follow, listing the records to be heard, articles or books to be read, talks to be heard. But first of all demand that it is to be systematic. If you start out to do it every day, let nothing interfere, no matter how important it may seem.

Just a word to the salespeople in the trade. Sometimes I find that it is hard for proprietors to co-operate with their salesforce because the salesperson does not take criticism kindly. If an effort is made to try to remedy things which perhaps you cannot see, meet your employer half way. Show that you welcome criticism as a means to growth. The average employer has not time to spend cutting rotten spots out of bad apples. A criticism is a compliment. He has noticed you and thinks you worth saving. If you have a "grouch at the boss" demand a conference with him and thrash it out. It will create less disturbance and you will feel better than if you had told the story to half a dozen sympathetic hearers.

To summarize, my plea is for better salesmanship resulting in more records sold. To accomplish it:

1. Send one or more of your salespeople to Camden for two weeks. Demand results.
2. If that is financially impossible at the time send them to St. Louis for a week. Demand results.
3. Observe an "improvement hour" systematically.
4. Pay your record clerks in proportion to the work you expect.
5. Give of your own time and personality to your clerks.

THE "SUN" LIGHTS THE WAY ON SALESMANSHIP PROBLEM

Discusses in Its Usual Interesting Way G. W. Hopkins' Remarks That the Brunette Salesman Succeeds Best in the South and the Blond Salesman in the North—What Do World Readers Think?

That black-haired salesmen succeed better in the South and light-haired salesmen in the North was the statement of George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, in his address before the Executive Club of Chicago at its luncheon at the Hotel Sherman on October 22. "Salesmanship is simply the ability to read human nature," he said. "The business man of to-day to be successful must know the relative value of the shady or the sunny side of the street. Modern business is built on the platform of service to the other fellow."

The statement concerning the relation of color of hair and salesmanship proved so interesting to one of the editorial writers of the Sun, New York, that he stole enough time from his political spellbinding to compose the following editorial:

"The ability of the dealer in so-called 'canned music' to sell his assorted stock of machines and records, the male and female of the phonograph species, has long challenged the admiration of the professors of salesmanship. Possibly because so many people enjoy a noise even if they do not understand music, the phonograph dealer has a deep lake in which to cast his nets. The actual and undisputed beauties of the best quality of mechanically reproduced music are so efficiently supplemented by the vast quantity of cheerfully noisy records that the receipts of these dealers have long been the envy of the mere banker or bricklayer.

"Naturally, any hints as to the way the phonograph dealer does it command attention and respect. One of these princes of salesmanship, a general sales manager, in fact, made a speech lately in Chicago upon his own learned profession and gave the information—quite as valuable because it was casual and 'contributory'—that black-haired salesmen did better in the South and light-haired salesmen in the North. This is one of the magic bits of concrete information which are worth more than all the professional essays in the world. This general manager defined salesmanship as 'the ability to read human nature,' and said a successful business man 'now needed to know the relative value of the shady or the sunny side of the street.' What are synthetic paradoxes like those statements worth compared with the information about the proper regional distribution of black-haired and light-haired salesmen?

"It is a fact that, while enormous numbers of woman buy phonographs and records, a very great number of men also buy them. The phonograph salesman cannot hope to depend on any sex-complex to fill his order sheet, and the general fact seems to be that since there is more black hair than light hair in the South the black-haired salesman does better there, because the salesman's personality, being more like that of everybody else in the neighborhood, does not take the public's attention away from the goods to be sold; thus the goods get sold with less effort. Whatever the process by which the result is arrived at, this sales manager's statement of fact is the most interesting which has been heard of late. Does this classification apply only to the phonograph buisness? Let other sales managers be heard from, in order to swell the volume of general business; everybody would profit by it."

NEW MONTREAL COLUMBIA DEALER

R. E. Bennet, Montreal, Can., has recently opened Grafonola parlors at 3 St. Viateur street, and will handle the Columbia Grafonolas and records.

A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative."

AN "added attraction" to the rich beauty of AMERICAN WALNUT as an appropriate encasement for such a fine example of a

Phonograph Cabinet

as is illustrated here, is that of *permanence*—or, "fidelity to fashioned form." AMERICAN WALNUT does not warp, shrink or swell.

The doors or drawers in an AMERICAN WALNUT Cabinet will never stick or refuse to slide. It's an impressive selling argument—a clincher. *

* Manufacturers of high grade cabinets and phonographs appreciate this fact.

Send for valuable data for manufacturers—or data for dealers. Also the WALNUT BOOK de luxe, an instructive treatise on Walnut and Walnut Furniture. Free.

Write to the producers of American Walnut Lumber, the

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

Tonofone IS NOT A SUBSTITUTE—IT HAS NO EQUAL—NO OTHER IS LIKE IT—IT IS "TRIED AND TRUE"

No more need for "Loud," "Soft" and "Medium" needles—no more need for changing needles after playing one record

Tonofone

THE NEEDLE WITH THE FLEXIBLE POINT

HAS SOLVED THE PROBLEM

One TONOFONE will play 20 to 50 RECORDS—any disc records ON ANY PHONOGRAPH and reproduce the ORIGINAL TONE PITCH and volume, be it LOUD, MEDIUM, or SOFT.

and

THE POINT being FLEXIBLE and SOFTER than the RECORDS, will neither WEAR NOR INJURE THEM—in fact

THE NEEDLE WEARS — THE RECORDS DON'T

A Very High Authority Writes:

"I have found no needle which transmits the full tone value of the record as does the Tonofone. Its elimination of surface noise and accurate reproduction makes it supreme for demonstrating purposes."

Our Wholesale Distributors Cover the Earth
They Reach Every City, Town and Hamlet All Over the World

If you are not already using and selling this needle that everybody's talking about, ask us for full particulars and the address of our nearest distributor.

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
110 SOUTH WABASH AVENUE
CHICAGO
PHONE RANDOLPH 2045

BUSINESS PROGRESS IN ALBANY

Method by Which the Strand Temple of Music Has Won Quick Success in That City

Albany, N. Y., November 6.—The Strand Temple of Music, 121 North Pearl street, this city, which recently celebrated its first business anniversary, is at present in the hands of the carpenters and decorators, and when the alterations are completed there will be made available a number of additional demonstration booths to take care of the growing trade.

The success of the Strand Temple of Music, which features the Victor line exclusively, has

Interior of Strand Temple of Music

been due both to good salesmanship and good advertising, for Al. Edelstein, manager of the shop, is a firm believer in service and publicity in getting and keeping trade.

The advertising campaign is so arranged that some particular subject, or some particular group of records, is featured in each advertisement. Recently the Strand celebrated what was termed Dance Week, and throughout the week the fact was emphasized in specially designed advertisements that had a strong appeal.

Window displays of elaborate and expensive character, and changed frequently, also constitute a means of publicity that is not in any sense overlooked. The various big holidays, such as Easter, Fourth of July, Labor Day, Thanksgiving, etc., are always featured in special window displays, as are local events of timely interest.

A recent window arrangement emphasizing Victor supremacy is reproduced herewith, together with a view of the main salesroom of the store just before the decorators went to work on the alterations.

The selling plan adopted by the Strand serves

A Typical Strand Window Display

to put the record customer at ease and to stimulate self-service in some measure. Unless otherwise desired, the customer is given a half-dozen records or so, some of which have been asked for particularly, perhaps, and is then escorted to one of the booths. The customer is then invited to try over the records at leisure. This plan is found to work better than that of having a sales person constantly in attendance, as though anxious to get the customer out of the store, and has brought results and increased record sales. Of course, the point is made of getting the name and address of each visitor so that the name can be put on the record prospect list regardless of the make of machine owned by the customer.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

SCOTTI VISITS PHONOGRAPH SHOP

San Francisco Dealer Secures Visit From Noted Tenor During His Appearance There

San Francisco, Cal., November 3.—During the appearance here of Antonio Scotti in grand opera the Phonograph Shop, Victor dealer, at 109 Stockton street, secured the presence of this distinguished artist at the store, where he spent an hour with the sales force, telling them about his records and his work. The Phonograph Shop made good use of this fact by announcing in excellent advertisements that its sales force was ready to inform the public as to Signor Scotti's choice of recordings and assist anyone in the selection of their favorite records. James L. Loder, manager of the shop, found this a very fine bit of publicity and said that the sale of Red Seal records was greatly stimulated by it.

NEW ARTO RECORD DISTRIBUTORS

The Fulton Talking Machine Co., 253 Third avenue, New York, was recently appointed distributor of Arto records and Arto music rolls. The company has forwarded to the trade an announcement of a specially arranged sales plan, which has already brought numerous responses. In addition to handling the above product manufactured by the Arto Co., Inc., and the Standard Roll Music Co., of Orange, N. J., the Fulton Talking Machine Co. also carries a complete line of motors, tone arms, needles and accessories, as well as several models of talking machines.

Any method of telling people the advantages of your store is advertising. The method that tells the most people, most effectively, at the least price is the best advertising.

Ward's Khaki Moving Covers

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

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

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave., Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

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

AMERICAN PHONOGRAPH CO.
Burlington, Vt.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

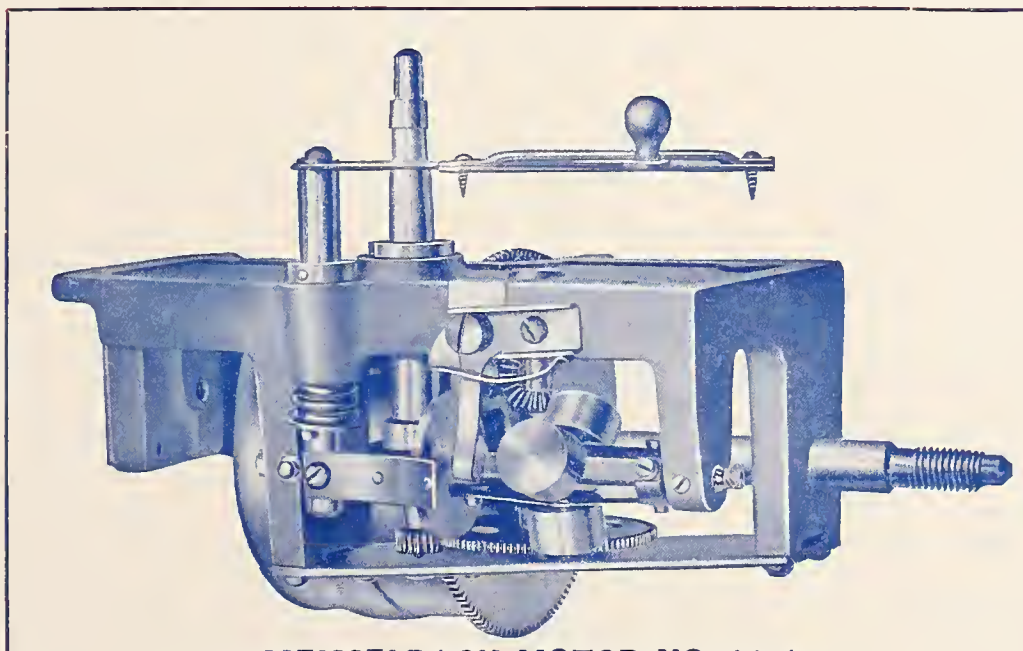
CHICAGO TORONTO LONDON, ENG.

SATISFACTION

Our Silent Salesman

1921 Meisselbach Models

NOW READY



MEISSELBACH MOTOR NO. 16 A

The Last Word in MOTOR Perfection

QUALITY—Our Slogan
SERVICE—Our Watchword

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

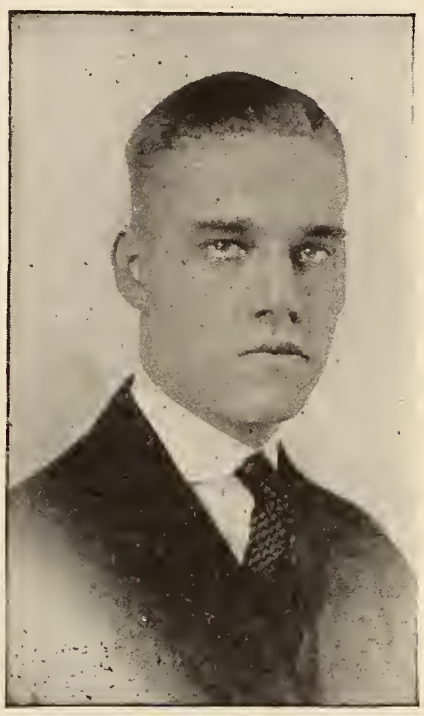
FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

CHICAGO TORONTO LONDON, ENG.

DONALD HANNA'S IMPORTANT POST

Popular Salesman Now Covering Virginia and West Virginia for Philadelphia Show Case Co., Selling This Company's Line

Donald Hanna, who for five years was connected with the Sonora Phonograph Co., Inc., is now covering the States of Virginia and West Virginia for the Philadelphia Show Case Co., which is a division of the Smith, Kline & French Co. After being with Sonora for several years, Mr. Hanna served with the A. E. F. in France



Donald Hanna

and on his return represented the Hillman Phonograph Co., of Wheeling, W. Va.

The Philadelphia Show Case Co. now represents Sonora in Virginia and West Virginia and in his new position Mr. Hanna will have the advantages of a thorough familiarity with the territory and a personal acquaintance with the men who sell Sonoras in these States. Besides handling Sonoras, he sells Okeh records and Melodee music rolls. Mr. Hanna will have the backing and co-operation of an extremely efficient jobbing organization which can be relied on to give exceptionally satisfactory service to dealers in the territory covered.

Lester D. Leverich, advertising manager of the Columbia Co., returned recently from a visit to the Toronto branch of the company, where he conferred with A. E. Landon, Canadian branch manager, regarding publicity plans for the coming year.

BRUNO

The Victor product is like the Rock of Gibraltar. It is paramount to-day, and will always remain so.

BRUNO

The PHONOGRAPH with the GOLDEN VOICE

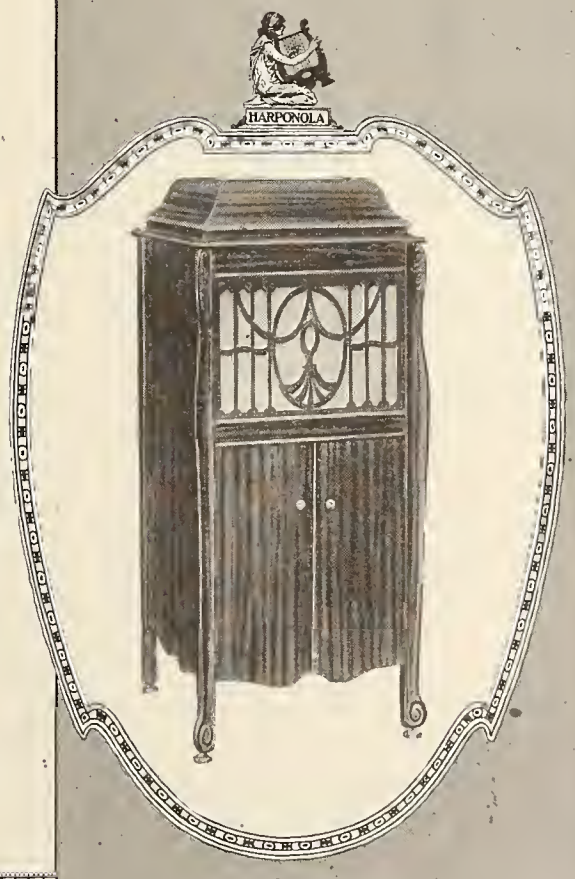
The Way to Make a Profit

in the talking machine business is to get a machine that is absolutely reliable from a mechanical standpoint, with a sweet, full tone, and encased in a rich, substantial cabinet —and get it at the right price.

The Harponola, with its alluring golden spruce horn, provides exactly what we mention above.

Such a machine will turn you a good profit if you display and demonstrate it to a percentage of your trade daily.

There is nothing intricate about the proposition. It is a matter of straight commonsense.



THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

A limited amount of jobbing territory now open. Get our combination proposition on Harponolas and OkeH Records.

Remington
PHONOGRAPH CORPORATION

MANUFACTURERS OF PHONOGRAPHS & RECORDS

PHILO E. REMINGTON
PRESIDENT
JAMES S. HOLMES
VICE-PRESIDENT
MARC B. THOMAS
SECRETARY-TREASURER

OFFICE OF THE
SALES MANAGER

EXECUTIVE OFFICES
1662-1664-1666 BROADWAY
NEW YORK

TELEPHONE CIRCLE 2700

Why Mr. Remington and his friends invested $1000 000 00 in this business.

After an exhaustive study of the Phonograph field, from every angle, we decided to confine ourselves to the highest possible grade instruments, and to that end invested a million dollars.

Most of the hundreds of thousand Phonographs now made are ultra commercial and but two or three makers have attained tonal value.

The Public easily discovers Remington superiority by a comparative test.

Dealers, who desire to add to their prestige and profit, should always sell the best – no customer willingly buys an inferior article, if he knows it.

Write for our exclusive Agency proposition, as territory is fast being assigned.

Very Truly Yours,
Remington Phonograph Corporation.
Everett S. Holmes,
Sales Manager.

INTERMOUNTAIN VICTOR DEALERS FORM AN ASSOCIATION

Recent Gathering in Salt Lake City Attended by Dealers From Utah, Idaho, Colorado and Elsewhere—Association Elects Alvin Beesley President—J. Elliott Clark Co. Entertains Assemblage

Salt Lake City, Utah, November 1.—All who attended the convention of Intermountain Victor dealers last month at the Hotel Utah, this city, are enthusiastic over its success. It was one of the liveliest and most interesting conventions ever held here. Dealers from Utah, Idaho, Colorado and other Intermountain States were present. From the early opening hour until the wee hours of the morning after there was a continuous round of education and pleasure. Splendid talks were given by prominent figures on the various phases of the Victor business. Following the morning session a proposal from one of the dealers was made that the gathering be made an annual affair and that an association of all Intermountain dealers be formed. This suggestion met with the hearty approval of all present, with the result that a committee was named to nominate officers and draw up by-laws for the organization. The meeting adjourned for luncheon as guests of John Elliott Clark.

The afternoon session opened with a report from the nominating committee who named as officers the following: President, Alvin Beesley, Beesley Music Co., Salt Lake City; vice-president, H. W. Vorbeck, Grand Junction, Colo.; treasurer, Thomas J. Holland, Glen Bros.-Roberts Piano Co., Ogden, Utah; secretary, Fred A. Bain, John Elliott Clark Co., Salt Lake City. Executive committee: C. B. Sampson, Sampson Music Co., Boise, Idaho; R. K. Logan, Logan Music Co., Twin Falls, Idaho. All members were in accord with the selection of names and accepted them as officers for the first year of the organization.

Following this election the program was continued. Very interesting talks were given by Francis W. Kirkham, director of vocational education, State of Utah, and Eugene Giles, vice-president of the National Copper Bank, Salt Lake City, and others. During the afternoon business session the ladies were entertained at a theatre party.

In the evening the entire assemblage was the guest of the John Elliott Clark Co., Victor wholesalers, at a banquet and dance on the Hotel Utah roof. Gilbert N. Swett, traveling representative of the Victor Talking Machine Co., the speaker of the evening, gave an interesting talk on the Victor business of the past and future.

Dealers were strong in their praise of the fine entertainment provided and are all looking forward to the 1921 session.

The subjects discussed and the speakers assigned during the various sessions were as follows:

"Better Music for the Home"—L. R. Taylor, Provo; Alvin Beesley, Salt Lake.

"Increasing Record Sales in Spite of Shortage"—T. J. Holland, Ogden; Fred A. Bain, Salt Lake.

"Repair Demonstration," Fred A. Bain, John Elliott Clark Co.

"Advertising"—Albert Skankey, Salt Lake.

"Clinching the Sale"—Albert Kirk, John Elliott Clark Co.

"Merchandising From the Jobbers' Standpoint"—John Elliott Clark.

"Stock Keeping and Ordering"—C. R. Pike, Salt Lake; T. J. Holland, Ogden; R. K. Logan, Twin Falls.

"The Victrola in the Schools"—Francis W. Kirkham, director vocational education, State of Utah; Ellis Johnson, Manti; Beth Erickson.

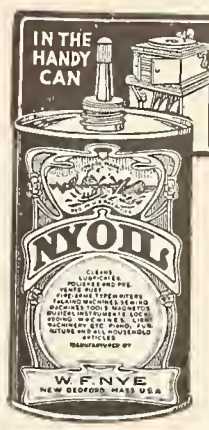
"Accounting"—Lincoln J. Kelly, Salt Lake City.

"Canvassing"—C. L. Nielson, John Elliott Clark Co.

"Factory and Jobbers' Sales Classes"—L. R. Taylor, Provo; Fred A. Bain, John Elliott Clark Co.

"The Financial Situation"—Eugene Giles, vice-president National Copper Bank, Salt Lake City.

"From the Factory Standpoint"—Gilbert N. Swett, traveling representative Victor Co.



NYOIL FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A

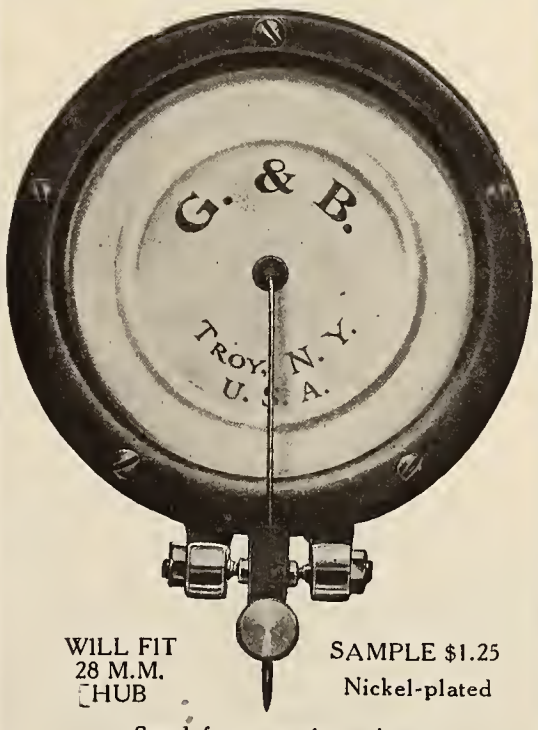
NEW SERVICE CATALOG FOR DEALERS

Ross P. Curtice Co. Issues a Unique and Most Convenient Volume for Use of Retail Trade in the Ordering of Various Accessories

A service catalog of distinctly unique character intended for the use of Victor dealers has just been compiled and issued by the Ross P. Curtice Co., Victor wholesalers, Omaha, Neb. The new volume of twenty-eight pages is completely filled with illustrations and descriptive matter relative to the various accessories which the Victor dealer has occasion to order from time to time, these accessories including outdoor signs, various forms of display material, Unico store equipment, record racks, needle cutters, materials for window displays, pennants, various books issued in connection with Victor records, such as "Music Appreciation for Children" and "The Victrola Book of the Opera," photographs of famous Victor artists, record cabinets and repair parts. Each of the many items listed in the book is carefully numbered, and there is provided for the use of the dealer a special form of order sheet.

The new catalog represents a distinct advance in the matter of dealer service and gives the retailer a complete and convenient list of the things he is likely to need in his business. Every item is price marked, and a fixed discount is announced in order that the dealer may know just what he is ordering and how much it will actually cost him.

The
G. & B. REPRODUCER
WORLD'S FINEST REPRODUCER

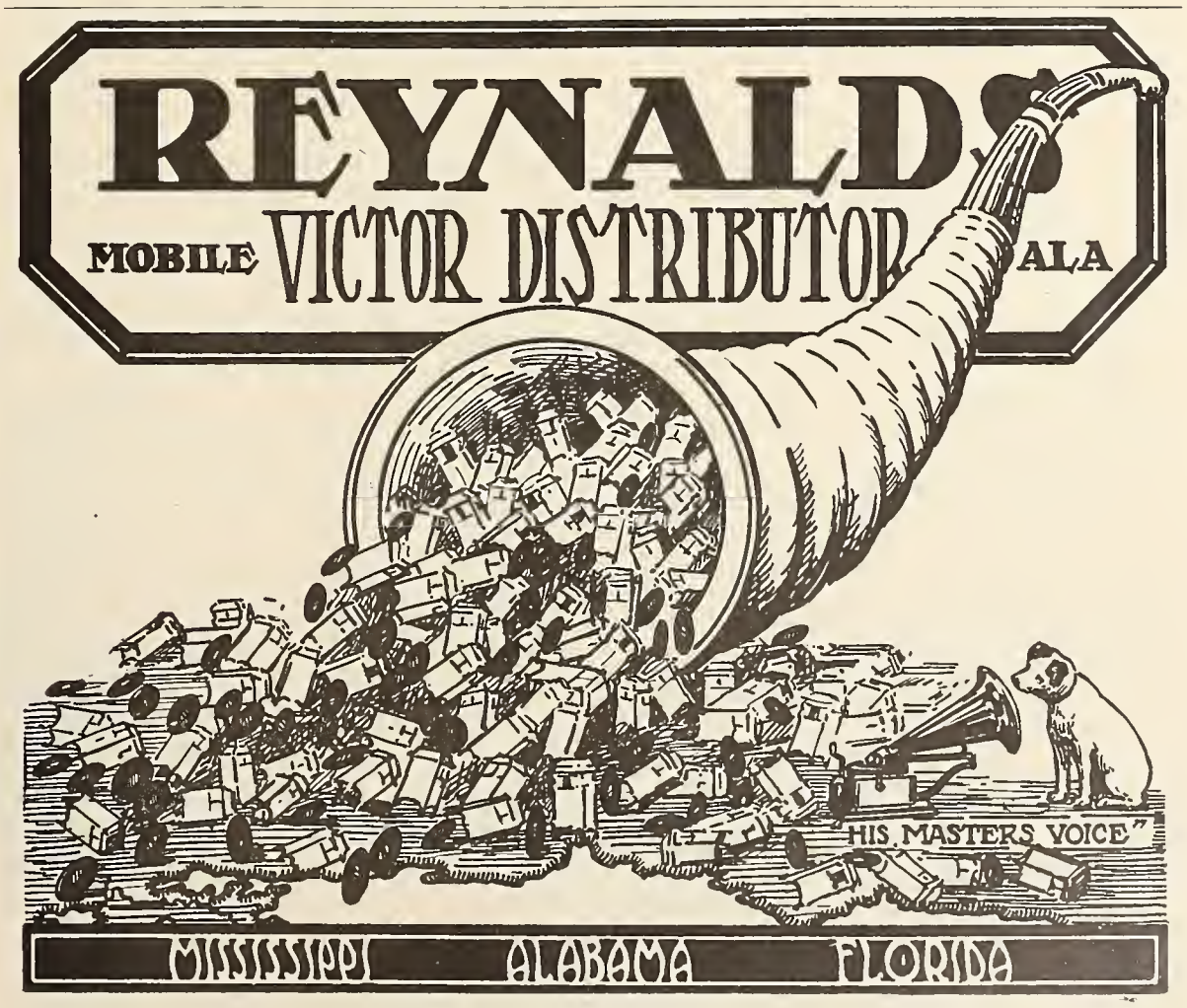


WILL FIT 28 M.M. HUB

SAMPLE $1.25 Nickel-plated

Send for quantity price

GEIER & BLUHM
ESTABLISHED 1906
Manufacturers of Scientific and Mechanical Instruments
Die Casting and Plating
TROY, NEW YORK



Columbia Records Grafonola

Here she is again—Marion Harris—in two "blue" songs, both of different color, melody, and tone, "Sweet Mamma (Papa's Getting Mad)" and "I Told You So." Order while the ordering's good. A-3300.

Columbia Graphophone Co.
NEW YORK

FOUR NOTED SINGERS NOW EXCLUSIVE VICTOR ARTISTS

Albert Campbell, Henry Burr, John Meyer and Frank Croxton Signed Up by Victor Co.—Have Had Tremendous Success in All Parts of the Country in Recital and Concert Work

Of great interest to all Victor dealers and Victor record enthusiasts is the announcement made by the Victor Talking Machine Co. that the popular record artists, Albert Campbell, Henry Burr, John Meyer and Frank Croxton, will, after November 1, be exclusive Victor artists. These singers have scored a tremendous success through their records and in person in almost every large city in the country, singing as the Sterling Trio, the American Quartet and the Peerless Quartet. Few artists have become so universally recognized and acclaimed during the past year as these talented singers and the securing of their exclusive services for a period of years by the Victor Co. insured the high quality of the popular record catalog of the company.

During their trips throughout the country as a part of the organization of eight Victor artists who have appeared in concerts in many cities these entertainers have gained a following which any artist could well be proud of. Campbell, Burr and John Meyer combine their efforts in the Sterling Trio, and when Frank Croxton is added the company becomes the Peerless Quartet. Both together and as individual singers these artists rank among the best and their records are to be found in practically every private record collection.

The securing of these four artists as exclusive Victor record makers follows the signing up of Billy Murray last Spring.

Albert Campbell

Henry Burr

John H. Meyer

Frank Croxton

DEMAND FOR NEEDLES GROWS APACE

Ansonia, Conn., November 5.—Duo-Tone Co., Inc., of this city, sole manufacturer of De Luxe needles, reports that the demand for this semi-permanent needle has reached very large proportions and continues with unabated zeal. The De Luxe semi-permanent needle has now been on the market several years and is now sold in every State in the country. J. H. Bartholomew, secretary and general manager of the company, in speaking of the success with which this needle has met, stated that it could probably best be attributed to the careful maintenance of the quality of the needle at all times. Although in the past the scarcity of material made this task difficult Mr. Bartholomew reports that all obstacles have been overcome and the quality of the needle has been kept uniformly high.

Rommele Bros., Richmond Hill, N. Y., opened a Victor store in that section on October 30 and have installed a very complete line of machines and records.

New! New! New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction

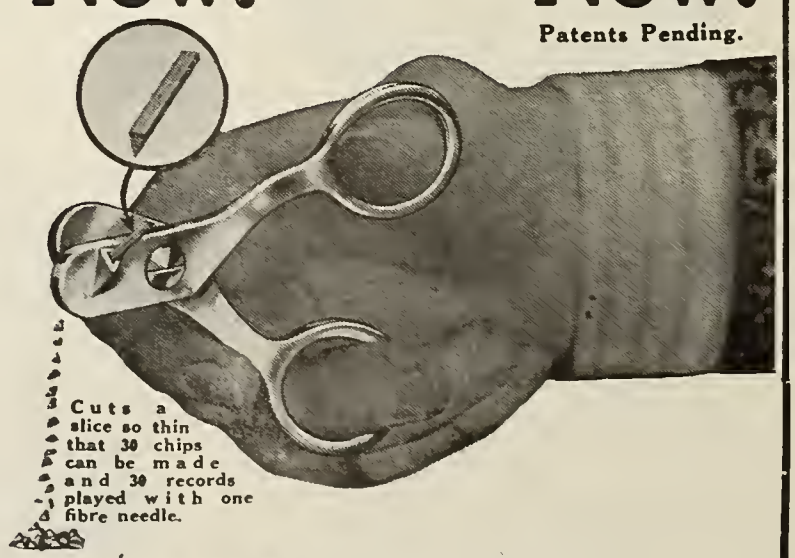
For sale through jobbers and dealers.

Retail Price $1.50

Manufactured by

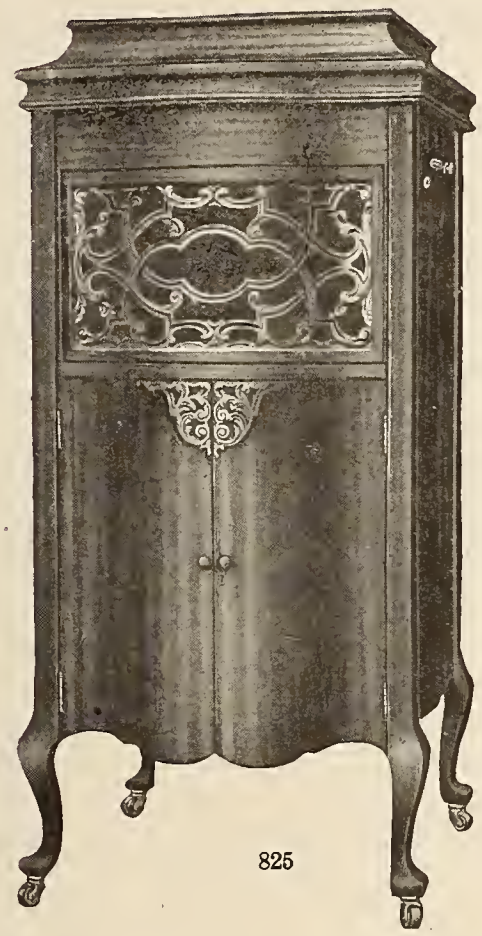
W. H. WADE 14 N. Michigan Avenue CHICAGO

Patents Pending.



What We Will Do for *YOU*

Our product is one of the highest quality. It carries exclusive patented features that create sales. We offer extremely liberal profits and prompt shipments. A permanent connection with an organization of long experience equipped with a department of dealer helps. And—"the Regina will play any record better than you have ever heard it played before."



825

EIGHT MODELS
$40.00 TO $350.00

REGINA Phonograph

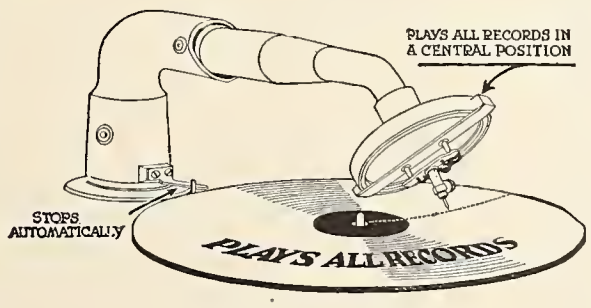
READ OUR OFFER AND FILL COUPON BELOW

901

The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is Nature's Tone in phonographs. The central position of the reproducer prevents wear and friction on all records. Plays all disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record.

Perfect Tone Expression



Manufacturers of Musical Instruments for Over a Quarter of a Century

TO RESPONSIBLE DEALERS—we will ship a sample Regina Phonograph on ten days' trial for demonstration and approval. Freight charges to be paid by consignee.

Use coupon below, marking (x) if you want a sample machine or catalog and prices.

THE REGINA CO.

47 W. 34th St., New York :: 209 S. State St., Chicago

REGINA CO., 47 W. 34th St., New York
Please send at once
☐Sample Phonograph ☐Catalog and Prices
Bank references .....
Name .....
Address .....
City .....

T. M. W. 1

BRUNO

Familiar Trade-Marks —and Others

BECAUSE an article bears a trade-mark it is by no means evidence that that article has earned a reputation or possesses real merit.

There are a number of none too scrupulous manufacturers and agents who are aware that the public has been educated to place added value on articles because trade-marked and are plying their trade with base infringements and imitations bearing "flowery" and high-sounding names. All this is detrimental to the interests of the legitimate dealer and purchaser, and, like the H. C. of L., it "hits" most everybody. Fortunately, the laws of supply and demand will sooner or later relegate this element into oblivion—a place well suited to the kind—while the article or instrument of proven merit continues triumphant on its successful course.

In America, in Europe, in Africa, in fact, the world over, the public recognizes the value and general superiority of an instrument or any merchandise bearing a *familiar* trade-mark—the sight of a well-known trade-mark bringing a positive assurance of quality.

From the very inception of the industry, this world-famous trade-mark

has always stood for supreme quality and has designated the products of the Victor Talking Machine Company, and, so, through its use, all peoples have come to know of and identify the greatest and mightiest musical instrument of all time—the Victrola.

The Victor trade-mark—a symbol of stability, integrity and sterling value—is to be found on all Victor products. Look for it "under the lid" or "on the label", and pass the word along.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue New York

Victor Distributors to the Dealer Only

OKEH THANKSGIVING DISPLAY

Holiday Theme Well Illustrated in Special Material for Okeh Dealers—Mamie Smith and Her Jazz Hounds Featured in Display

To stimulate Thanksgiving holiday trade Okeh record dealers are receiving from the General Phonograph Corp. a window display created by Einson Litho, Inc., New York, which is unusually effective both in design and color effects. The large center panel features a giant Okeh record with an immense cornucopia from whose mouth issues a riotous crowd of revelers dancing, singing, playing—all led by a proud, high-stepping, multi-colored turkey. In addition to the centerpiece there are five other units, one of which prominently features the Okeh star, Mamie Smith, colored queen of syncopation, and her jazz hounds. Okeh dealers are finding this series of window displays excellent trade bringers and the General Phonograph Corp. is now considering the extension of this valuable service to all Okeh record dealers.

Attractive Okeh Thanksgiving Display Window

"Was your daughter's musical education a profitable venture?" asked Smith.

"Rather!" said Brown. "I bought the houses on either side of us at half value."—Pearson's.

E. R. JOHNSON BACK FROM ENGLAND

President of Victor Co. Gives Further Details of Acquisition of Gramophone Co.'s Interests

The New York daily newspapers are now giving publicity to the taking over by the Victor Co. of half of the interests of the Gramophone Co., of London. The first announcement was made at the jobbers' convention at Atlantic City in July and appeared in the report of this meeting published in The Talking Machine World. Eldridge R. Johnson, president, and Walter J. Staats, secretary of the Victor Co., have been appointed directors of the British concern.

Mr. Johnson, who has recently returned from England, said that the Gramophone Co.'s plant in Russia, which was originally located in Riga, when the Germans entered that city, was moved to Moscow, where, he said, the Bolsheviki confiscated the property, moneys and wares, valued at more than $3,000,000. The Hanover, Germany, plant during the war was transformed into a munition plant, but has resumed its former activities. All of the company's plants in Europe are again operating, Mr. Johnson said.

THE BRUNSWICK IN ARIZONA

Los Angeles, Cal., November 2.—Dan Voorhees, special Brunswick representative from the Los Angeles branch, has just returned from a trip through Arizona. He reports that the sale of Brunswick phonographs and records is excellent, mentioning, among others, the Cass Redewill Co., of Phoenix; Phillips Reed Drug Co., Nogales; United Drug & Music Co., Globe; Jerome Drug Co., Jerome; M. A. Andrews, Yuma, and the Needles Drug & Jewelry Co., Needles, Cal.

BLANDIN

AS pianos and violins vary in tone ability, so do phonographs. The reproducing ability of the Blandin Phonograph is controlled by its sound chambers. You will understand why it is advancing to a leadership when you hear a piano, violin or voice reproduced on this instrument.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

A WIRELESS TELEPHONE CALL

Los Angeles, Cal., November 2.—The Music Trades Association enjoyed a new experience recently. W. H. Richardson, president of Richardson's, Inc., called up Secretary Farquharson on the wireless telephone from Catalina Island. The conversation was as plain and distinct as if the speakers were connected by wires in the same building instead of across the ocean, thirty miles relayed on the wire. Mr. Richardson, accompanied by Reginald Barker, famous Goldwyn Studio director, had crossed to Catalina for a few days for fishing and recreation, stopping at the St. Catherine Hotel.

It pays to try a little harder. As a rule men use only a small part of the powers they actually possess.

CUT YOUR COST IN HALF

USE

NEULOPES

IN PLACE OF
RECORD DELIVERY BAGS

THERE'S A SAVING

H. G. NEU & CO.

PAPER TWINE
ENVELOPES

108 Worth Street New York
Franklin 2049

ATTITUDE OF VICTOR CO. TOWARD PERIOD VICTROLAS

In "Voice of the Victor" the Company Sets Forth the Reasons for Adhering to Certain Forms in the Designing of the Cabinets for the New Period Victrolas

The attitude of the Victor Co. towards the development of the period Victrolas, which has been accepted as a guide in the adaptation of authentic period motifs to special Victrola cabinets, is thus set forth interestingly in the leading article in the October "Voice of the Victor":

Period furniture is probably classified in the mind of the average man along with Japanese prints, vintage wines, or any of the other things for which he doesn't expect to have any considerable use—but people with leisure, taste and money to spend on home designing find themselves compelled to take period furniture into account just as the music student finds that he can't get very far in music without bumping up against Beethoven, Bach and Mozart.

It is rather interesting to note that for the most part when we think or speak of period furniture it is the handicraft of the eighteenth century that we have in mind. Truly enough earlier centuries had contributed interesting and valuable designs, but perhaps because our mode of life and our mental attitudes have so changed we seldom go back further than the Renaissance for our examples. The eighteenth century produced a considerable number of master craftsmen who did for domestic architecture what the master composers did for music—they established certain fundamental forms.

"There were no Victrolas in Chippendale's time, but what we have done is to build Victrolas as we conceive Chippendale or Sheraton would have built them," is the way Eldridge R. Johnson himself has stated the case. Of one thing we may all be very sure and that is that they would have built them primarily as the musical instruments they are, and not as cupboards, chests or tables—which they are not.

Why does a Victrola take the particular form which has now become so familiar to so many people? The Victrola that is built with no other consideration than that of producing the best instrument within the bounds of commercial possibility? Is it accident? Assuredly not. Design, then! Not quite—it is due to evolution.

The form of any Victrola has a very definite and indeed integral relationship to its own particular needs, to the particular function it was designed to perform. Would you expect a violin which had been vitally changed in appearance to be still the same instrument, still perform its designed functions, with the same excellence? No. You feel morally certain that the violin in its own characteristic form was developed, not to please the eye, not to cater to the dweller in cramped quarters, not as a matter of fact to cater to anyone, but for the single purpose of producing the best quality of tone available and the greatest accuracy of pitch.

If the Victrola needed more amplifying surface or surfaces of an entirely different shape, we should assuredly use them. If a better result could be secured by using less then that is what we should do, and there would in either case be a resulting change in the dimensions. Why? Because it would look better—because it would fit better between the fireplace and the door? Not at all—but primarily, or indeed, wholly because it would do better work. To straddle is to compromise, and it necessarily is something less than the best. Give the compromise idea the benefit of the doubt. Consider it in what is one of the most acceptable forms—it is still something less than the best. Take, for instance, a combination pool and billiard table. Would anyone choose such a table for a tournament—of either billiards or pool? It is perfectly true that on such a table one may play pool or one may play billiards—that is, pretty good pool or pretty good billiards, but neither with the greatest possible degree of satisfaction.

There is no more justification for making a Victrola in the form of a medieval buffet than there is for making a violin in the form of a hatrack. The Victrola is not a commercial hope—it is the development of a quarter century, and every step on the way has been taken with whole-hearted sincerity, an honesty of thought and action that is the one sure foundation for all human effort. We know that a given diameter of diaphragm requires a given amount of amplifying space, elastic in part of its journey, rigid in others—that a given progression of taper in a tone-arm or in a floating horn gives precisely this, that or the other form of reaction. We know that in order to reflect, to give back the tones given to it, there must be a motor which shall give not merely a circular motion but a circular motion with a predetermined application of power. We know, in short, that the best possible reproduction cannot be secured haphazard, but that it is the result of a most delicate co-ordination of many factors, to which co-ordination all other considerations must be sacrificed and in which there is assuredly no room for extraneous purposes.

Given these things, and the need, or, perhaps it would be better to say, the desirability, of space for the storing of records—the Victrola must necessarily have certain dimensions, and having certain dimensions it must necessarily take a certain form. Those dimensions, that form were determined—by what? By the function it was supposed to perform, and that, we believe, is the one first principle in all art and in all craftsmanship that is worthy of the name.

CABINETS WITH OR WITHOUT EQUIPMENT

WE CAN SHIP IMMEDIATELY LARGE or SMALL QUANTITIES

These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted

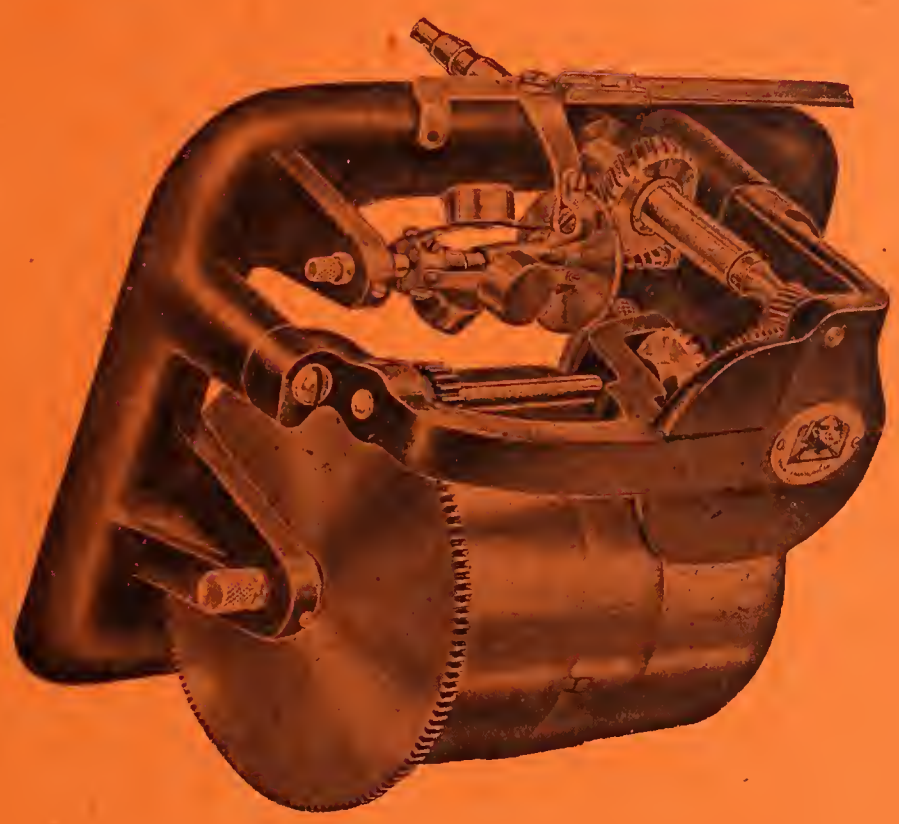
For Descriptive Matter Address

FUEHR & STEMMER PIANO CO., 2701 So. Wells St., Chicago

SPHINX GRAMOPHONE MOTORS INC.
NEW YORK, N.Y.

REG. U. S. PAT. OFF.

The Standard by Which All
Phonograph Motors are Judged and Valued



The Acknowledgment of Sphinx Superiority

The basic principles of the Sphinx are so manifestly in accord with accepted engineering principles; its construction is so simple, sturdy and enduring; its performance under the severest tests so extraordinary in efficiency and uniformity, that, *upon first demonstration*, its superiority is freely acknowledged by phonograph manufacturers, distributors, dealers and purchasers. Such unanimity of approval and indorsement is unique in the history of the phonograph.

Investigate the Sphinx NOW; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- New York

MAGNAVOX MEETING WITH SUCCESS

Sound Amplifier Being Used by Dealers Everywhere—May Be Adapted to Many Uses

The Magnavox Co., of Oakland, Cal., manufacturer of the Magnavox, an extraordinary sound amplifying device, is meeting with exceptional success. The device has been used frequently by public speakers, but the talking machine dealers throughout the country are evincing the keenest interest in the possibilities of the Magnavox in their business.

In fact the most popular use of the Magnavox has been in connection with the talking machine. A simple and efficient set of instruments has been devised which can be readily attached to any talking machine, and by the simple turn of a switch reproduce a band record of a volume equal to that of the band which made the record.

The equipment used for the amplification of talking machine music has been termed the "Magnavox Music and Voice Telemegafone, type MV-1." It consists of a special tone arm adaptable to any talking machine, together with a sound box, a control box used to control the power and regulate the volume, and the Telemegafone with its horn which reproduces the amplified sound. The nature of the equipment is electrical, exceedingly small power is required to operate the set, and it is standardized to be used with a six-volt storage or automobile battery. A battery of average size will play 450 twelve-inch records before it needs recharging.

The places where an enlarged volume of phonograph music can be used are many. The utility of the Magnavox in amusement parks, Summer resorts, hotels, clubs, schools and public institutions of all kinds has been demonstrated already. Dancing in private homes and in halls of any size becomes immediately practicable with a Magnavox Telemegafone.

Many music dealers use the MV-1 equipment to demonstrate the phonograph records to people in the street and reports received indicate that this unusual device is responsible for a great increase in the sale of records.

A construction engineer for a Western power company writes enthusiastically that with the Magnavox attachment the men can hear the music all over the camp and that this serves to relieve the monotony of camp life.

A proprietor of a Summer resort uses the Magnavox in place of a band and people living over a mile from the resort say that the music can be heard clearly and distinctly.

I. Montagnes & Co., Sonora distributors in Canada, introduced the Magnavox in the Dominion recently. The Magnavox equipment was placed in the speakers' stand and enabled Sir Auckland Geddes, British Ambassador to the United States, to speak to an enormous crowd at the opening of the Toronto exhibition of 1920.

A New York visitor at Toronto relates the following experience: "I had just come out of the Government building at the fair and hearing what I thought to be a very excellent quartet at some distance, apparently near the Graphic Arts Building, I decided to go over and see who the singers were. I was much astonished to discover that the music came from a Magnavox placed in a bandstand in the center of the grounds. I had no idea that I was listening to mechanical music until I saw the instrument."

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**

Motor Brake Felts

Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

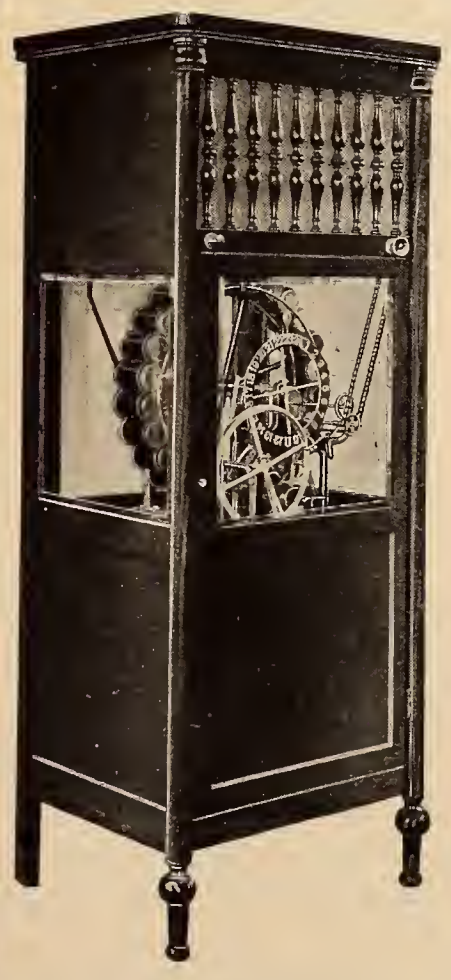
If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

Coin-Operated Electric Phonographs



Earn Big Profits

Thousands of public places, amusement halls, etc., need coin-operated machines.

Are you able to fill this demand?

Territory is now being assigned to progressive dealers and operators.

Electric Phonograph Co., Kalamazoo, Mich.

SONORA FOR FORD SISTERS

Geo. L. Hirtzel, Sonora dealer of Elizabeth, N. J., recently sold a Louis XVI De Luxe model to the Ford Sisters, one of the head-line acts on the Keith vaudeville circuit. The instrument was shipped to their home at Forest Hills, L. I., and they are planning to use it in creating new dances for next season's tour.

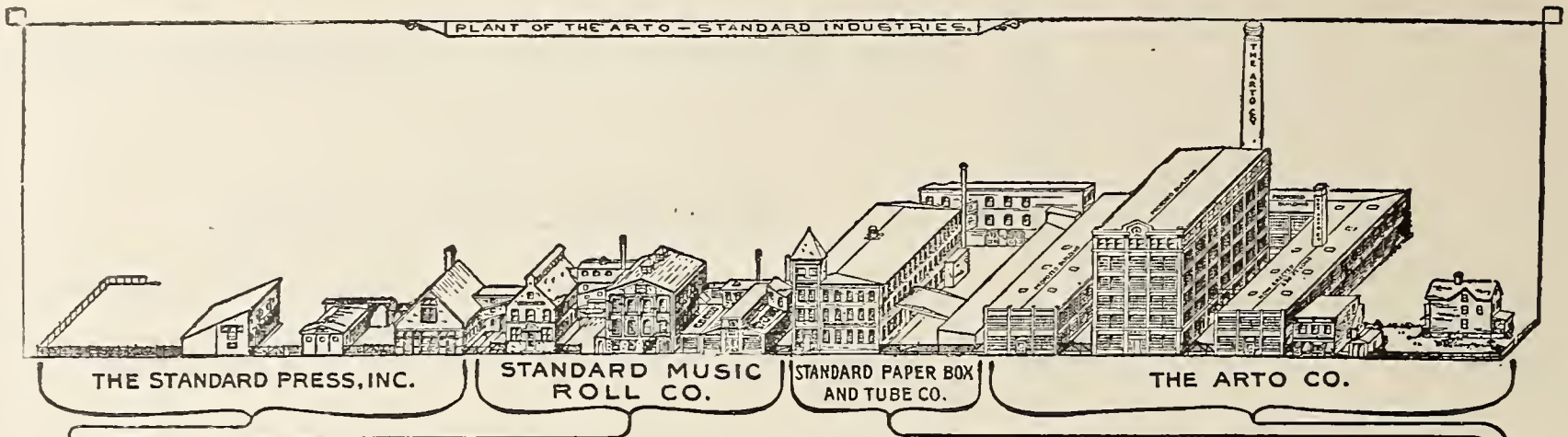
The Ford Sisters are nationally prominent as they have not only attained signal success on the Keith Circuit, but have also been one of the headline acts in the Winter Garden in New York. The sale of the Sonora to these well-known artists adds another name to the long list of stars who have purchased Sonora instruments this year.

SHOWS BRUNSWICK IN NORWALK

George P. Ells, prominent Norwalk, Conn., hardware dealer and real estate agent, has taken the agency for Brunswick phonographs and records and has started business in room 201 of the Commercial Building, where his real estate offices are located. Mr. Ells has received a large supply of machines and records which he is demonstrating to local friends. The agency is for Norwalk and vicinity.

APPOINTED "WARD" DISTRIBUTORS

The C. E. Ward Co., New London, O., manufacturers of covers for talking machines, announced recently that the Knight-Campbell Music Co., Denver, Colo., has been appointed distributors for the company's product. This concern is one of the best known talking machine houses in the far West, and will institute an aggressive campaign in behalf of these covers.



A 4 Company Guarantee--

To Dealers In Phonograph RECORDS and MUSIC ROLLS:

The STANDARD PRESS, Inc.

To any dealer becoming a stockholder in the ARTo Co., the newest and most promising member of the ARTo-Standard Industries, we guarantee to do any kind of commercial printing at a specially low price. Such printing as pertains exclusively to either ARTo Phonograph RECORDS or MUSIC ROLLS we will do entirely FREE OF CHARGE, the dealer simply paying the wholesale price of the paper. Ask for further details.

STANDARD PAPER BOX & TUBE CO.

For any dealer owning 5 or more shares of stock in the ARTo Co. we will make paper boxes, paper tubes, record envelopes and paper specialties of any kind at a specially low price. If same pertains exclusively to ARTo RECORDS and MUSIC ROLLS we will supply same at the exact cost to us.

STANDARD MUSIC ROLL CO.

We have purchased $140,000. of the capital stock of The ARTo Co. and already it has proved to be the best investment we have ever made and to those dealers who are old customers of ours and who become partners with us in the new and great ARTo Co. we guarantee special discounts on and preferential delivery of all types of music rolls made by us. We also guarantee any contracts made by the ARTo Co. with dealers. In one year the ARTo Co. has made far greater progress than any other company and we guarantee the accuracy of of its first annual report recently issued. We estimate that every one thousand dollars invested in ARTo stock NOW will become worth one hundred thousand dollars in from 10 to 20 years and in the meantime earn dividends at an increasing rate. This estimate is based on all of the ARTo dealers and ourselves giving the new enterprise our fullest support.

The ARTo Co.

We guarantee the accuracy of our first annual report recently printed. From the marvelous progress which we have made in one year we leave dealers and the public to estimate the progress which we will make from now on with their aid and with the aid of the three successful and strong companies whose guarantees are given above.

Send for Literature

The ARTo Co.

New York Office, 1604 Broadway ∴ Factories: Orange, N. J.

NEW PLANT FOR LYRAPHONE CO.

Record Company Purchases Large Modern Building in Newark, N. J., and Will Increase Record Output Many Per Cent

Newark, N. J., November 5.—The Lyraphone Co. of America, 117 Mechanic street, manufacturer of the Lyric lateral records, recently closed negotiations for the purchase of the plant of the American Piston Ring Co., this city, the building taking in a square block with executive offices on South Eleventh and Woodland avenue.

The building is most modern in construction, and will lend itself admirably for record manufacturing purposes. The Lyraphone Co., which some time ago purchased additional equipment, is already installing it in the new plant. After production in the company's new home is well under way, the entire mechanical equipment will be moved to the new quarters. The South Eleventh and Woodland avenue building is most centrally located, and has the shipping facilities which will aid the company in caring promptly for jobbers' and dealers' wants.

With the acquisition of this new floor space in addition to the recent purchase of a Canadian plant, the Lyraphone Co. of America announces an increase of over 500 per cent in its record production. The company during the last several months has made a specialty of getting out the latest song and instrumental hits at the quickest possible moment after their release, and in quantity lots. This in addition to its standard and foreign record catalog placed the company in a position whereby it became necessary to greatly increase production.

The Lyraphone Co. has arranged with the Hansen Advertising Agency of this city to carry on a national advertising campaign, which is to be supplemented by local advertising in both jobber and dealer territory. A large sum has already been appropriated for this purpose. The initial efforts in this direction have been car cards placed in conspicuous positions in New England territory and in addition to the advertising as outlined above, much material in the way of sales helps for dealers has already been arranged.

SCHOOL CHILDREN HEAR RECORDS

Newark High School Pupils Visit Talking Machine Store to Study Record Music

Newark, N. J., November 5.—As a means of fostering the use of records in education, the class in musical appreciation in the South Side High School here attended a record demonstration at the Landay store, under the direction of Branson De Cou, manager. For an hour the instructor played records and explained each and its relation to the general subject. The demonstration was received with so much enthusiasm by the pupils that it is planned to hold other lessons each week.

VISITS TRADE IN PENNSYLVANIA

J. Harris, secretary of C. Bruno & Son, Inc., Victor wholesalers, New York City, recently visited the Victor factory at Camden. From there Mr. Harris went to Stroudsburg, Pa., where he met E. G. Evans of the Bruno sales staff, who had motored down from New York. Mr. Harris and Mr. Evans called upon the Victor dealers in Wilkes-Barre, Hazleton and surrounding territory. They returned with a pleasing report of conditions in that territory. The vacation of the anthracite miners is over and the dealers are optimistic to a very high degree and expect a record holiday business.

RECORD OF "WHISPERING" A HIT

Los Angeles, Cal., November 2.—Dan Voorhees is much elated over the success in the sale of the records of "Whispering," a selection which originated here and was written and composed by an Angeleno. Phonograph companies were all urged some months ago to record this selection, but it takes some little time to persuade the East that good things sometimes originate in places removed from "Little Old New York." Thousands of the "Whispering" record have already been sold here, as elsewhere, and thousands more will be sold. The honor of "first out" goes to the Emerson Co., and its dealers were correspondingly elated.

OPENS AGENCY FOR COLUMBIA

Mt. Vernon, Wash., November 2.—A new music store has been opened in the Pay Streak block with a complete line of Columbia Grafonolas and records. The office rooms have been completely renovated and repapered. The store is owned by F. J. Mills, of Sedro-Woolley, and will be under the direction of F. J. Murphy, assisted by Miss Hedvig Hammer.

A CASE IN POINT

How much better you like the railroad whose officials are uniformly courteous and obliging without expecting constant tips! Just so the women feel regarding stores.

CABINETS

Highest Grade
Moderate Prices
Immediate Deliveries

46 in. high
19½ in. wide
21½ in. deep

One of Our Popular Models

Send us your specifications today. We can fill promptly orders for Genuine Mahogany, Quartered Oak and American Walnut Cabinets.

We use only five ply selected wood. Eight models in the line. The finest cabinets at moderate prices.

The Celina Specialty Co.
CELINA, OHIO

ARTo RECORDS

ARTo WORD ROLLS

Into the Home—

ARTo Music Rolls bring JOY
ARTo Phonograph Records bring AMUSEMENT
ARTo Profit-Sharing Certificates bring PROSPERITY

ARTo 10 INCH PHONOGRAPH RECORDS

THE LATEST SONG AND DANCE HITS for DECEMBER, 1920

VOCAL RECORDS

Feather Your Nest. (Johnson-Brockman-Kendis) Tenor Solo, Orch. accomp. ..... Arthur Hall Broadway Rose. (West-Fried-Spencer) Tenor Solo, Orch. accomp. ..... James Price	9026
Old Pal, Why Don't You Answer Me? (Lewis-Young-Jerome) Tenor Solo, Orch. accomp., Charles Harrison All She'd Say was Umh-Hum. (MacEmery-King-Zany) Baritone Solo, Orch. accomp., Ernest Hare	9027
Profiteering Blues. (A. Wilson-I. Bibo) Tenor Solo, Orch. accomp. ..... Billy Murray Hiawatha's Melody of Love. (G. H. Meyer) Duet, Orch. accomp. Charles Hart and Elliott Shaw	9028

DANCE RECORDS

Grieving for You. Fox-trot. (J. Gold) Moulin Rouge Orchestra Bring Back My Love Dreams. Fox-trot. (J. Grandei) ..... Selvin's Novelty Orchestra	9024
The Japanese Sandman. Fox-trot. (R. A. Whiting) ..... ARTo Dance Orchestra Darling. Fox-trot. (C. Schonberg) Selvin's Novelty Orchestra	9025
La Veeda. Castillian fox-trot. (C. Alden) ARTo Dance Orchestra Railroad Blues. Fox-trot. (C. L. Roberts) ARTo Dance Orchestra	9029

STANDARD INSTRUMENTAL AND VOCAL RECORDS

Adeste Fidelis. Christmas Hymn, Henry Burr and Peerless Quartet Agnes Dei. Soprano Solo, Orch. accomp., Mme. Del Sarto	3050
Sweetest Story Ever Told, The. (R. M. Stults) Soprano Solo, Orch. accomp. .... Louise Patterson Beautiful Isle of Somewhere. (J. B. Pounds-J. S. Fearis) Tenor Solo ..... Henry Burr	3009
Little Grey Home in the West. (H. Lohr) In the Gloaming. (A. F. Harrison) Soprano Solo, Orch. accomp. ..... Louise Patterson	3047
Souvenir. (F. Drdle) Violin Solo, Piano accomp. ..... Vera Barstow Berceuse. From "Jocelyn." (B. Godard) Violin Solo ..... Vera Barstow	3048
Officer of the Day (R. B. Hall) .. Arto Military Band Sunny South. Medley of Plantation Songs. (J. B. Lampe) ..... Arto Military Band	3049

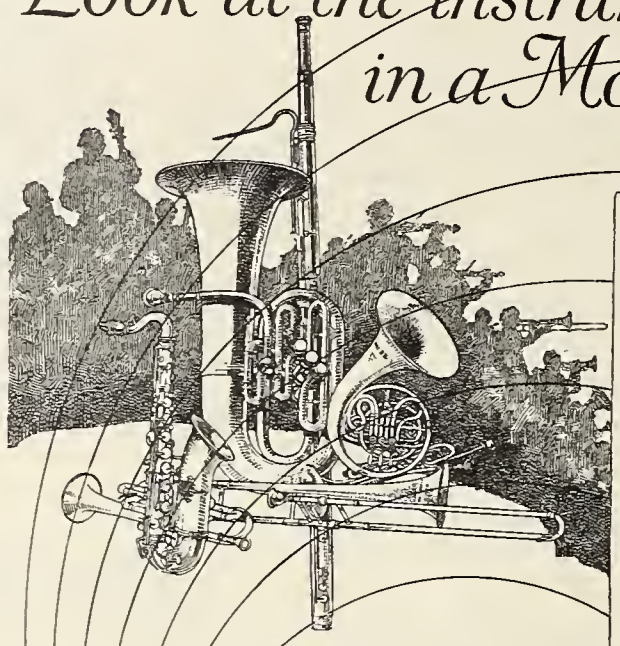
Ask for the Complete Catalog of ARTo Records

THE ARTo CO.

Factories: Orange, N. J.
New York Office: 1604 Broadway

THE SATURDAY EVENING POST

Look at the instruments in a Modern Orchestra



THE French horn—*round*. The trombones, tubas and trumpets—*round*. Saxophones and clarinets, flutes and oboes, euphoniums and bassoons—all *round*.

Why?

Before the Pyramids were reared man was fashioning musical instruments *round*—in blind obedience to a law of acoustics which is as old as the world itself.

"Sound," says Nature*, "travels in spiral waves, like the waves that spread out in circles when a pebble is thrown into still water."

In accordance with this natural law, the Emerson Music Master Horn is made *round*. It has no corners for the music to echo in—no obstructions for it to strike against. *All* of the music must flow smoothly and clearly from the round Emerson Music Master Horn.

Be sure to hear the new Emerson Phonograph. Enjoy the latest Emerson hits (below) as interpreted by the Emerson Music Master Horn. The music which flows from its full, round throat of solid spruce is a revelation in tone *quality* and tone *volume*.

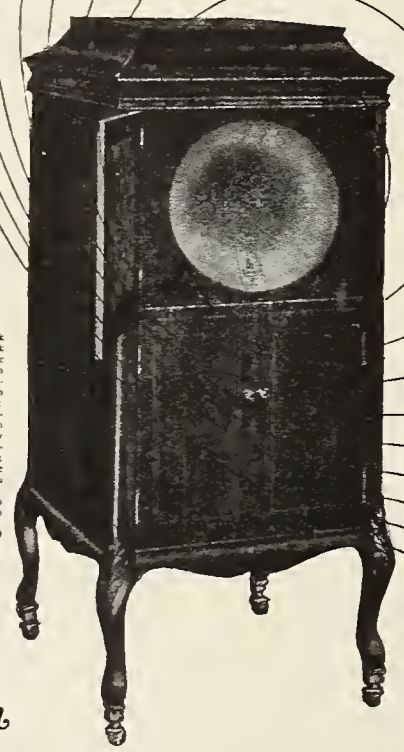
10257 Cuban Moon. Fox Trot . . . . . All Star Trio
10245 Tell Me Little Gypsy—Medley. Fox Trot . . Vernon Trio
10246 Fair One. Fox Trot . . . . Eddie Kuhn's Dance Specialist
10254 Avalon. Fox Trot . . . . . Plantation Dance Orchestra
10248 Hold Me. Fox Trot . . . . . All Star Trio

* Principles of Physics (*Magie*) Page 215
* Elements of Acoustics (*Lees*) Pages 10-11

SEND for the Emerson loose-leaf catalog which describes in detail the eight splendid instruments which at present compose the line of Emerson Phonographs. Special stress is laid on the round Emerson Music Master Horn, which has been well called the "soul" of the Emerson Phonograph.

EMERSON PHONOGRAPH CO., INC.
NEW YORK 226 Fifth Ave. CHICAGO 315 South Wabash Ave.

Makers of
Standard Emerson 10-inch Gold Seal Records



EMERSON
Phonograph
Standard Model 20

Mahogany
Golden Oak
Fumed Oak
with Emerson Music Master Horn; Emerson Thrush-Throat Universal Tone Arm, Emerson True Tone Reproducer; Emerson Special Gold-Edge Clamp-Rim Turn Table; Emerson New Style Patented 21st Century Filing System; Emerson Perfect Tone Control; Emerson Flush Motorboard.
Other Emerson Models, with Emerson Music Master Horn, $80 to $1,000

Emerson Records and Phonographs

The Emerson Phonograph

In the **Saturday Evening Post**
ISSUE OF NOVEMBER 13th

will appear this full-page Emerson advertisement—the fourth in a series of national announcements on the new line of Emerson Phonographs, and the *round* Emerson Music Master Horn.

The analogy between musical instruments and the Emerson Music Master Horn will appeal strongly to people's common sense.

A moment's thought will bring to mind numerous examples to prove the soundness of this analogy. The tom-toms of savage tribes—the horns and trumpets of the ancients—the brasses and woodwinds of the modern symphony orchestra—all are *round*.

This ad will go far to "sell" the Emerson Phonograph to people in your city. You can depend on the Emerson Music Master Horn to back up all the complimentary things you choose to say about it.

Seeing is selling nowadays. People obey that impulse to buy. So install a Self-Service Fixture if you want to see your records move.

Columbia Graphophone Co.
NEW YORK

Columbia Records TRADE MARK Grafonola

SWISS MOTOR EXPERTS STUDY OUR FACTORY METHODS

Major Albert Paillard and Edouard Jacques Co-operate With Sonora Manufacturing Departments—Tell of Conditions in Europe—Entertain G. E. Brightson and Staff at Dinner

Having delayed his trip until the large additions to the phonograph motor plants located at Yverdon were completed, Major Albert Paillard, of St. Croix, Switzerland, who manufactures motors for Sonora, recently arrived in this country accompanied by his technical expert, Edouard Jacques.

They are spending some time co-operating with the Sonora manufacturing departments in various cities in this country and will make a study of American factory methods to see if there are any good new ideas which they can take back with them. In the course of a chat Mr. Paillard said that the new motor factory at Yverdon should soon have a capacity of about 100,000 motors a year and this is exclusive of the other large plant at St. Croix, which is also kept busy to capacity supplying the motors needed by the Sonora phonograph. Both motor plants are only thirteen miles apart and one can walk from St. Croix to Yverdon in about two hours, as this is down hill.

The number of employes at these Swiss plants will soon go up toward the thousand mark. Major Paillard, whose family has been in the musical instrument and musical instrument parts manufacturing business for a great many years, has little labor difficulty. As an extraordinary illustration of this it may be mentioned that recently one of their employes who had been with them for a great many years died. The six pall bearers were employes of the plant and these six men had been in the employ of the Paillard Works for 252 years. There are twelve men in the plant who have been with the company for more than forty years.

"Business in some lines is not up to normal," said Major Paillard. "The watch business is not very good. Owing to the drop in value of foreign exchange many markets are closed to Swiss products. Russia was once a big buyer of Swiss watches but there is nothing doing there now. The embroidery industry was at a standstill during the war with Germany but is now starting up again.

"There are not as many tourists in Switzerland as there were before the war but the number is gradually increasing. The money from the recent Swiss loan placed in the United States is going toward the electrification of railroads and ultimately all the roads in the country will be operated by electric power furnished by the inexhaustible water supply of the Swiss mountain streams.

"In England the Summer has been a rather dull one, business being subnormal. America is not only the leader in the manufacture of phonographs but is, of course, the best market for them as well. England now has a 33⅓ per cent duty on talking machines and quite a number of continental concerns are establishing English manufacturing branches.

"German goods—talking machines, sound boxes, etc.—are going into England and are being purchased when the price is lower than English-made products.

"Shipments from Switzerland to America are coming through in fairly reasonable time now, the journey taking about four weeks from Antwerp, Belgium, to New York. This is very fast compared with the time which was made during the war. During 1918 we had to send a man—a tracer—with each freight car we loaded so as to be sure that our shipments were not lost or got on the boats for which they were not intended. During the war we were lucky if the time taken for transportation from the Sonora factory to New York was not over three or four months.

"Abroad there are few fine stores devoted exclusively to phonographs. The buyer gets this instrument in department stores, bicycle stores, musical instrument stores, etc., but to devote a whole establishment to the sale of nothing but talking machines is something which has yet to be 'sold' to the merchants across the Atlantic."

M. Jacques, when unaccompanied by Major Paillard, was under a disadvantage as he does not speak a word of English, but before the American trip is over he expects to be able to get along fairly well. Mr. Jacques has been associated with the Paillards for many years. Originally his efforts were devoted to the manufacture and perfection of music boxes, but in 1897 he began work on mechanisms for phonographs of the cylinder type and has been engaged on this type of mechanism for the last twenty-three years.

M. Paillard and M. Jacques were the hosts at a dinner recently given by them to Geo. E. Brightson, president of the Sonora Phonograph Co., Inc., and members of the Sonora executive staff, at the Hotel Brevoort. The visitors expressed their appreciation of the courtesies extended to them and Mr. Brightson replied, expressing the pleasure of the Sonora Co. in having them here and complimented them on the splendid co-operation which they are giving in manufacturing. M. Paillard and M. Jacques sailed October 20 on the steamship "Adriatic" for home.

CO-OPERATE WITH THE ARTISTS

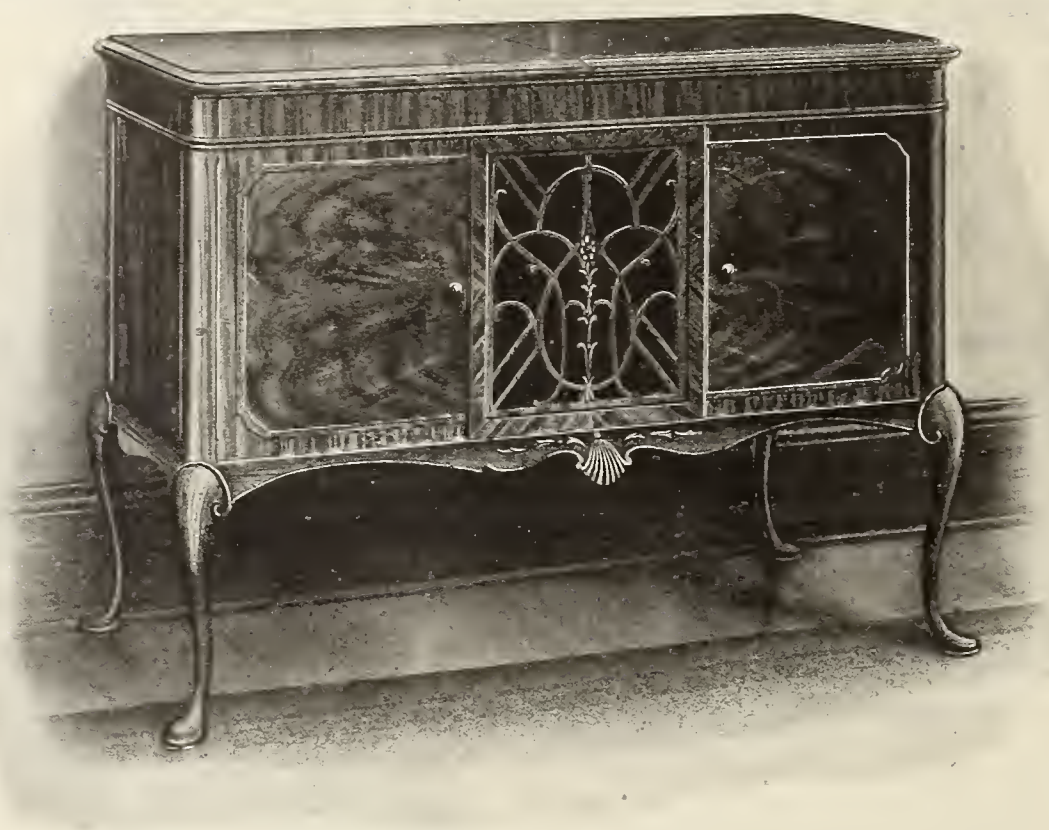
Notable artists, well known through their talking machine records, will be heard throughout the country this Winter, and it behooves up-to-date dealers to take advantage of their appearances and bring their records to the attention of the purchasing public. This co-operation, if properly developed, will do much to help business and to popularize particularly the records made by these artists. A word to the wise is sufficient.

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF. *Distributors*

There are numerous reasons why Pathé Dealers are satisfied.
Write today for full information.

ARMSTRONG FURNITURE CO.
59 and 61 North Main Street **Memphis, Tenn.**



Queen Anne Console

What the Granby Selling Franchise Really Means

Here are some pertinent facts which will interest you.

1. The very best phonograph product, tonally and structurally, which ample capital, master designers and master craftsmen can produce.

2. A manufacturing plant which may be considered a model of its kind—with an equipment and facilities that could not be improved upon.

3. Advertising and Selling support—the character and variety of which, mean maximum sales in every territory in which our Trade Aids operate.

4. Absolute loyalty to our distributors and every promise made rigidly kept.

5. Prestige and Profits for you—and an indestructible asset in the Granby name and fame.

The gist of our proposition is just this:—we put ourselves in *your* place when we developed the Granby and what is back of it. We therefore know exactly what *you* want and offer you a selling franchise which has 100% value for you—a franchise which will tremendously grow in value, year after year.

Get the details NOW.

Don't make a move until you do.

Write or wire.

GRANBY PHONOGRAPH CORPORATION

NORFOLK-VIRGINIA

Factory · Newport News

IMPORTANT CHILDREN'S RECORDS

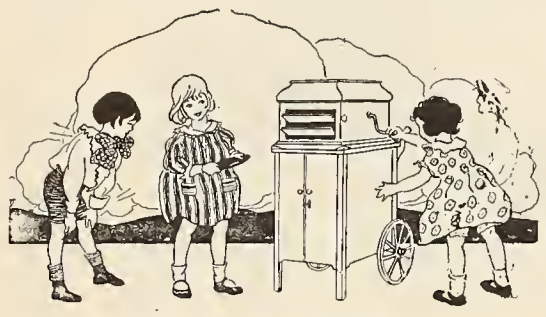
Columbia Educational Department Issues Instrumental Music for Children's Use—Valuable Contribution to Record Library

The educational department of the Columbia Graphophone Co. has just issued a set of eight records comprising thirty-two instrumental selections for children, and constituting the best known music of Schubert, Gounod, Mozart, Tschaikowsky, Schumann, Beethoven, Grieg and others. The selections are so simplified and adapted that they represent the most inspiring medium for teaching standard music to children.

The recording of these selections was made under the personal direction of the teachers of Horace Mann School of Teachers' College, Columbia University, and with the official endorsement of Professor Patty S. Hill, director of the kindergarten-primary department. These teachers have given much time and thought to the choice of the music, the proper instruments to bring out the salient characteristics of the music and to the interpretation. The value of these recordings lies in the fact that the music has not been chosen because of its rank and quality and merely fitted to the child mind. Those elements of these great compositions which may be fitted to the child's experience and need have been so adapted and assembled in each composition that they have in fact been remade for the child, at the same time preserving the charm, quality and integrity of the music.

The compositions have been grouped under six heads: Music for marching, music for interpretation, music for bands, music for skipping, music for appreciation and lullabies. Because of the common use of the Grafonola in the school room and the fact that pianos are frequently not included in the school equipment, the score of the music has been adapted from the piano text and rewritten for such instruments as the violin, flute, clarinet, bassoon, etc. The tempo of each is retained as if played on the piano. Each selection is short enough to retain the child's interest, and their chief claim lies in the simple charm of the rendition. They are essentially children's music, so selected, adapted and interpreted as to furnish a real basis for permanent love of the best.

This entire set of records is a real and vital contribution to musical literature, not only for the school but for the home. It affords the



Music for the Children

dealer a new and effective appeal to his trade, not only because of the quality of the records themselves, but as another tie with his customers to the product issued by the Columbia recording laboratories.

METHOD OF USING STICK SHELLAC

Injuries to Varnished and Polished Cabinets May Be Repaired Easily

The use of stick shellac is an efficient method for repairing injuries to the wood, such as filling cracks, crevices, etc. It can be had in practically any shade to match every kind of finish. It comes in one-half inch square sticks and is applied in the same manner in which a tinsmith applies his solder. The ideal tool to use is an electric soldering iron, but if this cannot be had an alcohol flame is good. A candle is not satisfactory because the wax often drops off into the shellac, and the candle grease smokes and discolors the wax. After the injury in the wood is filled with this colored shellac, it should be carefully sanded to even the surface. It can then be finished in the usual manner.

STORY HOURS FOR CHILDREN

Enterprising Sonora Dealer Finds Unique Idea Successful—Plan Stimulates Interest in Sonora Product and Is of General Good

PEKIN, ILL., November 6.—The Celeste Music Co. of this city, Sonora dealers, recently completed an interesting campaign introduced to attract the attention of the children of this city. For two mornings each week the children were invited to attend a story hour at which educational records were featured. Mrs. Julia A. Cattron was in charge of this work, and arranged splendid programs for the enjoyment of the children. The children were introduced to the musical qualities of the Sonora, and on one occasion each child was presented with an attractive Sonora folding card with a small silk flag.

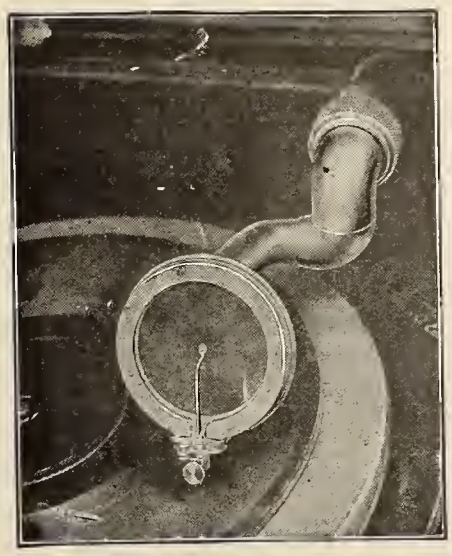
F. C. Muehlenbrink, owner of the Celeste Music Co., has had twenty-five years' experience in the music business, and both he and Mrs. Cattron, who is a member of the firm, are leaders in advancing the musical interests of the community. Referring to the story hour for children, Mr. Muehlenbrink said:

"We are well pleased with the story hour. It has brought us before the public in a different way; it gives us new prospects, and some new record customers, and will become an established factor in the community, stamping our music house as progressive and as a constructive element in the community. We receive some very pleasing expressions from music teachers, and people who are quick to recognize the educational value of the work. The music hour requires time, preparation, patience, etc., but we feel well repaid."

WHAT ADVERTISING REPRESENTS

Advertising is more than merely filling white space with type—make it carry your message as you would have your neighbor understand it easily and perfectly.

Do you want these good Customers?



Playing hill-and-dale record

Edison Owners are good Customers for YOU if you sell them the

KENT
Master Adapter

The illustrations show how it is instantly adjusted to play ANY kind of disc record.

And when these Customers come back for more and more records they'll tell you that the **"Kent Master"** plays each record ***at its best.***

That pleases ***them*** and pays ***you.***

May we tell you about it?

Playing lateral-cut record

Here is another message to
DEALERS *and* ***MANUFACTURERS***

Besides the Kent Master Adapter we manufacture several other attachments for Edison and Victor Machines, as well as Tone Arms and Sound Boxes. When you know about these you will agree that they "*Win their way by their play.*" Furthermore, we carry large stocks of steel, sapphire and diamond points.

TRADE MARK KENT

Registered in U S Pat Office

F. C. KENT COMPANY

IRVINGTON, N. J.

DEALER GETS SEVEN TRUCKLOADS OF EDISON MACHINES

Delivering Edison Phonographs to C. A. Ensenberger & Son, Bloomington, Ill.

GETTING SALES LITERATURE READ

One House Places Stories and Anecdotes on Wrappers of Its Literature in Effort to Get It Read—Finds This Method Helpful

It has been the constant complaint of men who send out sales literature to dealers that this literature too often finds its way into the waste-basket unread, thereby wasting the efforts of the manufacturer and losing to the dealer an opportunity to learn something valuable. A large retail firm out West that is sending out an almost steady flow of sales literature to its customers and prospects finds the following method helpful in getting the various folders, circular letters, brochures, supplements, catalogs, etc., to the proper source. On every wrapper containing one or more of the aforementioned, the firm prints a newsy anecdote or some particularly witty remark or joke, designed to attract the attention of the party to whom the wrapper is addressed. The humor generally appeals to the dealer and it is found that very seldom does the literature reach the waste paper basket until it at least has been perused and studied by the customer or prospect.

The dealer who sees the manufacturer's ad only in consumer publications forms his own opinions of the manufacturer's policy. These opinions are apt to be unfavorable.

MAIN SPRINGS

Guaranteed to be made of the highest grade **carbon steel** procurable. Prices quoted are possible only because of our immense purchasing and distributing powers.

		1 each	6 each	12 each	25 each	50 each	100 each
No. 28	¾"x.022x9 feet, for small motors, pear shape hole	$ .40	$ .38	$ .37	$ .35	$ .33	$ .31
No. 29	¾"x.022x10 feet, for Small Columbia, Universal, Vanophone, Pathé, etc. Pear shape hole	.45	.43	.42	.40	.38	.35
No. 30	⅞"x.022x10 feet, for Blick, Wonder, Meisselbach motors No. 9 and No. 10. Square hole	.50	.47	.46	.44	.42	.40
No. 31	1"x.025x9 feet, for small Columbia. Pear shape hole	.60	.54	.52	.50	.48	.45
No. 32	1"x.020x13 feet, for small Victor. Pear shape hole	.60	.54	.52	.50	.48	.45
No. 33	1"x.025x12 feet for Pathé, Heineman, Meisselbach and Vitanola. Pear shape hole	.75	.70	.67	.60	.55	.50
No. 34	1"x.025x14 feet, for Sonora, Silvertone, Thomas, Saal and Dayton motors. Oblong hole	.80	.75	.70	.65	.60	.55
No. 35	1"x.028x10 feet for Columbia machines, all styles. Pear shape hole	.60	.54	.52	.50	.48	.45
No. 36	1"x.025x9 feet, for Meisselbach No. 12. Oblong hole	.60	.54	.52	.50	.48	.45
No. 37	1"x.025x16 feet, for Meisselbach, Saal, Silvertone, Thomas, Sonora and Dayton motors. Oblong hole	.90	.85	.83	.80	.75	.70
No. 38	1"x.025x16 feet, for Vitanola. Pear shape	.90	.85	.83	.80	.75	.70
No. 39	1"x.028x11 feet, for Edison Standard. Pear shape	.65	.59	.57	.53	.50	.47
No. 40	1-3/16"x.028x16 feet, for Heineman and Pathé. Pear shape	.95	.90	.88	.85	.80	.75
No. 41	1½"x.027x25 feet, for Edison Diamond Disc. Pear shape	2.00	1.80	1.70	1.65	1.55	1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

Write for our latest catalogue, now on the press, containing hundreds of needed repair parts. Ask for catalogue W.

EVERYBODY'S TALKING MACHINE CO.

38 North Eighth Street PHILADELPHIA, PA.

DEMAND FOR PARTS IN AUSTRALIA

Trade Commissioner Reports Demand for Talking Machine Parts and Accessories

There is at the present time a growing demand in Australia for Canadian and American talking machine parts and accessories, according to a report received from Assistant Canadian Trade Commissioner C. Hartlett, of Melbourne. The information he conveys will be of interest to manufacturers on this side of the border who desire to do business with Australia. Mr. Hartlett says:

"The talking machine is in great demand with the music-loving Australian and, like the piano, from the cheapest to the most expensive instrument, it is known in almost every home both in the city and country. So far only the cabinet has been made in Australia, and in beauty of native woods suitable for the purpose and excellence of workmanship the result compares more than favorably with the average imported article. Many attempts have been made to manufacture the various parts of the mechanism but have so far not met with success. A large number of talking machines are assembled locally from imported parts and in addition large quantities of parts are required for repair purposes.

"The parts in demand practically cover the complete mechanism—motors, tone arms, reproducers, tone control, lid support, springs, etc. The demand is particularly large for two or three-spring motors, three-quarter and one-inch springs, governor springs and mica diaphragms of all sizes, which are very difficult to procure, and the trade would welcome quotations from Canadian manufacturers of these parts. On reliable authority it is stated that at the present time there is an excellent opportunity for Canadian manufacturers to do business in the parts mentioned, particularly as it is understood that they turn out the same sizes and quality as at Dayton, Ohio, which is now supplying the bulk of Australian importations.

"Manufacturers desirous of testing the Australian market are therefore invited to furnish this office with quotations and, if possible, with a sample set of springs, etc. Quotations should be on the basis of f.o.b. steamer at ocean port so that landed costs can be readily computed at this end. The samples will come forward much more expeditiously and at a cheaper cost by Canadian parcel post than by any other shipping method."

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Indianapolis

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

"PEERLESS BIG TEN" PLEASES

New Improved Type of Record Album Appears to Meet a Long-Felt Want

Phil Ravis, president of the Peerless Album Co., with executive offices at 49 Bleecker street, New York, and factories in New York and Chicago, recently stated to a representative of The World that their new album, known as the "Peerless Big Ten," has met with widespread approval by the manufacturers, distributors and dealers in the Middle West, who have ordered liberally of this new product. The results so far obtained have shown that time spent in developing this innovation in record albums is to be rewarded.

The new style record album has been designed to provide for the uniform outside appearance of ten and twelve inch record albumns, while the interiors are arranged for the purpose of handling one particular size. In the past the rule has been for manufacturers to equip cabinet phonographs with record albums of twelve inch size, and while the ten inch record would of course slip into the envelopes designed for the twelve inch size, the smaller records would not fit and the effect would not tend toward neatness or convenience.

The Peerless "Big Ten" album for ten inch records has the same outside dimensions as the twelve inch record album, but the compartments inside are designed to hold the ten inch records firmly and securely. The production of the new album meant considerable experimenting, and the installation of much new machinery in the factory.

These albums are also produced in sets, lettered in gold on the back from "A to G" and from "A to H." Each set consists of five "Peerless Big Ten" to hold ten inch records and the balance regular twelve inch books, making an ideal equipment for flat shelf cabinet machines.

WILL CONCENTRATE ON SONORA

The sales division of the Sonora Phonograph Co. was advised recently by the C. W. Fischer Furniture Co., of Milwaukee, that it had decided to concentrate on the Sonora line exclusively in the future. This concern had hitherto handled several lines of talking machines.

The C. W. Fischer Furniture Co. is one of the leading retail furniture houses in Milwaukee, and is located in the leading business section of the city. A gigantic Sonora advertisement on the wall of the Fischer store attracts the attention of thousands daily, and this sign is one of the links in the intensive advertising campaign that has been introduced by this dealer in behalf of Sonora product.

J. W. BOOTHE TELLS OF PROGRESS

LOS ANGELES, CAL., November 2.—J. W. Boothe, general manager of the music department of Barker Bros., returned last week from an auto trip through the San Joaquin Valley to San Francisco. Mr. Boothe visited the Fresno branch, where he found business in first-class shape. He was much impressed by the excellent progress made by the Emerson phonograph and records all through the country, as well as in San Francisco. The Emerson phonograph was recently awarded first prize at the Fresno Exposition.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.

FOREIGN MUSIC ROLLS

FOR YOUR

FOREIGN RECORD TRADE

MEANS INCREASED SALES

THE NEW

MONO ROLL

OFFERS

JEWISH
POLISH
ITALIAN
AND
GERMAN

Folk Songs, Dances and Classics, recorded with a faithfulness that arouses memories of the homeland. Many selections recorded from manuscript.

ALL ROLLS 88 NOTE OPEN CUT, FIRST QUALITY

$ .75 to $1.75

Liberal trade discounts from the latest bulletin, each with the words on a separate card for singing.

GERMAN

M 2000 Das Heidenröslein (Volkslied)..... $0.75
Von Goethe
M 2001 Ich Weiss Nicht Was Soll Es Bedeuten (Die Lorelei)..... .75
Von Heinrich Heine
M 2002 Wenn Ich Mich Nach Der Heimat Sehn (Der Tyroler und Sein Kind) ..... .75
Von Jos. Ferd. Nesmüller
M 2003 Wie Die Blümlein Draussen Zittern (Volksweise) ..... .75
Von Franz Abt
M 2004 Ich Hatt Einen Kameraden (Volkslied) ..... .75
Von Ludwig Uhland
M 2005 Steh Ich in Finstrer Mitternacht... .75
Von Wilhelm Hauff
M 2006 Still Ruht Der See..... .75
Von H. Pfeil
M 2007 Immer Noch Ein Tröpfchen (Schottische) ..... .90
Von W. Hinsch
M 2008 Darf Ich Bitten (Schnell Polka).. .90
Von A. Czibulka
M 2009 Electrisch (Schnell Polka)) Aus "Die Landstreicher" ..... .90
Von C. M. Ziehrer
M 2010 In Flagranti (Schnell Polka) Aus "Die Landstreicher" ..... .90
Von C. M. Ziehrer
M 2011 Marsch-Polka. "Auf der Kirmess" .90
Aus Volksliedern zusammengesetzst
M 1021 Overture "Schauspiel" (It. Drammatico) 1.25
By Chr. Bach. Arr. by Ellis Linder

ITALIAN

M 1022 Bolero d' Amore (Italian Song)... .75
By R. Falvo
M 1023 'O Marenariello (Italian Song).... .75
By S. Gambardella
M 1024 Santa Lucia (It. Barcarolla)..... .75
Arr. by Nino Gavitti
M 1025 Nuttata 'E Sentimento (Italian Ballad) ..... .75
By G. Capolongo
M 1026 'O Sole Mio! (It. Canzonetta)... .75
By E. di Capua
M 1027 Nun T' Affaccia (It. Serenata)..... .75
By Luigi Fragna
M 1028 Torna a Surriento (It. Canzonetta). .75
By E. de Curtis
M 1029 Speranze Perdute (Valse Italiano).. .75
By A. Morelli
M 1019 La Benedizione del Pugnale (From Les Huguenots) 1.25
By G. Meyerbeer. Arr. by Ellis Linder
M 1020 Rosa Della Spoza 1.25
By Lavalle. Arr. by Ellis Linder
M 1021 Overture "Schauspiel" (It. Drammatico) 1.25
By Chr. Bach. Arr. by Ellis Linder
M 1039 Mari, Mari! (Italian Song)..... .75

POLISH

M-R 1000 Gdy Narod Do Boju! (Marsz).... .75
By A. Szuszczewicz
M-R 1001 Marsz Narodowy Polski ..... .75
By J. Z. Krygier
M 1002 Stanislawa Polka ..... .75
Arr. by J. Messina
M 1003 Co Ja Winna (Mazurka) ..... .75
By S. Trymolski
M 1004 Podkoweczki Dajcie Ognia (Mazur) .75
By K. Namyslowski
M-R 1005 Marzenia Rozkoszy (Walc) ..... .75
By A. Szuszczewicz
M 1006 Cieszmy Sie Polka ..... .75
By W. Osmanski
M 1007 Marzenia Mlodosci (Walc) ..... .75
Arr. by W. K. Grigaitis
M 1008 Dziadunio Polka ..... .75
By K. Namyslowski
M 1009 Oberek Do Bialego (Polish Dance) .75
By K. Namyslowski
M 1010 Warszawska Polka ..... .75
Arr. by W. K. Grigaitis
M-R 1011 Wieniec Melodyj Narodowych 1.25
By Urbanek. Arr. by K. W. Grigaitis
M 1012 Wesola Wiesniacka Polka ..... .75
Arr. by E. Owczarski
M 1013 Faworitka Polka ..... .75
Arr. by W. K. Grigaitis
M 1014 Nowy Rok Polka ..... .75
By J. Wisniewski
M 1015 Ognisty Mazur ..... .75
By B. K. Namyslowski
M-R 1016 Pieszczotka Polka ..... .75
By A. Szuszczewicz
M 1017 Pliszka Polka ..... .75
By Fr. Zikoff
M 1035 Ladna Helcia Polka ..... .75
Arr. by W. K. Grigaitis
M 1036 Dziarska Chlopcy Mazur..... .75
Arr. by W. K. Grigaitis
M 1040 Polish Dance Medley No. 1..... .90
I. Polonez Kosciuszki
II. Cieszmy Bracia Nadzieja
M 1041 Polish Dance Medley No. 2..... .90
I. Mazur (z op Skalmierzanki)
II. Mazur (Zuch Stach)
M 1042 Polish Christmas Hymn. Wsrod Nocnej Ciszy (Pastoralki)..... 1.00

RUSSIAN AND MALO-RUSSIAN

M-R 1037 (Potpourri-iz-Russkich-Piesen No. 1) 1.75
Played by Louis Dubrow
M-R 1038 (Potpourri-iz-Malo Ruski-Piesen No. 1) 1.75
Played by Louis Dubrow

HEBREW

M-R 1030 Mazel Tov Mechutonim (Hebrew-Bulgar Dance) 1.00
M-R 1031 Die Frehliche (Hebrew-Bulgar Dance) ..... .75
M-R 1032 Chupeh Tanz (Hebrew Dance)..... .75
M-R 1033 Kolomeika Tanz (Hebrew Dance)... 1.00
M-R 1034 A Russiche Schehr No. 2 (Hebrew Dance) 1.10

MADE BY

THE ROSE VALLEY COMPANY

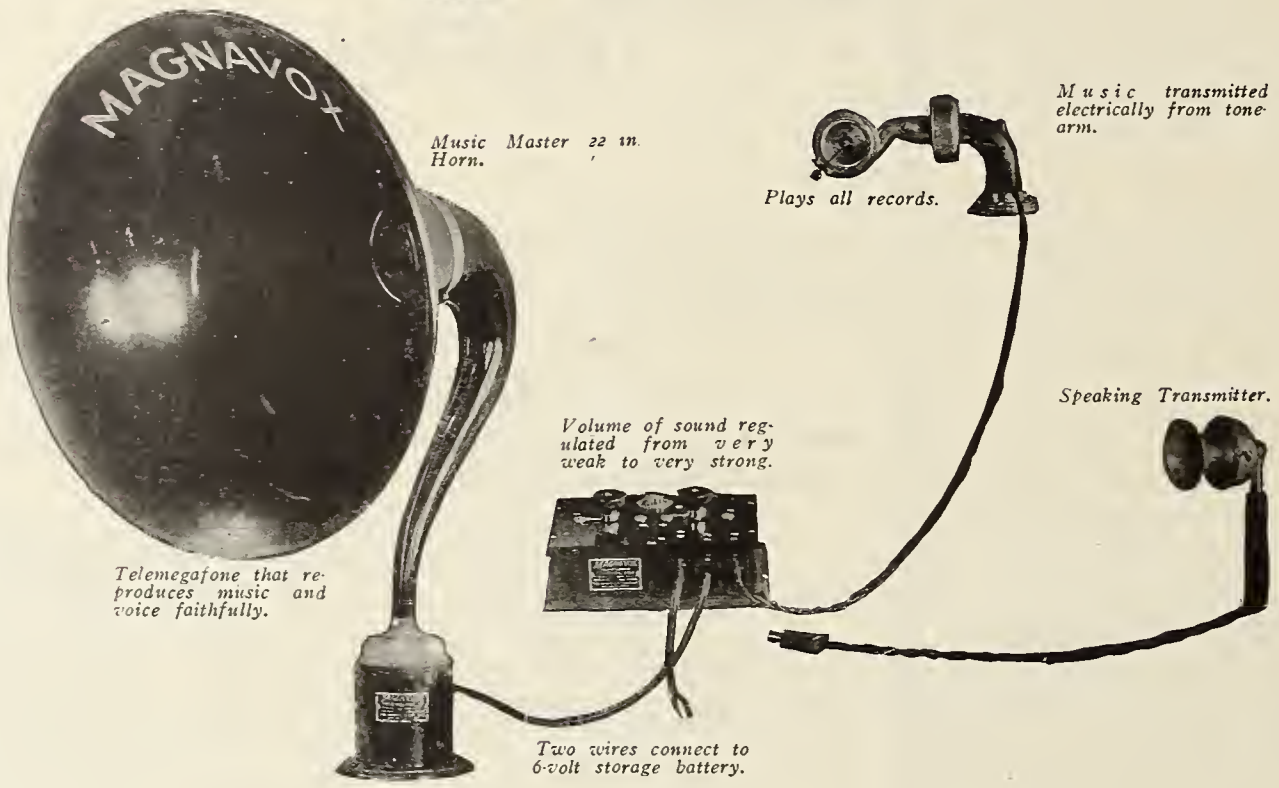
55th Street & Hunter Avenue - - Philadelphia, Pa.

New York Office*—1367 Broadway—SAM H. SPECK, *Manager.

Use the

Magnavox

to Increase Your Sale of Records



WITH the Magnavox Telemegafone the volume of sound can be so magnified that it will fill a big auditorium. In a quiet locality a record can be heard distinctly a mile away. Yet the sound can be so modulated at will that it will become a mere whisper.

The Magnavox will attract business to your store. You can play the new records of the month to a big crowd. With its speaking attachment, the one who plays the record can give the title, its price and any other selling talk so that everyone in the crowd gets it.

The Magnavox is easy to operate and very simple. An ordinary 6-volt auto battery supplies the needed current.

See the Magnavox for entertainments at clubs, summer resorts, camps, parks, on steamships, in theatres. It's great for dances. With the speaking attachment the Magnavox is valuable for use in schools, class rooms and lecture halls.

Get in touch with moving picture houses, theatres, and the leaders of amateur theatricals in town and sell them the Magnavox. There's big profit for you as a Magnavox agent.

Bulletin 22520 tells the whole story. Write for it.

Distributors for New York and New England

J. O. MORRIS CO., Inc.

1270 BROADWAY - - - - - NEW YORK

TALKING MACHINE A VITAL AID IN AMERICANIZATION

The Educational Department of the Victor Co. Adds "Americanization" to Its Already Wide Field of Activities—How Music Can Serve in Winning the Foreign Born to American Ideals

In its work of serving the cause of education and music, the educational department of the Victor Co. has recently turned its attention to the new and important field of Americanization, and in this connection has published a booklet entitled "The Victrola in Americanization."

Following the splendid pioneer endeavors of the Division of Immigrant Education, the work known as Americanization has been gradually enlarged and ramified until to-day it is one of the outstanding thoughts occupying American minds everywhere. It is the subject of national and State legislation. It has been accepted by the entire school system from kindergarten to university. Churches, clubs, boards and chambers of commerce, employers, and communities everywhere are realizing the need of the amalgamation of all the people into a national unity of calm, sane, unswerving loyalty and an awakening to a realization of the responsibilities of American citizenship.

In carrying on the work it was quickly determined that there is no medium so attractive and efficacious in aiding the cause of Americanization as music. There is nothing so universal in its appeal. Through music one can meet every newcomer on common ground, and through it one can touch the magic chord of their love of their folk-arts, and by leading them to a knowledge of American songs and dances, bring them to an appreciation of American ideals, institutions and history.

"The League of Nations"—27 Nationalities at Rusk School, Houston, Texas, Presenting a Patriotic Program, the Music Being Supplied by the Victrola

The Educational Department of the Victor Co., in studying the question of Americanization, points out that this work may be carried on through four distinct avenues, namely, by hearing much music of other lands, forming a basis of contact and understanding; through group singing of songs of the birthland of the newer citizens, singing English translations of these songs, and in singing the American folk and patriotic songs; through the dances of America and other lands, and through a study of the music epochs of American history. It points out that the Victrola can serve most excellently in each of these fields. The Victor catalog furnishes an almost unlimited list of the choicest music of every country of the Old World, sung and played by the great artists, ofttimes using native instruments and characteristic effects.

For group singing, for instance, there are long lists of folk and patriotic songs from many lands, most of which are obtainable with English words. A collection of band records for community singing gives a splendid list of our own familiar and patriotic songs with strong accompaniment phrased perfectly for singing. These records have formed the very backbone of the Victor Co.'s work in national and State "drives" for the advancement of education in this country.

Among the folk dances there are records of a hundred or more, representing the ancient play spirit of all peoples to which have been added over thirty of the old Colonial country dances of America's own early period of development.

Through the extensive foreign catalog, the Victor serves a clientèle of persons speaking thirty-four different languages and dialects with music played on native instruments and sung or played by native artists.

Almost every epoch of American history has been marked by music. Music of this character is to be found also, beautifully recorded with the utmost fidelity to historical significance. Such music illuminates and vivifies the historic background of American life.

In line with this Americanization work with the Victrola, Saul Birns, a public-spirited Victor dealer of New York City, recently made a gift of two Victrola XXV's and a library of records to the Commissioner of Immigration at Ellis Island. Mr. Birns relates that not long ago he was present at the regular open-air Sunday concert which is arranged by Commissioner Wallis to entertain the immigrants of all nations who are detained at Ellis Island awaiting final disposition of their passports. Mr. Birns was profoundly impressed with the noble and worthy work of the commissioner. As he listened to the concert, he noticed the beaming faces of the great mass of immigrants and saw wonderful expressions of happiness, enthusiasm and gratefulness. Some kindhearted foreign artists sang some selections familiar to their ears and they were completely carried away with enthusiasm and appreciation. This disclosed to Mr. Birns the vital need that music is to these newcomers waiting at our gates, and in order that this need should not go unsatisfied, Mr. Birns presented Commissioner Wallis with two Victrolas and a library of appropriate records. One of these machines is now used in the dining room and the other at the open-air concerts.

Mme. Schumann-Heink Sings for the Immigrants at Ellis Island

© *Underwood & Underwood* Victrola XXV, gift of Mr. Saul Birns, at foot of stage.

How music brings the foreigner into accord with American sentiment was demonstrated at the Sunday concert recently, at which many distinguished visitors from Washington and New York were present. The concert was opened by playing "The Star-Spangled Banner" on the Victrola, and instantly there arose and stood at attention 20,000 immigrants, who showed marked reverence for our national anthem, and for the country that is so democratic as to begin at its very doors to welcome the strangers who desire to make America their home.

"The Victrola in Americanization" referred to above is part of the Victor Co.'s free educational service to its dealers, who in turn distribute it gratis to the general public.

Ormes Really Means Exceptional Service

"Look Under the Lid!"

The time has come when a dealer who tries to sell some other line of Talking Machines and Records alongside of Victrolas and Victor Records **deliberately** invites his customers to suspect him of "substitution."

ORMES, Inc.

Exclusively Wholesale

26 East 125th Street **NEW YORK**

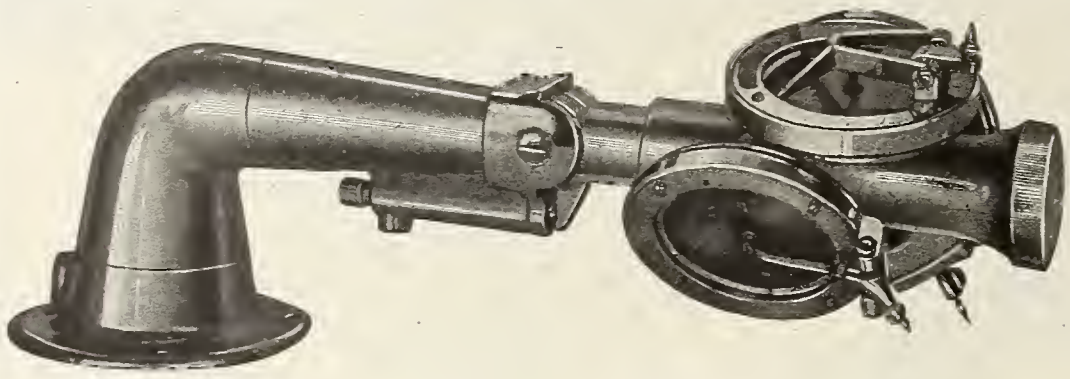
The Cathedral Phonograph Is Being Acclaimed Everywhere. And Here Are the Reasons, Mr. Dealer and Mr. Jobber

SO rapid has been the demand for Cathedral Phonographs that it was necessary to double production the first year.

Telegrams and letters from jobbers and dealers in all parts of the country continually ask for sales territory.

The Cathedral is the one phonograph that meets the public's demand for an instrument that plays *any* record *perfectly,* rivalling the desires of the maker of the record.

The Cathedral is a new step in phonograph development. This wonderful instrument is achieving an individual distinction that wins immediate popularity.



Only in the Cathedral Will You Find This New Reproducer

THE Cathedral Reproducer not only plays every record perfectly but gives the record prolonged life.

A slight turn of the rotating handle and the Cathedral Reproducer automatically adjusts itself for the record desired—diamond point, sapphire ball or steel needle type.

And rotating the handle is as simple as placing the record on the turn table. The reproducer responds with scientific exactness giving the proper tone arm length, degree of pitch and weight at point of contact.

The Cathedral Tone Arm balances, by means of a counter balance valve, so correctly that the playing point rides always in perfect equilibrium bringing forth the music by its light groove touch, without *scraping.* With no perceptible playing wear, the record is given the greatest length of life.

The Cathedral Resonator reflects all tone waves with perfect distinctness eliminating sympathetic vibrations and detracting sounds.

Cathedral designs mark a new art adaption in structural beauty. Each Cathedral design is reminiscent of the famous French Cathedrals after which the various models have been named.

We can fill prompt orders and would suggest an immediate wire from jobbers and dealers regarding details. An aggressive advertising campaign as well as the exceptional features of the Cathedral assist in the marketing.

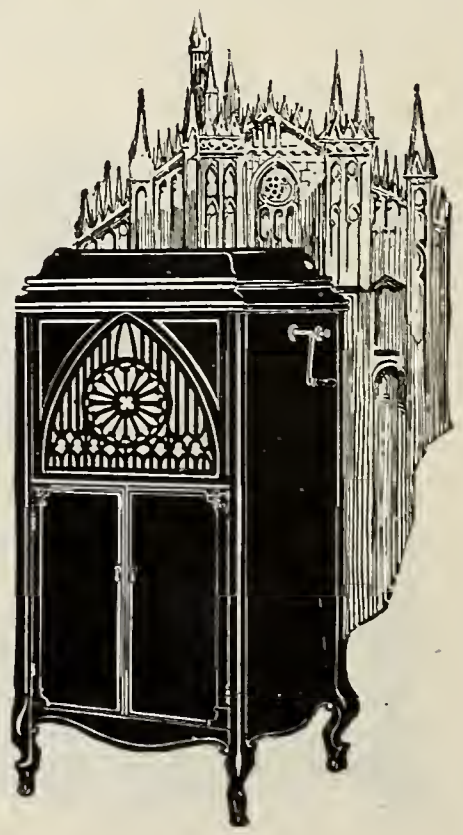
Address our General Offices.

Cathedral Phonograph Co.

GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O. CHICAGO, ILL.



MILAN MODEL

EDISON ARTISTS POPULAR QUARTER OF A CENTURY AGO

An Interesting Photograph of a Number of Old-Timers in the Record-Making Field When the Industry Was in Its Salad Days

Those members of the trade who have been continuously connected with the industry for the past quarter of a century will be interested, we feel sure, in the accompanying photograph of some of the artists who recorded for the Edison phonograph some twenty-five years ago. There are many who were well and favorably known in older days, but quite a few of them are in the public eye to-day. The picture is quite a treasure and will bring back many memories of the old Edison cylinder days, when the industry was in its infancy.

Edison Artists of Twenty-five Years Ago

(1) Joe Belmont, whistler; (2) Nick Scholl, trombone; (3) A. Zimmerman, cornet; (4) A. W. Lipp, yodeler; (5) Byron G. Harlan, tenor; (6) Frederick W. Hager, violin; (7) Arthur F. Collins, baritone; (8) S. H. Dudley, baritone; (9) W. C. Densing, baritone; (10) M. Guarini, tenor; (11) Wm. Tuson, clarinet; (12) Will N. Steele, recitations; (13) Jim White, comic recitations; (14) W. H. Miller, Mgr. Recording Studios; (15) Geo. Broderick, bass; (16) Frank Kennedy, Dutch comedian; (17) Al. Sweet, cornet; (18) B. Russel Throckmorton, recitations; (19) H. N. Emmons, chimes; (20) R. R. Brooks, banjo; (21) Samuel Siegel, mandolin; (22) Albert Benzler, piano; (23) Senorita Godoy, Spanish songs; (24) Joe Natus, tenor; (25) W. F. Hooley, bass; (26) May Kelso, contralto; (27) J. J. Fisher, baritone; (28) Will F. Denny, tenor; (29) John Bieling, tenor; (30) Miss Margaret Newton, soprano; (31) Fred Bachman, piano; (32) Geo. W. Johnson, Whistling Coon; (33) H. D. Madeira, baritone; (34) Frank S. Mazziotta, piccolo; (35) Frank P. Banta, piano; (36) Chas. D'Almaine, violin; (37) Geo. P. Watson, yodeler; (38) Dan W. Quinn, baritone; (39) Harry MacDonough, tenor; (40) E. N. Favor, tenor; (41) A. C. Campbell, tenor; (42) Jere Mahoney, tenor.

ADVERTISING TO KEEP CONFIDENCE

Schmidt Music Co. Uses Publicity to Keep Industry on High Plane—Such Advertising Needed in Days of Business Uncertainty

These are days when hysterical and scarehead advertisements are wont to occur, especially in the daily newspapers in various sections of the country. Advertising of this character serves only to further undermine and shake the confidence of the public in merchants of every class. In recent issues of the daily papers in Davenport, Ia., the Schmidt Music Co., a concern which has long been noted for its intelligent and forceful advertising, carried advertising designed to restore public confidence in honest merchandising and keep the music industry on the high plane where it so properly belongs. The theme of the ad was a letter received from a satisfied customer who had had reason to test the Schmidt guarantee and found it all that it claimed to be. In a time of uncertainty in business circles a house that has an established reputation for honesty and fair dealing is the house that will get the trade of the general public. This is the attitude and belief of the Schmidt Music Co.

TO HOLD TONE-TEST IN COLUMBUS

Columbus, Ind., October 26.—A tone-test to demonstrate the accuracy of Edison phonograph productions will be held at Crump's Theatre November 12, under the auspices of the Pearson Piano Co. The artists who will appear are the Fleming Sisters Trio and Hardy Williamson, soloist.

PAYS TO BE PUNCTUAL

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be, and you can demand punctuality in others.

E. C. HOWARD WESTWARD BOUND

E. C. Howard, sales manager of the Granby Phonograph Corp., who was a recent visitor to New York City, reports that the Granby Phonograph Corp. is continuously adding to its list of dealers and that it finds conditions very favorable. Mr. Howard is on his way to Chicago.

Enthusiasm overcomes despondency and generates hope, courage and self-confidence.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

FAVOR BIG EXPORT CORPORATION

American Bankers Back McHugh Plan for $100,000,000 to Develop Trade Abroad

Washington, D. C., October 30.—Banking interests of the country, including all classes of the financial institutions represented at the American Bankers' Association in convention here, last week aligned their strength behind the proposal for the creation of an American foreign trade corporation. When the proposal was laid before the convention, indorsed by the committee appointed to study the plan of John McHugh, of New York, the delegates unanimously voiced their approval of the project and urged the taking of immediate steps to put the plan in force.

The plan calls for the organization of a $100,000,000 corporation to finance the nation's trade.

When the McHugh plan was presented to the conference, and unanimous approval was given to the extension of financial aid for the development of foreign trade, President R. S. Hawes, of the Association, proposed the appointment of a committee for the purpose of directing the organization of the corporation. This proposal also was approved without dissent, and announcement soon is to be made of the personnel of the committee to be appointed.

DOING A SATISFACTORY BUSINESS

Holyoke, Mass., November 1.—Although one of the newest dealers appointed by the Commonwealth Phonograph Co., Pathé distributors of Springfield, Mass., A. J. Bourque, who recently opened attractive warerooms in this city, is establishing an enviable business in Pathé products. Mr. Bourque did not wait for the opening of his warerooms, but had sold six Pathé machines before that event. Since then he has made good use of the Pathé sales helps with excellent results.

Good luck will help a man over a difficult spot if he jumps hard enough.

for PERFECT SOUND REPRODUCTION

play Victor Records *on the* Victrola *with* Victor TUNGSTONE STYLUS

TALKING MACHINE CO.

Exclusively Wholesale

BIRMINGHAM ALABAMA

The First Releases

All the New—the Popular—the Quick Sellers Appear on Lyric Records First.

The Lyric Record is all quality—a record of the highest standard—backed by a most efficient sales organization—and national as well as local advertising.

Immediate Deliveries

Our new factory, occupying a whole square block, will shortly be opened and this will assure heavy deliveries over the holidays—any quantities of hits now.

Our Jobbers Are Ready to Serve You

Let us place before you our trade arrangement. It is interesting and means quick sales and profits.

LYRICS ARE ALWAYS THE FIRST

Lyraphone Co. of America

117 MECHANIC STREET : : NEWARK, N. J.

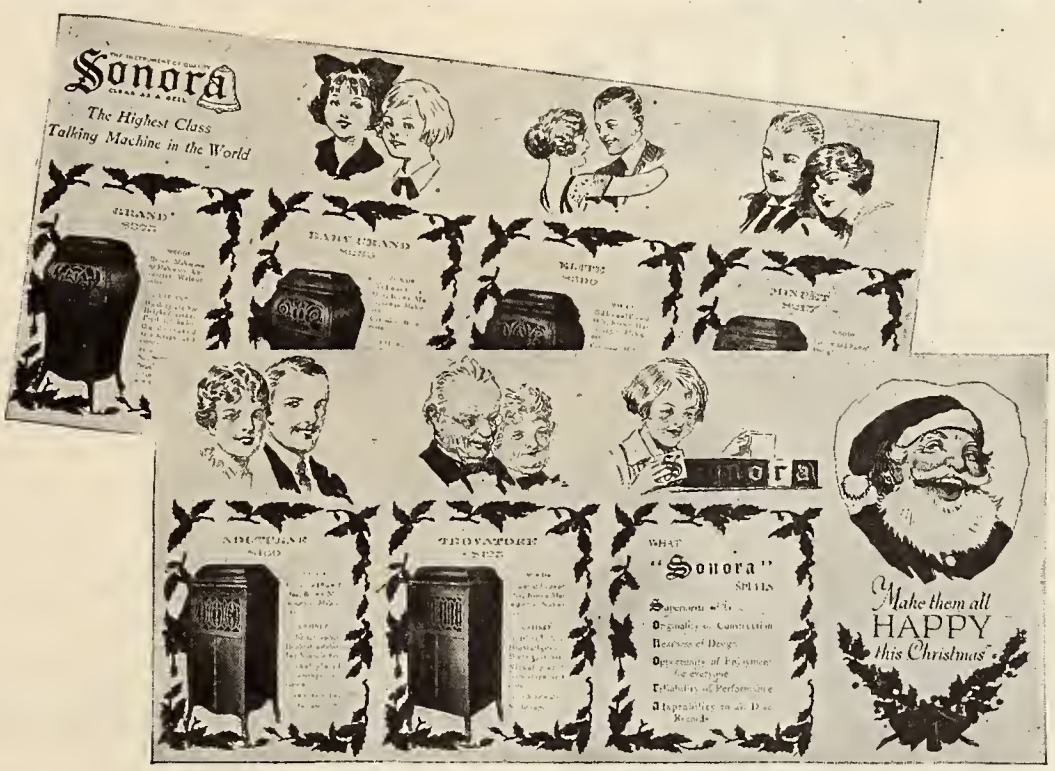
TIMELY SONORA PUBLICITY

Sonora Dealers Furnished With Practical Trade Helps—National Outdoor Display Campaign Materially Augmented—Holiday Suggestions

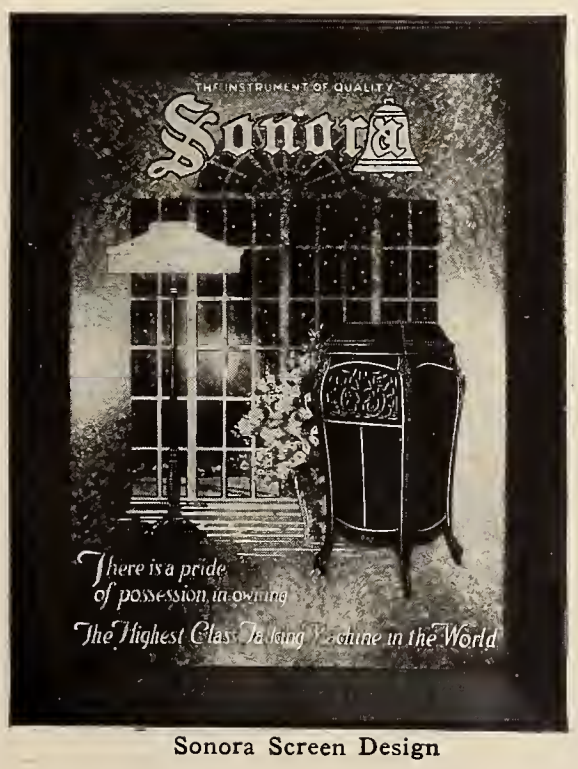
The advertising department of the Sonora Phonograph Co. announced recently that the Sonora national outdoor display advertising campaign had been increased materially. In addition to the cities already covered by this type of Sonora advertising, a campaign is being started on the boards of Boston, Syracuse, Buffalo, Cleveland, Detroit, St. Joseph, Louisville and St. Louis. Standard advertising designs will be used so that the same advertisements will appear simultaneously throughout the country. Frequent repaints and new layouts in color schemes will maintain interest and prevent these expensive signs from "growing stale."

The Sonora advertising division has just prepared a very attractive display piece that is now being sent to Sonora dealers for use during the holiday season. The screen design shows a Sonora period model in a handsomely furnished apartment, and the harmonious setting is sure to attract favorable comment. The height of the screen is twenty-six inches, the center panel being twenty-one inches wide and the outside panels ten inches wide, making a total length of forty-one inches. This screen constitutes a timely help for stimulating holiday business.

There has also been mailed to Sonora dealers recently an artistically printed leaflet in several colors, designed in the Christmas spirit. This leaflet can also serve as a catalog of the Sonora upright sales, as six of the upright models are illustrated and described. The leaflet is designed to fit as an envelope enclosure and can be used to advantage by progressive dealers.



Two Pages From the Christmas Folder



Sonora Screen Design

OCCUPYING NEW QUARTERS

The Lorraine Phonograph & Supply Co., Inc., New York, has moved from 17 West Forty-second street to larger quarters at 581 East 161st street.

If you are doing your best and still success is not yours there is something wrong with your method. Get down to rock bottom with yourself and find out what it is,

S. R. DAVIS HEADS MULTITONE CO.

Prominent Business Man Succeeds E. J. Sailstad as President of This Wisconsin Company

EAU CLAIRE, WIS., November 6.—Stephen R. Davis has been elected president of the Multitone Mfg. Co., manufacturer of the Multitone phonograph, in place of Edward J. Sailstad, founder of the concern, who is believed to have been burned to death August 27 when a cottage in which he was spending a short vacation was destroyed by fire. The insurance companies, in which Mr. Sailstad carried policies amounting to more than $75,000, are withholding payment pending a thorough investigation of reports indicating that he may still be alive. Mr. Davis is secretary of the Dells Pulp & Paper Co. at Eau Claire and is interested in other large manufacturing corporations.

BUYS LINTNER'S MUSIC SHOP

The Jersey Music Co., Victor dealer in Bloomfield, N. J., has recently purchased Lintner's Music Shop in South Orange and will install new equipment in that store in the near future. A complete line of Victor products will be carried. Clark Price will supervise the opening of the new branch.

The New England Musical Instrument Trading Co., importer and jobber of talking machine needles and accessories, has moved into new quarters at 123 East Twenty-third street, a few doors west of its former building.

BRUNO

Thousands of firms are spending millions of dollars each year in advertising. Not that they haven't other good use for the money, but because they have learned that "it pays to advertise." What is your publicity campaign, Mr. Victor Dealer?

BRUNO

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO. 174 Wooster Street, New York

MAKE FARM LIFE MORE ATTRACTIVE

Music Can Play Important Part in Checking Undue Movement Toward Cities Is Belief of Pennsylvania Supervisor of Music

As a step in the campaign to make farm and rural life more attractive so that the migration toward the cities may be stopped the State Supervisor of Music in Pennsylvania has expressed himself as believing that music can do a great deal in the movement. It should be made possible for children and adults to receive instruction in music, in his opinion, and in a recent speech to teachers he said: "I have in mind a rural school in Pennsylvania where this plan is being followed. A competent man is employed to teach instrumental music. He gives both class and individual instruction. The school has three orchestras, of which the first and most proficient is the smallest. It comprises eight members. The second consists of fourteen players. On special occasions these pupils are coached to unite with the first orchestra. The third is the beginners' orchestra. It is elementary in character. It numbers from six to twelve players. The school also has a mandolin club of nine members.

"The report of the Music Section of the Educational Congress recently held begins with this statement of its cardinal principle: 'The end of public education in music is appreciation. Any course in school music which permits its students to go forth after graduation without a distinct and well-defined appreciation of music has totally missed its mark. Many supervisors and teachers of music in the public schools of our cities and towns are lost in a hopeless maze of technicalities. Their ambition seems to be to get pupils to 'read music at sight.' Such teachers are without real purpose.' Observation has shown me that the teacher of the modest country school is sometimes accomplishing more that is of real worth in music than is her 'graded course' sister in the city. All that the rural teacher needs for her happy purpose is enthusiasm and a phonograph."

The Pennsylvania Department of Public Instruction has prepared a list of educational phonograph records. The department has also undertaken a project to establish a circulating library of talking machine records. Parcels of ten or a dozen records, together with analytical and fully descriptive literature on the phases of music covered by them, will presently be available to teachers in rural schools.

GOING OUT AFTER BIG BUSINESS

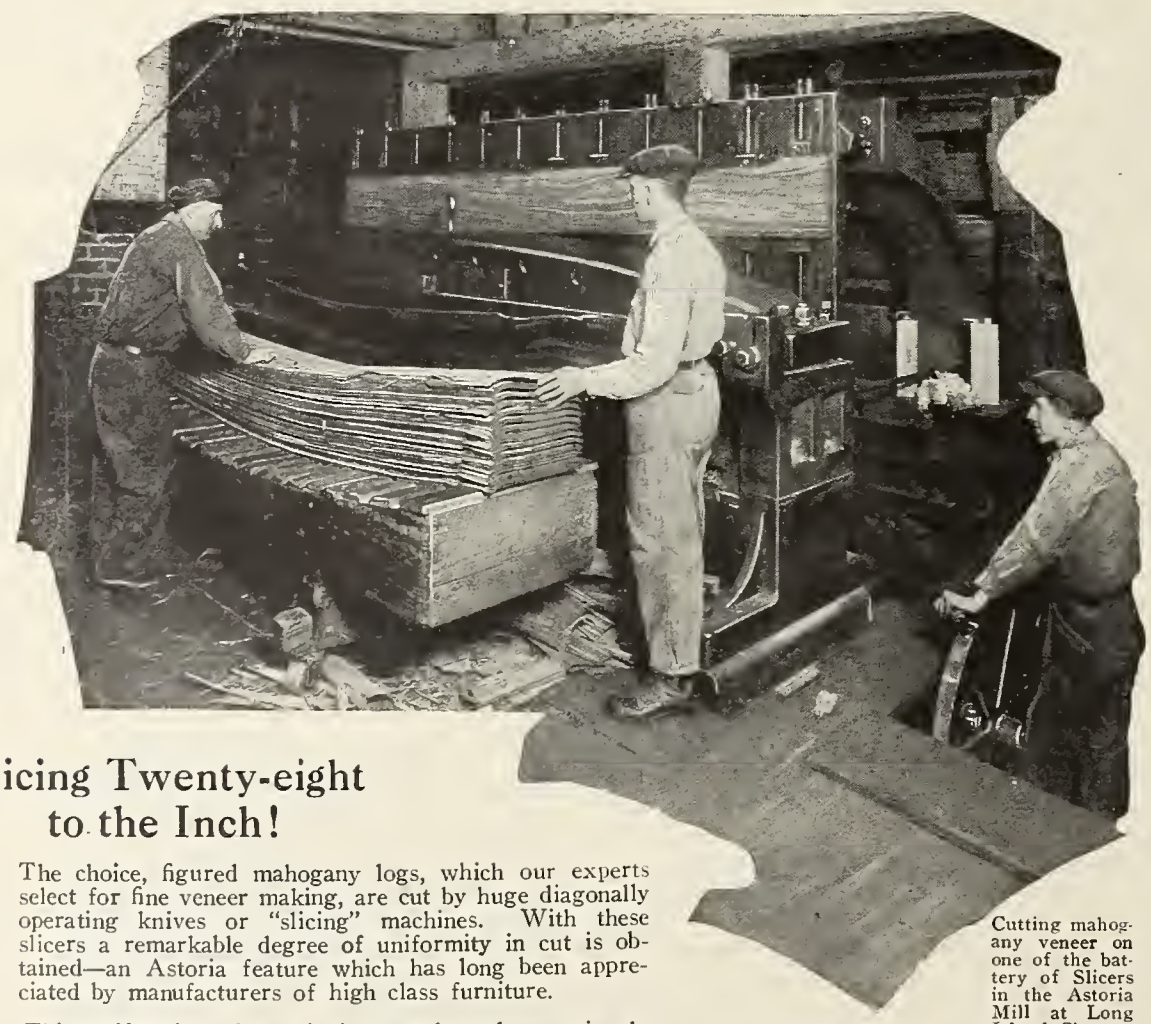
Manager of Brunswick Department of Davenport, Ia., Store Orders Large Stock

F. A. Mulford, manager of the Brunswick department of J. H. C. Petersen's Sons Co., Davenport, Ia., writes that he is in accord with the editorial in the October issue of The Talking Machine World urging dealers not to indulge in "gloom" talk, but go out after business. He also says that his department is making plans for a volume of business larger than he dreamed possible a few years ago. He has shown his confidence in the result by placing 185 Brunswick machines in the sales department. An attractive booklet, "Have You Music in Your System?" has been prepared and is being sent out to all music lovers of his territory.

Don't argue. Argument breeds bad blood and convinces no one. It rather strengthens both parties in their original positions.

ASTORIA MAHOGANY

LUMBER & VENEERS



Slicing Twenty-eight to the Inch!

The choice, figured mahogany logs, which our experts select for fine veneer making, are cut by huge diagonally operating knives or "slicing" machines. With these slicers a remarkable degree of uniformity in cut is obtained—an Astoria feature which has long been appreciated by manufacturers of high class furniture.

This uniformity of cut is but another element in the service which for over a quarter century has made us the largest complete mahogany lumber and veneer organization in the United States.

Cutting mahogany veneer on one of the battery of Slicers in the Astoria Mill at Long Island City.

Astoria Mahogany Company, Inc.

1031 Steinway Ave., Long Island City, N. Y.

Successors to

Huddleston-Marsh Mahogany Co. Astoria Veneer Mills and Dock Co.

F. W. Kirch, Inc.

Mills and Yards, Long Island City, N. Y.

BRANCHES—44 North Market Avenue, Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

What More Can You Ask

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

Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

DEAN NEEDLES

THE BEST

IN

NEEDLE PROPOSITIONS

MR. JOBBER:

We make and deliver needles of superior quality. Needles that are uniform in size and of the highest grade carbon steel. Needles that take the most delicate note in a selection. Our needles are unexcelled by comparison. They are the famous DEAN Needles. Put up in your own envelope, or in our Needle of Quality, Truetone, or Puritone envelopes.

Also the well-known Petmecky needle:—All tone variations. Write for our attractive proposition.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.

BRANCHES: CHICAGO TORONTO LONDON, ENG.

CHANGES IN THE PRICES OF EDISON DISC RE-CREATIONS

Increased Prices on Certain Classes of Re-Creations and Price Reductions on Other Classes Announced by the Edison Laboratories—To Be Effective on November 15

Official announcement has been made by the Edison Laboratories that, effective November 15, the prices of certain classes of Edison Disc Re-Creations will be advanced in the United States, while, at the same time, the prices of other classes will be decreased. The announcement, which is signed by William Maxwell, vice-president, has occasioned little surprise throughout the Edison trade, however, since both jobbers and dealers have previously been forewarned of the necessity of making the coming change.

Justification for a change in prices at this time and for the establishment of what are expected to be reasonably permanent selling prices is found in the following excerpt from Mr. Maxwell's announcement:

"We have received perhaps a dozen letters, or telegrams, advising us that the present is not a propitious time to advance prices on anything. However, we are quite sure that neither our dealers nor the public desire us to continue indefinitely to manufacture Edison Re-Creations at a loss. Most of you know that our prices on Re-Creations have been what is commonly called 'nominal'—in other words, arbitrary prices, which had no particular relation to the cost of production. To be perfectly frank, the reason for this was that we did not have a true manufacturing operation and to have established selling prices, on the basis of actual manufacturing costs, would have been more or less of a business absurdity. We have now reached a point where we have a true manufacturing operation, and we are able to discover what our actual manufacturing costs are. They are still too high to afford the basis of appropriate selling prices, and we are looking forward, into next year, to an ideal manufacturing operation, with full capacity output. By thus discounting the future we are establishing prices which we feel sure will always be the selling prices of Edison Disc Re-Creations.

"Please bear in mind that these prices are not based upon our present manufacturing costs, but are based upon what we hope our manufacturing costs will be under well-nigh perfect manufacturing conditions."

The new list prices in the United States will be as follows: Re-Creations now listed at $1.15 and $1.70 will be advanced to $1.35 and $1.85 respectively; those listed at $2.25 will remain the same and those now higher than $2.25 will be decreased to the latter price.

Mr. Maxwell's announcement has been received with considerable interest in the trade.

SOTHERN AND MARLOWE TO BE HEARD THROUGH RECORDS

Distinguished Shakespearean Actors Engaged in Making Records of the Dramas and Comedies of the "Bard of Avon" for Educational Purposes at the Victor Laboratories

Philadelphia, Pa., November 1.—Edward H. Sothern and Julia Marlowe, noted Shakespearean actors, now in this city, have made public the fact that they are at present engaged in making records of Shakespearean dramas and comedies for educational purposes. The records are being made at the Victor Talking Machine Co. plant in Camden.

Mr. Sothern said that the records would be furnished schools and used in the regular English courses. He expressed the belief that this innovation would lead to the stimulation of a new interest in the Bard of Avon's works.

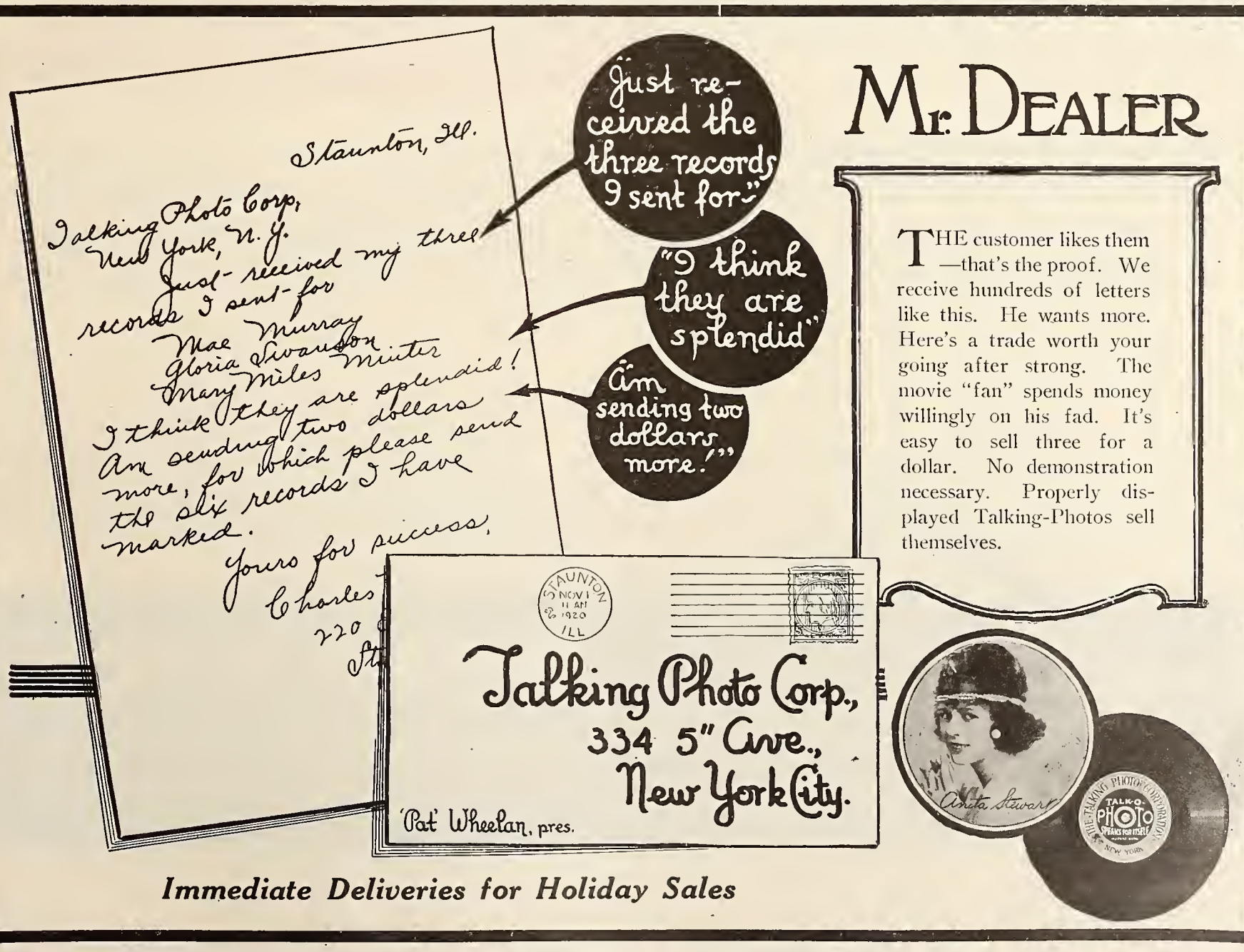
"The method of teaching Shakespeare heretofore in schools," he continued, "has been very poor, the average student learning only to mumble the passages in a half-hearted sort of way without being taught the philosophy and meaning. When they hear those same passages, however, recited for them in the school room by actors who have given their lives to the study of Shakespeare, a new interest will be kindled. The human touch in the great master's works will be felt."

Mr. Sothern refuted the idea that the public would ever grow away from appreciation of the heavier drama. "If the drama should be driven off the stage by the musical comedy, as some people predict, the fault would not lie with the public, but with the actors themselves. Actors to-day don't display the ambition or perseverance they used to.

"If they go to a manager and assert they can play Hamlet or some other difficult part, and the manager turns them down, they give up the ghost immediately, and go into some other line of endeavor or join a musical comedy where the work is easy. What they ought to do is to save till they get enough money to form a company of their own. Then they could demonstrate to the manager their ability. This is the kind of ambition the stage needs to-day if the great masters' works are to live."

INTERESTED IN NEW EQUIPMENT

M. L. Boris, of the Period Tone Arm Corp., 55 West Seventeenth street, New York City, in a recent statement said that despite the fact that there apparently had been some overproduction in the manufacture of talking machines, he had found the trade very interested in new equipment for the coming year. "The fact that our company is making specially designed tone arms and sound boxes," he said, "seemingly has met the approval of many manufacturers, as it adds to the individuality of their product. We have been able to deliver considerable equipment for the Fall season, and every indication points to an enlargement of our business."



Now— your Window Display Problem is *Solved!*

VICTOR DEALERS in other territories, may obtain this SERVICE from your local wholesaler, or direct from The Reincke-Ellis Co.
Exclusive Sales Agents
45 East 34th St. NEW YORK
215 No. Michigan Ave. CHICAGO

THE *Binger* COMPANY
Victor Sales Promotion SERVICE

This is a complete SALES PROMOTION PLAN all worked out for you in advance: co-ordinating your merchandising, your window displays and your store interior displays, your newspaper advertising, your direct mail publicity and your personal selling—and dove-tailing these all important functions of your business into one well-oiled PROGRAM. Live-wire VICTOR dealers can not afford to be without this Service.

VICTOR DEALERS—This Service is designed *exclusively* for you. We heartily endorse it. Mail in the coupon on the opposite page— or ask our salesman.

Victor Wholesalers Exclusively

NEW YORK Talking Machine Co.
119 West 40th St.

Imagine

this beautiful display in your store window just in time for the Christmas buying season.

—and picture

this interior view of the Metropolitan Opera House, reproducing an actual performance.

This Service begins with the effective Christmas window shown above, and is followed by an entirely new and original display every two weeks. An interesting book, illustrated with photographic reproductions of displays in actual colors and fully describing the PLAN in complete detail— what the service is, what you get, what you pay— will be sent to any Victor dealer postpaid upon receipt of the coupon below.

DON'T DELAY---The Service for ensuing year begins with the Christmas window. It will be shipped in ample time for you to make your holiday trim.

Start with the Christmas Display send in your order to-day

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

Now Your Win

New York Talking Machine Co. N. Y.

Chicago Talking Machine Co. Chicago

Gentlemen:

Please send me a copy of the BOOK describing The Binger Co. VICTOR Sales Promotion Service.

Name_____

Address _____

NEW YORK JOBBERS GET TOGETHER

Dinner at Palais Royal Proves Great Success—Babu Makes Its Debut

As a result of a little idea of H. C. Ernst, of the New York Talking Machine Co., that it would be a clever idea for Victor jobbers and other associates to get together some night in the Palais Royal, to see and hear Paul Whiteman, the new exclusive Victor artist, and his orchestra, over one hundred jobbers and their friends had a most enjoyable reunion on Monday night, October 25.

By the time Mr. Ernst closed his booking office for reservations, half of the spacious ballroom of the Palais Royal had been engaged. As the many guests seated themselves, they were surprised to find a strikingly beautiful hand-painted photograph cut-out of Paul Whiteman facing them as a place card. This place card was the gift of L. C. Crone, president of the Binger Co. On the bottom of the card ran the following little quibble:

Paul, bow in hand—see him stand—ain't he grand?
Whiteman is his name—great his fame—and his game!
Have no regrets, modest violet—for what you get for fiddling puts all others to shame.
Others can yiddle—but you and your fiddle make all New York wiggle, again and again.

During the time the elaborate menu, which had been especially prepared for the occasion, was being served, Paul Whiteman started a competitive move by inducing the people to forsake their tables and trip the light fantastic to the tune of his splendid orchestra.

At one time during the banquet the lights were turned out and a spotlight was thrown on the Victrola which stood in the corner of the room. Upon the turntable, over the record, Miss Babu made her debut. This little device, which is almost human in its action, clothed in the robes of the Orient, dances a most original dance which is in keeping with her costume. It was announced that this little device will shortly be put on the market by the Reincke-Ellis Co.

Long after the last course of the bountiful repast had been served, the assemblage remained in order to enjoy, to an even longer period, the music of Whiteman's orchestra.

It might not be out of place here to incidentally thank Mr. Whiteman for the little glasses of pleasure stimulator which he had distributed at the places of all of those present. Those who attended were: Mr. and Mrs. Green, L. L. Spencer and mother, Mr. and Mrs. McCreedy, Mr. and Mrs. Elmer Howell, M. P. Fitzpatrick, Mr. and Mrs. Schoonmaker, Mr. and Mrs. Blackman, Mr. and Mrs. Johnston, Mr.

Gathering of New York Victor Jobbers at Palais Royal

Robbins, George Thau, F. C. Oliver, Mr. and Mrs. Palmer, Mr. and Mrs. Bowes, H. Nolan, Mr. and Mrs. Geissler, Mrs. Levy, Mr. and Mrs. Ernst, Mr. Mason and Miss Pierson, Holbrook Blinn, Mr. Fontan, Mrs. Florence Meehan, Mr. and Mrs. Murchie, J. J. Davin, Geo. Deacon, Halstead Williams, Mr. and Mrs. Haussler, Mr. and Mrs. Evans, Mr. and Mrs. Harris, Mr. and Mrs. Crone, Mr. and Mrs. Steinfeld, H. B. Haines, Miss Helen Brundage, J. Davega, Mr. and Mrs. A. Davega, Jos. Schwetz, B. R. Forster, G. T. Williams, S. W. Williams, Wm. Miller, W. H. Barker, R. H. Morris, Mr. Offerman, Harry A. Heineman, Mr. and Mrs. L. W. Collings, Mr. and Mrs. Spillane, Mr. and Mrs. Lamor, Mr. Dunham, Bernard Levitow, Miss Mason, P. E. Carlson, Mr. Hamilton, Miss Croneur, C. R. Wagner, Mr. and Mrs. Joe Galway, Mr. and Mrs. Wm. Scherman, Mr. and Mrs. E. Blout, Mr. and Mrs. Cass B. Riddel, Miss Grace Riddel, S. A. Wessel, H. L. Brennan, V. Burnett, G. Henderson, L. Bill and Mrs. Raymond Bill, Joe Bryant, Miss Annalu Burns, Miss Madelyn Sheppard, Mrs. Whiteman, Mrs. Coff, Miss Brown, Princess Watahwaso.

WHISTLING AS A MUSIC BAROMETER

Schools Use Talking Machines to Teach Children Good Music and Whistling of Ragtime Ceases—Experience Worthy Emulation

Another wrinkle in the use of the talking machine in education in the schools is set forth as a suggestion to supervisors of music. The story comes from the Indianapolis News and is as follows: "Whistling carpenters and others who work out of doors are common enough. Whistling indoors is regarded as a crime by many fellow-workers who have nervous temperaments and find neighborly whistling a distraction. Not long ago the supervisor of music in the public schools of an Indiana city undertook to raise the standard of public whistling, and contended that he had been successful in his efforts. He found, in walking about the town where he lived, that boys of various ages were prone to whistle. Some of them whistled off key, while others maintained the tune readily enough, yet their selection appalled the music teacher. He placed talking machines in the school buildings and began teaching the youngsters something about good music. He found that all they needed was an opportunity to hear something worth while. Some time later he made a whistling survey and reported that boys who formerly whistled ragtime were then giving their attention to standard overtures. Many would welcome such results elsewhere."

REMOVE TO NEW QUARTERS

The New England Musical Instrument Trading Co., which does a jobbing business in musical instruments and talking machine needles, has moved to new quarters at 123 East Twenty-third street, a few doors from its former home. The company was recently incorporated and Philip Jacobson, the former manager, has been elected president. David Olschen has been elected vice-president, and Harry Feinberg has been appointed manager.

HOW DO THEY PLAY JAZZ?

A one-note band has often been considered as a great curiosity. However, in Russia bands exist composed of performers upon horns which according to reports are capable of producing only one note or tone.

MODEL C

Lyrolian
MARVELOUS TONE QUALITY

PLAYS ALL RECORDS

Six Beautiful Models

We offer attractive proposition to

DEALERS *and* DISTRIBUTORS

We can make immediate shipment for the holiday trade.

Distributors Wanted in Several States

TRADE MARK REG.U.S.PAT.OFF.
NEVER SCRATCHES

WE ARE DISTRIBUTORS FOR
LYRIC LATERAL RECORDS
Dealers Supplied on Short Notice

Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of
LYRIC SERVICE

AMERICAN TALKING MACHINE CO., *Inc.*
GENERAL OFFICES AND FACTORY
BLOOMSBURG, :: PENNA.

BUBBLE BOOKS "that Sing"

Retail Price $1.50

TREMENDOUS HOLIDAY SALES ASSURED

Wire Orders Today—IMMEDIATE DELIVERIES

HAVE you enough Bubble Books to supply the enormous demands the nation-wide advertising campaign planned for Bubble Books will create?

Right now Bubble Books *are the fastest selling merchandise for child amusement on the American Market.* The demand actually is greater than the supply. At least three million Bubble Books will go into American homes between now and January 1st.

You should have your share of the profits to be made by distributing Bubble Books in the homes in your city.

When you sell one Bubble Book you start a customer who is a prospect for all of them. This means a unit sale to you of at least $18.00.

If you have not already done so place your order today for Bubble Books "that sing." Each Bubble Book is complete in itself, a story beautifully illustrated, verses, rhymes, and three real phonograph records come in each one.

Consolidated Talking Machine Company, Inc.

227-229 W. Washington Street Chicago, Illinois

Consolidated Talking Machine Co., Inc., Chicago, Ill.

WHOLESALE ORDER BLANK

Enter our Order and ship via (Freight) (Express) (Parcel Post):

.....Bubble Books (Less than a Gross) each..... $1.00

.....Bubble Books (One Gross or more) each, including one No. 1 Display Stand Free .95

.....Bubble Books (Five Gross or more) each, including one No. 2 Display Stand Free .92

Quantity as follows:

....No. 1—The Bubble Book (Tom, Tom, the Piper's Son, Jack and Jill, Mary and Her Little Lamb)

....No. 2—The Second Bubble Book (Simple Simon, Little Bo-Peep, Old King Cole.)

....No 3—The Third Bubble Book (Miss Jennia Jones, The Farmer in the Dell, Lazy Mary.)

....No 4—The Animal Bubble Book (The Three Little Kittens, The Three Little Piggies, The Three Blind Mice.)

....No. 5—The Pie-Party Bubble Book (Little Jack Horner, The Queen of Hearts, Good King Arthur.)

....No. 6—The Pet Bubble Book (Little Pussy, Little Doggy, Cock-a-Doodle-Doo)

....No. 7—The Funny Froggy Bubble Book (The Frog Who Would A-Wooing Go, The Frog and the Crow, The Carrion Crow.)

....No. 8—The Happy-Go-Lucky Bubble Book (The Milk Maid, The Ploughboy, The Jolly Miller.)

....No. 9—The Merry Midgets Bubble Book (Daddy Long-Legs and Floppy Fly, The Fly and the Bumble-Bee, The Spider and the Fly.)

....No. 10—The Little Mischief Bubble Book (The Little Girl Who Had a Little Curl, Oh, Dear! What Can the Matter Be? Bobby Shaftoe's Gone to Sea.)

....No. 11—The Tippy-Toe Bubble Book (The City Mouse and the Country Mouse, Tabbyskins, Old Mother Hubbard.)

....No. 12—The Gay Games Bubble Book (The Mulberry Bush, Oats, Peas, Beans, London Bridge.)

Signed .....

Street and No.....

City .....State .....

Special Offer

Bubble Book Display Stands

MERCHANDISE correctly and attractively displayed is two-thirds sold. To help you display your Bubble Books to the best advantage we are offering two specially designed display stands free.

Each stand is finished in black enamel and is equipped with a lithographed card. The larger one, in addition to most effectively displaying Bubble Books, holds a stock of 75 books and the small display stand holds 12 books. Place upon your counter either one of these stands and they are bound to make many sales. Send in your order today for the display stand you can use.

Bubble Book Display Stand No. 1. Complete for counter or wall display with attractive lithographed card at top—packed in corrugated paper case. **30-day Free Offer—with orders for one gross or more.**

Bubble Book Display Stand No. 2. This stand revolves and has a capacity of 75 Bubble Books, three books to a compartment, with lithographed card in frame at top—packed in special wooden case complete. **30-day Free Offer—with orders for five gross or more.**

NO EVIDENCE OF BUSINESS SLOWING UP IN BUFFALO

Dealers Optimistic About Winter Trade—Report Large Demand for Records—Burley & Biesinger's New Store—Columbia Dealers Meet—Danielson's Opens Up—Blue Bird Branch—Other News

Buffalo, N. Y., November 4.—On the whole, there is not apparent in the talking machine business here the slump that has come in many other kinds of merchandising. The dealers report that business is generally active. One of the reasons for the continued good business is that rural trade keeps up. Jobbers here are sending many instruments to the smaller towns. The farmers, with their crops harvested and the money for them in their pockets, are preparing to while away the long Winter evenings with music.

There is a brisk business in records. "Whispering" seems to be the prime favorite here at the present writing, many of the dealers reporting that they are totally unable to supply the demand for it.

A fine new store has been opened in the thriving business section at Grant and Ferry streets by Burley & Biesinger. This concern's principal business is in Victrolas. In the new store at 332 West Ferry street there are fourteen handsome talking machine booths. The appointments of the store are of the finest, and it will compare favorably with any of the downtown stores of its size.

Extensive alterations are under way at the store of the Robert L. Loud Co., 569 Main street. Eight booths for the demonstration of talking machines are being arranged on the first floor, and a handsome new case for records has been set up. An electric elevator is also being installed. These alterations in the building involve a total outlay of about $40,000.

The first of the regular monthly meetings of Columbia dealers, under the auspices of the Columbia Graphophone Co.'s local branch, was held on the evening of October 26 at the Hotel Lafayette. There were fifty-one dealers represented at this meeting despite inclement weather. Many helpful ideas were exchanged by the dealers in the course of the evening, and they listened to some interesting talks. W. H. Lawton, local branch manager, spoke on "Advertising;" G. W. Peace, assistant manager, took as his topic "Columbia," and W. T. Duffy, Dealer Service supervisor, gave a talk on "Dealer Service."

The Blue Bird Talking Machine Co. of Los Angeles has opened a branch here at 680 Main street. Nathan H. Satuloff is the general manager of Buffalo and New York State. He and Burton H. Corbett, national director of sales for the company, are working on the establishment of a distributing business that will cover all of the State from this city. The organization will contain in its personnel a retail manager and a number of competent wholesale managers and general road salesmen. The organization is being put on a stable basis.

Ted Lewis and his jazz band, who were at the Shubert-Teck Theatre last week with the "Greenwich Village Follies," gave a concert in the store of the Household Outfitting Co. here, which has a large phonograph department. Mr. Lewis is a Columbia artist. He and his band drew a big crowd to the store.

C. Fred Danielson, who for seventeen years has been in the music business at Jamestown, has opened a new store there. The new store is located at 15 East Third street, and in it there is a large stock of Victrolas on display. There are eight demonstration rooms for phonograph customers. With the opening of the new store Mr. Danielson will abandon the Victrola shop at 516 Cherry street. He will, however, continue to operate his store at 17 North Main street.

A movement has been started among Columbia dealers here to have Art Hickman and his famous jazz band stop off at Buffalo on their way to San Francisco and hold a concert in one of the city's larger halls.

J. C. Ross, formerly Dealer Service supervisor at the Columbia branch here, has opened up the Music Shop and has been given a Columbia franchise.

WINS SUCCESS IN HIS OWN STORE

Eugene B. Holmes Building Up a Substantial Business in Roslindale, Mass.

Eugene B. Holmes, who opened a piano and talking machine store of his own at 22 Corinth street, Roslindale, Mass., in July of this year, reports that he has already built up a very substantial business. Mr. Holmes is well qualified to operate a successful store, inasmuch as he was for thirteen years buyer for the talking machine and musical merchandise departments of the Jordan Marsh Co., of Boston, and for three years retail manager of the Pathé department of the Hallet & Davis Piano Co., that city.

BRUNO

Along certain lines, it may be questionable whether to "lift the lid", but there can be no doubt when speaking of talking machines. Teach the public, Mr. Victor Dealer, to "lift the lid" to make sure it's a Victrola.

BRUNO

WHY CUSTOMERS STOP BUYING

Some Concerns Now Make Efforts to Find Out Just Why Patrons Have Discontinued Their Purchases for Certain Periods

Believing that when a steady customer suddenly stops buying there may be something wrong that can be remedied, a number of merchants who make use of mailing lists are taking occasion to inquire just why the patronage has ceased. A New York concern, for instance, recently sent out a letter to all those who had not been credited with purchases during the past six months. The letter was worded somewhat as follows:

"In looking over our books we find that you have not been credited with any purchases in this store for several months. We hope we are wrong, and that you have been numbered among our customers even though a record was not made of the fact.

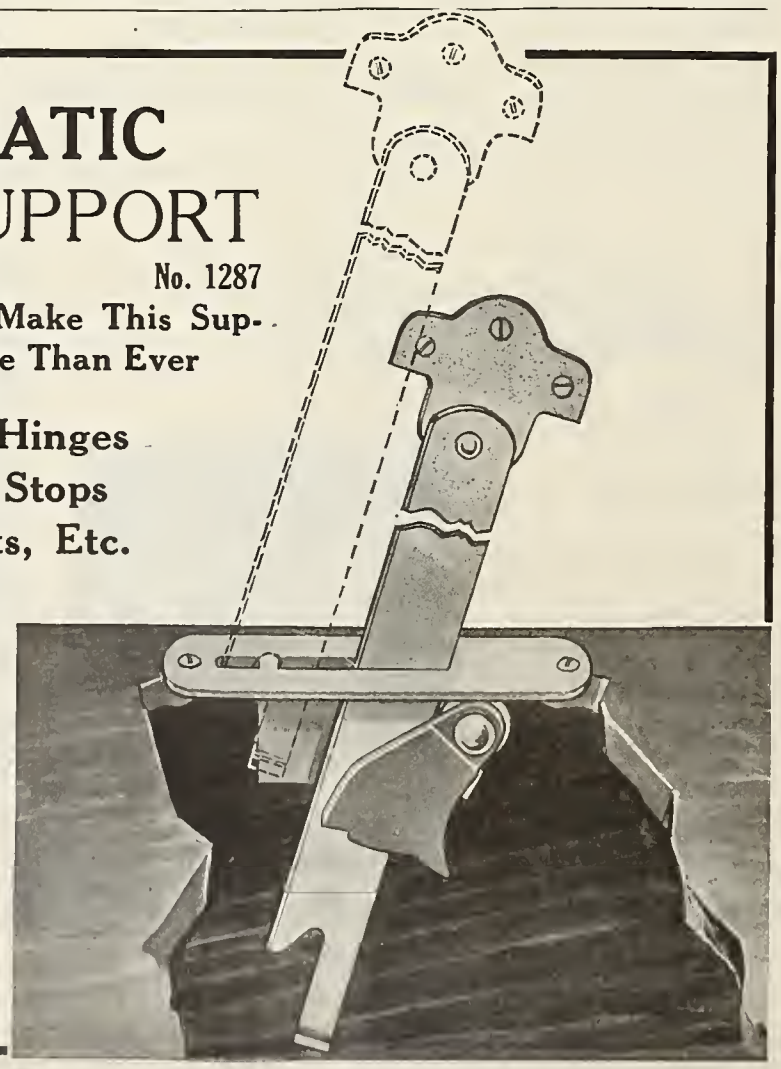
"In the event that you have not visited our store recently, we presume there must be some reason and ask that you present the facts in order that we may make such changes in our service as will meet with your approval."

The letter is distinctly friendly in tone, and there is included in it a return postcard with space where the customer may fill in any reasons why he has ceased patronizing the store. A careful check was made in one instance, and it was found that only one or two customers had any real reason for being unfriendly to the store. In every such case a satisfactory adjustment was made. In a number of instances customers upon receiving the letter took occasion to come into the store to explain the circumstances that had caused them to stop buying for a certain period. The sum total of the effort was that buying on the part of those who had been standing pat was stimulated. Perhaps there is an idea here for the talking machine dealer.

RECENT BROOKLYN INCORPORATION

The Phonograph Products Corp., Brooklyn, N. Y., has secured a charter and will begin business with a capital of $30,000. The incorporators are L. T. Lombra, C. J. Lally and G. Van Zandt, 50 Court street.

AUTOMATIC
COVER SUPPORT
No. 1287
Latest Improvements Make This Support More Desirable Than Ever
Continuous Hinges
Automatic Stops
Needle Rests, Etc.
Finished in
GOLD
SILVER
NICKEL
COPPER
BRASS
Write for Catalogue
WEBER-KNAPP CO.
JAMESTOWN, N. Y.



Showing sound doors open for playing. Cabinet is carefully finished on all sides and may be used as table or stand even when being played.

Cover for machine and door of record compartment open. Victrola is set into right hand compartment hrough door in front; winding handle is replaced through side.

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917
Talking Machine Cabinet

Immediate Shipments on the *De Luxe* Model Converto

We are now ready to make immediate shipments of the De Luxe Converto, illustrated above.

Converts a No. VI Victor Talking Machine instantly into a beautiful large cabinet machine of Sheraton design, with all the advantages of the regular cabinet machine. Includes cover and record compartment, and receptacles for needles.

Improves the sound reproducing qualities of the machine because of the extension of the sound amplifying chamber formed by the doors of the cabinet and doors of the machine.

Victrola may be removed at any time, for use on the porch or at camp, etc.

Mahogany finish, medium dark color. Record compartment has swinging door, and provides spaces for six large record albums. Size of cabinet 36 inches wide, 23 inches deep, 34 inches high.

Write for new descriptive folder.

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

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

CONVERTO WHOLESALE DISTRIBUTORS

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

Only *Dalion* Has this Sales-Compelling Feature

This year, of all years, is a triumph for the more-than-ordinary phonograph. With purse strings wide open, with buying uncurbed, and with ***Dalion's*** powerful advertising in *Cosmopolitan, Atlantic Monthly, Century, Harper's, Photoplay, Review of Reviews, Scribners and World's Work,*

all full pages

our liberal Dealer Franchise becomes a golden opportunity. Full details mailed promptly on request. Write ***now.***

Dalion

ON no other phonograph is there anything so convenient or practical. Its unrivaled handiness and simplicity has made the Autofile the most powerful sales-getter on any phonograph today. The unprecedented success of ***Dalion*** dealers attests to its gigantic selling power.

Instantly offers the desired record. Replaces the ragged, uncouth envelopes—the puzzling peek-a-boo slot file—the clumsy hide-and-seek albums. Avoids all confusion, for no record compartment can be pulled forth until the first is replaced. Nothing to get out of order. Finished in finest cabinet woods. Compact and of large capacity, holding 70 records.

It is the sales-getter extraordinary—and coupled with exquisite beauty and fidelity of tone, artistic cabinetry, and superb mechanical excellence, it spells d-e-a-l-e-r-s-u-c-c-e-s-s.

Write to

Milwaukee Talking Machine Mfg. Co., *Milwaukee*

Want to hear a violin talk? Then get Toscha Seidel's violin solo, Scharwenka's "Polish Dance." Seidel is there when it comes to bringing out the splendor of these dances. How many? Columbia 78747.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

CHAMBER OF COMMERCE PROTESTS NEW TAX INCREASE

General Manager Alfred L. Smith Appears Before Meeting of National Industrial Conference Board and Argues Against Plan to Double Present Taxes on Musical Instruments

The Music Industries Chamber of Commerce has taken prompt and energetic action to oppose the proposal of the Tax Committee of the National Industrial Conference Board, which held its second annual session at the Hotel Astor, New York, last month, to double the excise tax on musical instruments.

The Chamber sent a strong letter of protest to the National Industrial Conference Board, with the result that the Chamber was at once invited to send a representative to the conference held subsequently to discuss the excise tax proposals from the standpoint of the music industry. The general manager of the Chamber, Alfred L. Smith, appeared before the conference and pointed out that the proposals to increase the tax burden of a certain few industries violate the principles of equality which the committee itself laid down in its report. He stated that there should be no form of tax revision which makes possible relieving all industry of the burden of the excess profits tax by imposing additional tax burdens upon industries now taxed higher than the average.

The Chamber is planning to file more extended arguments with the National Industrial Conference Board, whose tax committee will soon bring out a final report, which, it is hoped, all business in this country will get behind at the coming session of Congress, in order to present one plan of tax revision. Needless to say, any such plan, backed by the members of the National Industrial Conference Board and other important trade associations, would receive marked consideration from Congress, and it is very important that the committee realize its mistake in increasing the excise taxes on certain classes of industry, including the music industry.

The National Industrial Conference Board represents thirty-nine national and State associations of manufacturers, with a combined membership of over 50,000. Its tax committee has been working for many months on this subject, and has had the assistance of many of the recognized tax experts of the country. The report of the committee will be revised in the light of the discussions at the recent tax conference, after which a final report will be gotten out which, if approved by the National Industrial Conference Board, will constitute its program of tax revision.

The most important recommendation, which all business men will undoubtedly approve, is the repeal of the excess profits tax, which would lose to the Government $900,000,000 of revenue. and the minor recommendations bring the total net reduction in revenue to $1,032,000,000. In order to offset this reduction in revenue, the report recommends the following:

1.	Increase corporation income tax to not more than 16%, except in case of public utilities subject to regulation, on which rate should remain 10%; present exemption of $2,000 to be abolished. (The excess of this rate over that of the normal rate on individuals to be in lieu of the surtax on partners and sole proprietors.)	$550,000,000
2.	Stamp taxes, Schedule A, quadruple rate under subdivisions 1-9 inc., 11, 12 and double rate under subdivision 10	134,000,000
3.	First-class postage rate, increase to 3 cents	72,000,000
4.	Cigarettes, increase from $3 to $5 per M	70,000,000
5.	Tobacco, increase from 18 cents to 24 cents per lb.	8,000,000
6.	**Musical instruments, candy, chewing gum, photographic supplies, toilet soaps and soap powders, jewelry, motion picture films, etc., increase to 10 per cent tax on all articles now taxed at lower rates under Sections 900, 905 and 906, except automobiles, trucks and accessories**	**70,000,000**
7.	Perfumes, cosmetics, patent medicines, etc., increase tax under Section 907 from 1 cent to 2 cents for each 25 cents	6,500,000
8.	Automobiles and trucks, special annual excise tax on use of, equivalent to 50 cents per H. P.; Federal license for use in interstate commerce to be granted (new tax)	100,000,000
9.	Gasoline, 1 cent per gallon (new tax)	45,000,000
10.	Sugar, 2 cents per lb. (new tax)	200,000,000
11.	Coffee, 2 cents per lb. (new tax)	28,000,000
12.	Tea, 10 cents per lb. (new tax)	10,000,000
	Total additional revenue	$1,293,500,000

At the tax conference the most strenuous objectors to this report were the advocates of a general sales tax, whose proposals, however, did not appear to be received by the conference nearly as well as the plan of the Committee. The suggestions relative to the increases of Excise Taxes met with little opposition, except from the National Automobile Chamber of Commerce and the Music Industries Chamber of Commerce, but it has been reported that the arguments of these two organizations have convinced individual members of the Committee of the wisdom of changing the Excise Tax proposals.

From now until the time that new tax legislation is passed, the Chamber will be constantly active at Washington, and with all representative groups of business interests working on tax matters, in order to prevent discrimination against the music industry.

Alfred L. Smith's Arguments

In his address before the committee, Mr. Smith called attention to the announced plan of the organization to have proposed new taxes "ethical" in the effects of their application, in other words, to follow along the lines of justice and equality, and then said:

"The organization which I represent—the Music Industries Chamber of Commerce—consists of eleven national trade associations cov-

(*Continued on page 92*)

VICTOR DEALERS—

Suggestion for your New Year's Resolution—

"On and after January 1st, 1921, we will handle VICTOR EXCLUSIVELY."

Victor His Master's Voice

THE TOLEDO TALKING MACHINE CO.

WHOLESALE EXCLUSIVELY **TOLEDO, OHIO**

PROTESTS PROPOSED TAX INCREASE

(*Continued from page* 91)

ering the entire music industry, and our products, the piano, phonograph and certain small instruments with silver parts, are subject now to a 5 per cent excise tax. I may say with confidence that while their use is widespread and general, and their distribution well established, their sale is substantially curtailed by the imposition of excise taxes, and the entire tax cannot be normally passed to the consumer in its exact amount. To double this tax will certainly curtail the sale of these products seriously, and compel those engaged in the industry to decrease their reasonable margin of profit.

"The only reason which your committee gives for increasing the excise taxes on our products is contained in the following extract from your report: 'Most of the commodities, the sale of which is now taxed under Title IX, are subject to a rate of 10 per cent, but there are a certain few which are only taxed at 3 per cent or 5 per cent, although there is no special logic or reason in this differentiation. It is proposed, therefore, to increase to 10 per cent the tax on the sale or lease of commodities now taxed at less than 10 per cent.' However, there is a very good reason why the excise taxes vary in amount with different commodities, and this reason is the fact that Congress, as a matter of experience, has found out that it is impossible to select any appreciable list of commodities on the basis of the test already mentioned. Consequently, they have had to apply the so-called 'luxury test,' which your committee states is incorrect in principle. As can readily be seen, it is very difficult to determine what is and what is not a luxury. The list of commodities now subject to excise taxes shows commodities which certainly are not luxuries. Furthermore, it does not contain many commodities which conform to your test as well as, or better than, those which are taxed, and which are certainly more in the nature of luxuries than many of the commodities taxed. It is certainly absurd to tax as a luxury the piano necessary for the child to obtain the proper musical education, or the band instrument on which the musician depends for a living, while at the same time the toy with which the child amuses himself goes tax-free.

"The typical piano or phonograph is not the expensive concert grand or the phonograph de luxe. The great bulk of these products go into humble homes, where they become the most potent factor in keeping the home together, especially when the children grow old enough to be allured by outside attractions unless there is a pleasant home life. Many of our products are essential to proper religious worship. Persons buying these products have to make, for them, large investments, and an appreciable tax such as is now imposed bears very seriously upon the consumer, who is usually of a humble station in life.

"There are only a very few industries which can entirely maintain sales and pass the whole burden of an excise tax of any size to the consumer. To all industries not falling in this very restricted class the excise tax is unjust. If the excise tax plan must be retained, it would be especially discriminating to increase the taxes on those few industries which happen to be taxed at present rather than including the scores or possibly hundreds of those which fall as much within the test outlined by your committee as do those now taxed.

"However, from a practical standpoint of raising the necessary revenue, there are more serious objections to the proposal to increase materially the tax burden of a few industries rather than to spread it as much as possible over all. According to the estimates of your committee, the increases in present excise taxes will amount to only $154,500,000 out of a total of $1,293,500,000. Furthermore, if these figures estimate the increase in revenue proportionate to the increase in the tax rate, or nearly so, they are entirely too high. For instance, a 100 per cent increase in the tax on pianos and phonographs will produce far less than a 100 per cent increase in taxes, for it will tend to dry up the sources of taxation. In view of this, does the estimate made of the increased revenue warrant the imposition of additional taxes to industries already taxed more than the average?

"Good taxation requires imposing taxes as widely as possible in order to prevent unduly heavy taxation from suppressing the taxable unit. To the extent that this plan advocates increasing the tax burdens of industries already taxed more than normal, the principles of good taxation are violated.

"We respectfully urge your committee to use every effort to find suitable additional sources of taxation, so as to avoid increasing the tax burdens of those industries already the subject of special taxation; and we offer you our full and hearty co-operation in any way in which we can be of service to you in this work. On the other hand, justice to our industry will require the most energetic opposition to any proposed legislation which will raise the revenue lost by the abolishment of the excess profits tax by increasing the taxes on a few industries which are already subject to special taxation."

BOLTON IN CHARGE OF RECORDING

It was announced this week that Anton Heindl, manager of the recording division of the International record department of the Columbia Graphophone Co., had severed his connections with the company. Mr. Heindl has not yet announced his plans for the future.

R. F. Bolton, sales manager of the Columbia International record department, who has been in charge of sales and advertising, will also assume charge of the recording division, taking over Mr. Heindl's former activities.

Worry has spoiled a good many otherwise first-class business men. If a man would succeed he should learn to keep out of things which cause fruitless worriment.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs

Nothing More-Nothing Less

The "BABY" Model RETAILS AT $6

MODEL X RETAILS AT $12

FEB. 1ST. TO MARCH 12TH. 1921. MEET US AT THE IMPERIAL TOY FAIR 32ND. ST. AND BROADWAY N.Y.

A Splendid Dealer Proposition Is Available

CLOSED

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

RECEIVER FOR J. E. CRAYTON & CO.

Charlotte Talking Machine Concern Makes Petition and American Trust Co. Is Appointed

CHARLOTTE, N. C., November 5.—Judge William F. Harding has signed a petition drawn by stockholders of J. E. Crayton & Co., 217 South Tryon street, dealers in talking machines, pianos, sewing machines and other supplies, asking that the American Trust Co. be appointed receiver for the company.

The receivership affects both J. E. Crayton & Co. and a branch office in Raleigh. The assets of the firm here are reckoned at about $75,000 and the liabilities at $45,000. It is the hope of the receivers, it was said, to continue the business as a going concern. It was one of the allegations of the petitioning stockholders that enough money to maintain the business safely could not be obtained. The receiver has not announced any change as impending in the management of the business and a representative of the receiver said it was the intention to continue the business along the same lines as at present so far as practicable.

The firm was formerly a partnership between J. E. Crayton and John W. Todd. It has been incorporated within the last year.

VOLLEY BALL AT COLUMBIA PLANT

Noon-Hour Recreation at Bridgeport Wins Favor of Employes

BRIDGEPORT, CONN., November 4.—Under the leadership of Mrs. Julia Dungan, recreation programs are arranged for the young men and women of the Columbia Graphophone Co. During the sunny noon hours volley ball is most popular sport and brings into play the bigger muscles. Many of the young women, who are highly paid specialists, work through the day with the delicate micrometers, finely adjusted microscopes. They wind coils which takes the speed and exactness and cut the sapphire points which must be so perfect. In contrast the noon hour games arouse the greatest enthusiasm. Volley ball is played with the heavy sphere just a little lighter than the medicine ball and it is batted with the hands over the tennis net fastened over the heads of the contestants.

Among those who are participating in the games, which are to be increased when new courts are added, are Miss Elizabeth Yates, Miss Polly Walker, Miss Harriet Munzer, Miss Ada Reid, Miss Mary Guerin, Miss Bertha Creevey, Miss Viola Luccarelli, Miss Alice Renstram, Miss Annie Pistey, Miss Gussie Meyers, Miss Pauline Creevey, Miss Doris Matthews, Miss Eleanor Baltovitch, Miss Mary Vidol and Miss Elizabeth Traill.

WALTER S. GRAY COMPANY
Jobbers' Talking Machine Accessories
THE BEST IN THE WORLD

SAPPHIRES
IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

MUSIC FOR EVERYBODY
Operaphone

DECEMBER, 1920

POPULAR VOCAL

21189 $1.00 — In Babyland (Perkins). Baritone, Orch. accomp. ..... Ernest Hare
Old Pal (Why Don't You Answer?) (Lewis-Young-Jerome). Tenor, Orch. accomp. ..... William Prescott

21190 $1.00 — Jinga-Bula-Jung-Jing (Lewis-Young-Jerome). Tenor, Orch. accomp., Billy Jones
I Know the Reason Why (Porter). Male Quartet, Unaccomp. ... The Harmonizers

21191 $1.00 — What Cha Gonna Do When There Ain't No Jazz? (Leslie-Wendling). Soprano, Orch. accomp. ..... Stella Jasper
Read 'Em and Weep, from "Come Seven" (Bernard-Haenschen). Tenor, Orch. accomp. ..... Al Bernard

21192 85c — My Dear Old Rose (Robe-Winne). Baritone, Orch. accomp. ..... Elliott Shaw
Let Your Sadness Turn to Gladness (Creamer-Layton). Tenor duet. Orchestra accomp. ..... Lewis James and Charles Hart

DANCE

31167 $1.00 — Avalon (Jolson). Fox-trot ..... Ted Gilbert's Dance Orch.
Sudan (Pollack). Fox-trot ..... Joe Johnson's Novelty Dance Orch.

31168 85c — When I Found You (Romberg). Waltz ..... Joe Johnson's Novelty Dance Orch.
Didn't You? from "Sweetheart Shop" (Felix). One-step .. Ted Gilbert's Dance Orch.

31169 $1.00 — Rose of Spain, from Ed Wynn's "Carnival" (Brown-Fazioli-Miller). Fox-trot ..... Melody Band
In Old Manila (Mary Earl). Fox-trot ..... Ted Gilbert's Dance Orchestra

HAWAIIAN

61113 $1.00 — Malanai Anu Ka Makani (Hawaiian Melody) "Lanai's Cold Winds," Hawaiian Guitars
Kawaha (Hawaiian Melody) ..... Hawaiian Guitars

INSTRUMENTAL

51145 $1.00 — Medley of Country Reels, Intro.: "Kelton's Reel," "The Devil's Dream," "Arkansas Traveller," "Old Zip Coon," "Chicken Reel," "Fairy Dance Reel," "Half-Penny Reel." Violinist, Piano accomp. ..... Michael Donovan
Medley of Country Jigs: Intro.: "St. Patrick's Day in the Morning," "Mysteries of Knock," "Moll in the Wad," "Tivoli," "Jackson Fancy," "Garry Owens," "Haste to the Wedding." Violinist, Piano accomp., Michael Donovan

51143 $1.00 — Under the Leaves (Sous La Feuillee) (Francis Thome). 'Cello solo, Emanuel Balaban at piano ..... Bernard Altschuler
Melody in "F" (Anton Rubinstein). 'Cello solo ..... Bernard Altschuler
Emanuel Balaban at the piano.

51144 $1.00 — Souvenir (Franz Drdla). Violin solo ..... Irving Weiss
Pianoforte by ..... Daniel Lieberfeld
Humoresque (Dvorak, Op. 101, No. 7). Violin solo ..... Irving Weiss
Pianoforte by ..... Daniel Lieberfeld

COMIC

19101 $1.00 — No News; or, What Killed the Dog (Wills). Comic Monologue .. Victor Fletcher
The Three Trees. Descriptive Story ..... Victor Fletcher

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

Write for Your Nearest Distributor

24 SELECTIONS 12 DOUBLE DISCS

ISSUED EACH MONTH
PROMPT DELIVERIES

OPERAPHONE CO., Inc., Long Island City, N. Y.

NEW PHONOGRAPH SHOP IN TULSA

Most Elaborate Quarters Provided for the New Edison in That Progressive City

Tulsa, Okla., October 29.—The Phonograph Shop, Inc., of this city, which was formally opened recently to the public, is heralded as being one of the most beautiful phonograph stores west of New York, and much of its attractiveness is credited to the ideas and efforts of Perry Chapman, the manager. The announcement of the opening was made through the medium of full page advertisements, and over 3,000 visitors were registered on the opening night. A brass band held forth in front of the

General View of Store

store to attract the crowds, and impromptu phonograph concerts were given inside.

The front of the store is of fancy tile brick, and the show window has many small panes of glass instead of the usual plate glass front. The effect of this is both unique and pleasing. At the left of the entrance is an Edison Re-Creation sign painted on glass by a local artist. On entering the store there is seen in the center a beautiful colored fountain surrounded by palms and Edison art models, as well as laboratory models. Tops of the booths are decorated

View of the Phonograph Salon

with floral pieces and foliage of a permanent character. At various points are set urns in each of which is concealed a blue electric light which sets off the foliage to advantage.

Immediately back of the show windows is the principal sales room, while the offices are in the rear of the store. Beautiful velvet hangings separate the various rooms, and the furniture consists of selected oak and wicker upholstered in old rose to harmonize with the draperies. The stock of Re-Creations is carried in a spacious aisle back of the record demonstrating rooms, with an entrance from each room.

Mason Little, secretary-treasurer of the Phonograph Shop, Inc., of Oklahoma City, Tulsa, Ardmore, Muskogee and Shawnee, came from Oklahoma City to attend the opening and to congratulate Manager Chapman upon the excellent arrangement.

NEW FLORIDA BRANCH FOR STARR

Jacksonville Store to Be Occupied November 15 Will Be Distributing Center—Building One of the Best in City—Holdgate Manager

Jacksonville, Fla., October 30.—Keeping in line with the steady growth of its business in this State, the Starr Piano Co. will open its new headquarters in the Starr Piano Co. building, 808 Main street, about November 15, according to A. W. Holdgate, district manager.

With the completion of the building now under construction it will be one of the most modern and complete of its kind in the South, and will be used as a distributing point for various agents in all sections of the State, as well as agencies in South Georgia. The company will move from its temporary headquarters at 15 North Ocean street, where it has been located for about a year.

Because of the great demand for its musical instruments in Florida and the possibilities for a wider field, the new building was erected and plans for a Statewide sale of its instruments will begin almost immediately. There are branches in Miami and in Tampa, with agents in every part of the State. If the growth of the business is as unusual as in the past, other branch offices probably will be located in other Florida cities, according to Mr. Holdgate.

Located between Union and State streets on Main street, the building is of the modern type, with three stories and a large concrete basement. The building is twenty-six feet wide and one hundred feet long, ample room for the company's present plans for distribution in the State, according to Mr. Holdgate.

Mr. Holdgate came to Jacksonville a little over a year ago and first introduced the Starr musical instruments in this State on a large scale. He will have charge of the entire district, and under his supervision officials of the company believe the organization will continue to make rapid strides.

The organization is the first of its kind to make this city a distribution point for scores of cities and hundreds of miles of territory ranging from the Apalachicola River up into southern Georgia.

Originate your own ideas and carry them out. You may be able to copy your neighbor's plans, but it is very doubtful if you can copy his success.

MUSIC AND RECORD CARRYING CASES

Made of embossed fiber, reinforced with metal and hard fiber. Brassed-nickeled catches and loops, metal covered handle.

Record size .... 3 x 12½ x 12½", No. 204
Sheet Music Size 3 x 11 x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.

Mass. & Davidson Sts. Indianapolis, Indiana

Manufacturers of all kinds of Musical Instrument Cases and Covers

HENRY BURR VISITS GEO. CHEATLE

Henry Burr, one of the best known exclusive Victor artists, recently was the guest of George Cheatle, formerly of the Chicago Talking Machine Co., now a Victor dealer in Springfield,

A Snap Taken at Mr. Cheatle's Home

Ill. While on the Western tour with the Eight Famous Victor Artists, Mr. Burr stopped off to see Mr. Cheatle, and it was at this time the photograph of Mr. Burr and Mr. Cheatle shown here was taken.

Anything worth doing is worth doing well. This applies to your own talking machine organization.

Deliveries from Stock of *High-Grade Low-Priced* Table Machines

THE GREATEST VALUES ON THE MARKET

WONDER No. 15

WONDER No. 15—All metal machine, splendid tone quality, cast iron cabinet and cast iron frame motor. ***Universal*** tone-arm playing ***all*** records.

WONDER No. 23—Highly polished mahogany finished cabinet, all cast iron frame, ***worm gear*** motor. High-grade Universal tone-arm.

Priced from $4.20 up

Mahogany covered table machines from $18.00 up, with double spring motor

Write for catalog and dealer's proposition

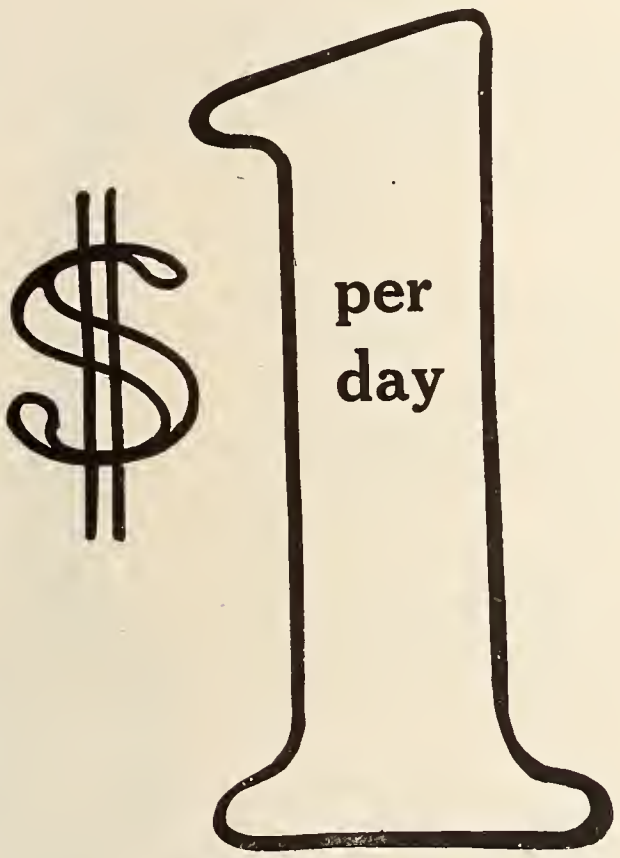
WONDER No. 23

WONDER TALKING MACHINE CO., Inc., 109 East 12th St., New York

Are Your Windows Tight Asleep OR

Opening Window—Christmas Display

Would You Like to See Your Windows Pull "Big" Every Week in the Year?



Yes, that's all it costs. If it helps you to sell only 3 black seal records per day, or only 1 No. 11 Victrola every 2 months—just that small amount of additional business will more than pay for this complete service for one full year.

You have had window display **suggestions** galore.

You have been advised to do this, that and the other thing to make your windows work for you as they should.

But no one has ever yet presented to you a **complete, fully worked out, effective, economical, practical,** window display **service** that has met the full and hearty approval of experienced men who know and understand the needs, requirements and conditions of the talking machine industry.

Here is that service:

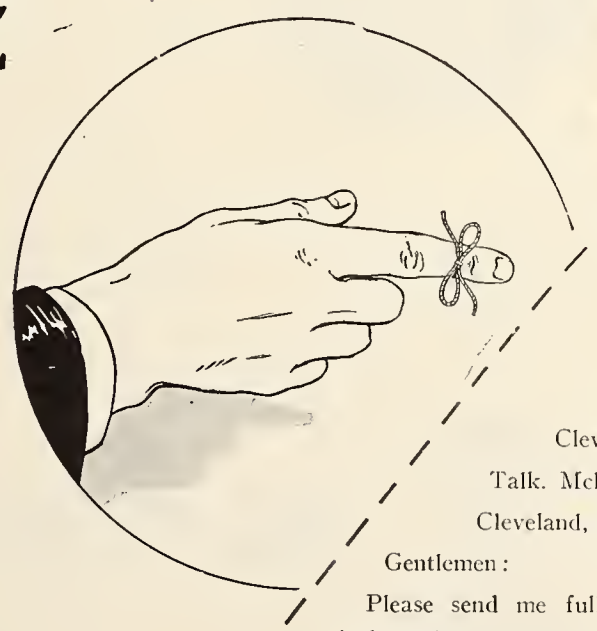
THE Binger COMPANY

Victor Sales Promotion SERVICE

26 NEW AND ORIGINAL VICTOR DISPLAYS

A COMPLETE CHANGE EVERY 2 WEEKS

All Material Supplied



THE CLEVELAND TALKING MACHINE CO.

CLEVELAND, OHIO

Victor Distributors

Wholesale Exclusively

The Cleveland Talk. Mch. Co.
Cleveland, Ohio.

Gentlemen:

Please send me full particulars about The Binger Co., VICTOR Sales Promotion SERVICE

Name .....

Address .....

Phonograph Dealers

Install a Rent Payer in Your Shop

In these days of high rents, the months seem shorter and the visits of the landlord more frequent.

You can make his visits less burdensome by installing a RENT PAYER in your store.

With a very small investment on your part, you can start a Musical Merchandise Department in your present Phonograph Shop, and become the neighborhood center for all Musical Instruments and Supplies—Harmonicas, Banjos, Ukuleles, Guitars, etc., and all Accessories.

They are quick sellers and yield a liberal profit.

They will pay your rent and then some.

They will make repeating customers.

They will add to the attractiveness of your displays.

They will bring more people to your store.

Write to Department P for our suggested assortments of Harmonicas, Violins, Mandolins, Ukuleles, Banjos, etc., and all Accessories specially selected for Phonograph Shops.

We make up assortments for any size shop.

BUEGELEISEN & JACOBSON

Musical Merchandise

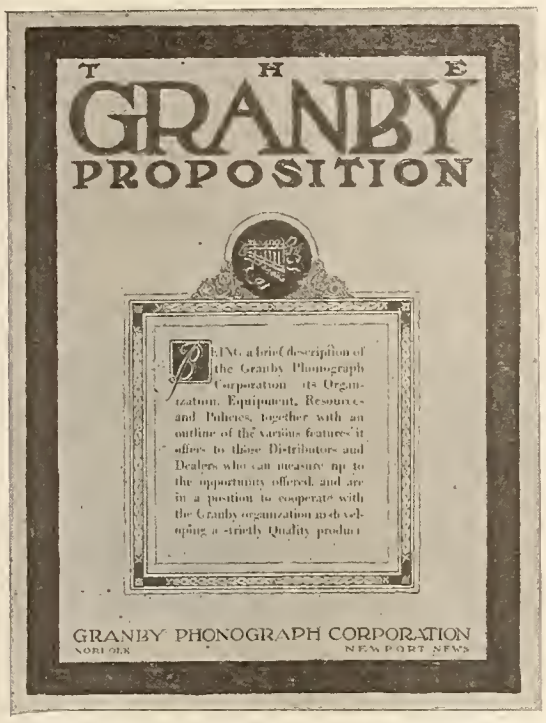
WHOLESALERS, IMPORTERS AND EXPORTERS

5-7-9 Union Square : New York, N. Y.

LATEST GRANBY LITERATURE

Handsome New Volume Just Being Sent Out Which Is Admirable in Its Literary and Typographical Aspects—Tells of Company's Broad Plans for Development of Business

The Granby Phonograph Corp., of Norfolk, Va., is a firm believer in the power of the printed word presented in artistic dress. This is forcibly illustrated in the latest piece of literature which will soon be sent out to the trade and which is worthy of a place in the foremost ranks of talking machine literature. It is a superbly printed volume, nine by twelve inches,



Rough Idea in Black of Granby Cover

with a cover design of more than ordinary attractiveness in gold and red, of which only a very meager idea can be received from the accompanying illustration. Briefly, from a typographical and artistic standpoint, superlatives can only be applied to this very beautiful volume.

This piece of literature is supplementary to the regular catalog and is entitled, "The Granby Proposition," and takes up the following subjects in their proper sequence: "Promises and Performances," "The Granby Institution," "The Granby Phonograph," "Equipment," and "Real Co-operation With the Distributor and Retailer." Under the latter heading the energetic plans of this company are summarized. While national advertising is not immediately planned, it will probably be entered into upon the completion of the thorough distribution of the Granby phonograph and the completion of the sales organization. In each territory where the Granby phonograph is represented a local newspaper advertising campaign will be conducted based upon the probable number of prospects in such territory, the initial purchases of the dealers in the territory and the amount of business developed by the dealer in conjunction with the campaign. The advance outlines of these newspaper advertisements show that they are of a character that will creditably represent the Granby line. Supplementing the newspaper campaign, material will be furnished the dealer that will intensify the desire of the prospective purchaser to own a Granby phonograph. This literature will include catalogs and folders, window displays and a series of cards in rotogravure illustrating the various period designs and appropriate settings. These cards show exactly how Granby phonographs will look in different surroundings and will serve as a guide to the prospective purchaser in selecting the proper model to conform with the room in which the phonograph is to be placed.

In the center spread of this volume illustrations of eight Granby models are shown—four upright and four console instruments, while a bird's-eye view of the large and efficiently laid out manufacturing plant of the Granby Phonograph Corp. is shown on the inside back cover.

Announcement is also made of the early issuance of "Melodie," a monthly house organ of the company. This magazine will contain articles of interest to persons musically inclined, and its mission, of course, will be to keep the Granby phonograph in the minds of prospects.

This new Granby literature will find a hearty welcome from dealers as undoubtedly it will prove of great value as a sales help.

PAYS TRIBUTE TO ITS EMPLOYES

Tampa Hardware Co. Uses Full Page Advertisements to Introduce Department Heads to the Public and Emphasize Loyalty of Workers

The Tampa Hardware Co., Tampa, Fla., recently devoted a full page advertisement to introducing the public to the men in charge of the various departments of the company's business, and to paying tribute to the loyalty of its employes. Of the four men whose portraits were shown on the page was J. A. Bryan, Jr., sales manager of the Columbia Grafonola department.

BEE CROFT

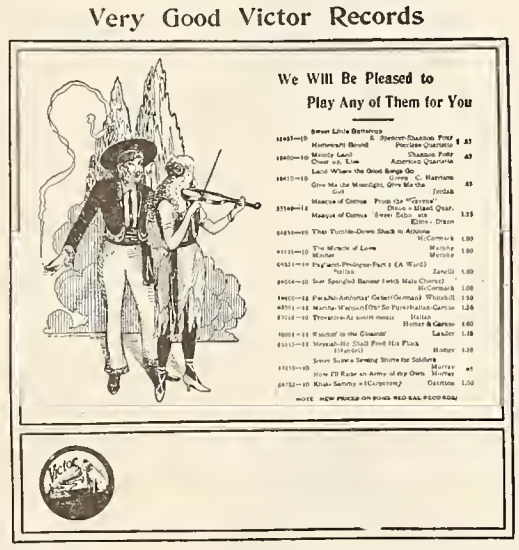
Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records



Very attractive proposition to Jobbers

Write for trial shipment

Order NOW For Xmas.

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

The Tampa Hardware Co. is jobber for Columbia Grafonolas, records and supplies for the entire State of Florida, with the exception of Jacksonville, and during the five years that Mr. Bryan has had charge of the department the business has increased from $10,000 to over a quarter of a million dollars annually.

LINE FORMS TO THE RIGHT!

The will of a rich eccentric gentleman has been found leaving $15,000 to be divided equally among all artists whose first names end in "scha." Experts are figuring upon awarding 19 cents each to every artist thus found.

MASON WITH FORBES & WALLACE

Alexander Mason, who was in the talking machine business in Springfield, Mass., for several years and for the past two years in New York, has returned to Springfield, accepting a position in the Victrola department of Forbes & Wallace.

WE have unusual opportunities to offer salesmen of proven ability.

With manufacturing facilities now fully developed we are finally in position to take on new business.

We will consider only men of broad sales experience, capable of earning substantial incomes, who desire to form permanent connections.

Appointments will be made with desirable men upon receipt of applications that sell.

CHENEY TALKING MACHINE COMPANY - CHICAGO-NEW YORK

PACIFIC COAST PHONOGRAPH DEALERS!

THE AEOLIAN COMPANY
of CALIFORNIA

455 Mission Street **San Francisco**

Are Prepared to Appoint Dealers in

CALIFORNIA—ARIZONA—NEVADA
WASHINGTON—OREGON—IDAHO

for

The Aeolian-VOCALION

The new and greater phonograph

Style 310
Price, $110

Style 430
Price, $135

Style 540
Price, $195

The New Lateral Cut VOCALION RECORD

Plays on All Standard Types of Phonographs

Vocalion representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance, and "selling" features, like the Graduola, etc., the superiority of Vocalion Records, and the magnificent national advertising being carried on in the *Saturday Evening Post* and other mediums, is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment.

DISTRIBUTORS FOR

MELODEE Music Rolls

MELODEE song rolls have printed words, NOT STENCILED —are equipped with unbreakable, pressed steel spool ends.

The Aeolian Company of California — 455 Mission Street, San Francisco.

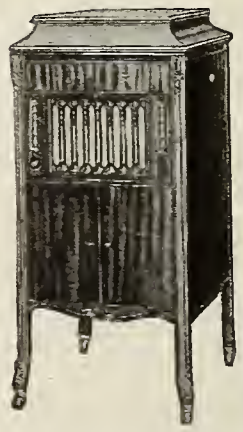
Gentlemen: Kindly send us catalogues and prices of the AEOLIAN-VOCALION, RECORDS and MELODEE MUSIC ROLLS.

Name.....

Street.....

City.....

Style 620
Price, $225



Style 720
Price, $285

Style 820
Price, $350

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., November 3.—Business has shown a better tone during the past month than in some time, which perhaps was to be expected. The Advertising Clubs of New England, which held a two days' convention here, put some "pep" into business, for these publicity advocates made it plain that to talk business was in large measure to create business, and few, if any, who attended the conferences but went away the better for listening to some of the optimistic speakers. Other business bodies, too, have been holding forth in this city and have similarly played their part in instilling a more courageous feeling into trade circles.

With the election out of the way everybody is looking for an improved condition of affairs, for, as a topic of conversation, sometimes to the detriment of business, it is a thing of the past. People now can settle down to a more normal state, and the tension over—for it has been a tension, truly, in some quarters—a bid can be made for business without this interrupting factor intruding itself.

Machines and records from most of the factories have been coming along in adequate quantities and some of the biggest distributors are displaying beautiful period models, one that the Steinert house has been showing of the Adam period being among the handsomest pieces of furniture—for it is sure to have a distinguishing place as such in any home—that the writer has seen in a long time.

British Visitors Entertained

The Boston Victor representatives had the pleasure the middle of the month of entertaining three of the officers of the Gramophone Co., Ltd., of London, England, who were in this country in the interests of the deal with the Victor Co., which has since been successfully put through. These guests were Collin Cooper, president of the board of directors; C. Alfred Clarke, general manager, and A. T. Lack, sales manager. Accompanying the guests were Ralph L. Freeman, director of distribution of the Victor Co.; Bedford G. Royal and Walter J. Staats, directors; J. S. MacDonald, sales manager, and Ernest R. John, manager of the advertising department. The party came to Boston from Camden, N. J., in a private car, and while here they were delightfully entertained by the Victor representatives, a visit to all the Victor headquarters being a part of the program.

A luncheon given at the Hotel Touraine brought the guests into close touch with the Boston trade, those present including Alexander and Robert Steinert and Kenneth E. Reed, of the Steinert house; Henry Winkelman and Clarence A. Woodman, of the Oliver Ditson Co.; George A. Dodge, G. Hovey Dodge, Herbert Shoemaker and C. H. Farnsworth, of the Eastern Co., and C. E. Estabrook, Victor representative, who acted as courier for the guests while they were in town. On leaving Boston after a pleasant visit the English visitors made arrangements to call on the Buffalo trade.

Steinert Service Serves

WHOLESALE

HEADQUARTERS

M. STEINERT & SONS CO.
35 Arch Street :: :: :: :: :: :: Boston

Fred E. Mann Visits Dealers

Manager Fred E. Mann, of the Columbia Co., has been on a two weeks' trip through his territory, including western Massachusetts, Maine and Vermont, spending his time among the salesmen of these sections. He found considerable enthusiasm over the general situation, with everyone looking for a good holiday business.

Victor Artists a Hit in Concerts

These have been busy days for Kenneth Reed, wholesale manager of the Victor department of the Steinert Co., for with the concerts on of the Eight Famous Victor Artists he has been here, there and everywhere. On the evening of October 28 he was in Brockton, where a well-patronized concert was given and on the following night he hied away to Portland, Me., where another concert was given. This concert was changed from the original schedule which gave that date to Woonsocket, R. I. The Boston concert was at the Majestic Theatre, Sunday, October 31, and was the triumph of the series. It was not only largely attended, the tickets having gone well from the various Victor shops where they were for sale, but the program was thoroughly enjoyed and the artists were generous with their encores. Altogether the Steinert Co. and Kenneth Reed in particular, who has put a lot of time and thought into the plans, may well be proud of the success of the undertaking.

Sonora Billboard Advertising

An extensive billboard campaign is to be entered upon by the Sonora Phonograph Co., Inc., in conjunction with the Musical Supply & Equipment Co., the distributors for this part of New England. The plan is to have illuminated signs as well as those which can be easily read in the daytime. The first sign of any prominence already is to be seen on the top of a building in Park street, a short distance back from Tremont street, in the downtown section of the city.

Manager Joseph H. Burke, Boston branch manager of the Musical Supply Co., is away

(*Continued on page* 101)

"New England Service for New England Dealers"

IT is gratifying to hear dealers express admiration for Eastern Service. It proves in spite of present handicaps that men do appreciate our efforts in bringing our work to its present, valuable state.

The Eastern Talking Machine Co.
VICTOR WHOLESALERS
85 Essex Street BOSTON

1870
1920

Established 1870

Oldest and Largest Manufacturers of Talking Machine NEEDLES in the World

"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W.H. BAGSHAW COMPANY LOWELL, MASS.

Pathé

Holiday Profits

PATHÉ Phonographs and Pathé Records afford an unusual opportunity for Holiday profits.

Certain desirable territory now open. Write, wire or telephone us, we are in position to enable a few more dealers to cash in on Holiday business.

Complete Stock ***Immediate Service***

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

on a ten days' trip through the West, getting as far as Chicago. This is his second trip West within the past month. The October business in the Sonora instrument is reported to have been excellent.

Lively Meeting of Columbia Dealers

One hundred and seventy-five Columbia dealers enjoyed the October meeting, which was held on the 13th at the Copley-Plaza in Copley square. Fred E. Mann, manager of the Boston branch, was the leading spirit, and in his bright and businesslike talk he emphasized the need of more intelligent use of real merchandising principles in the retail trade and told of certain evils which have crept into the business which need correction The value of the use of trucks in handling outside business came in for a measure of attention, as already this method of doing business has been used most successfully by a large number of Columbia dealers in the New England territory. J. L. Du Brueil, manager of the company's Cleveland branch, was a guest and gave an interesting talk, and Assistant Manager Donnelly, of the Boston branch, and Mrs. Grace Drysdale also spoke, the latter discussing the educational work that is involved in properly presenting the talking machine proposition before the public, this being her special field of activity with the Columbia. The entertainment was provided by Eddie Brown, violinist, and selections from the December issue were played.

Doing Well With the Pathé

The Lenox Jewelry Co. in Bromfield street is meeting with gratifying success with the Pathé which it took on a while ago. This department is in charge of F. A. Colahan, who is a brother of Retail Manager Stephen A. Colahan at the Hallet & Davis Pathé headquarters in Boylston street. At this Bromfield street store there are several booths conveniently fitted up at the rear of the establishment and the holiday trade is promising very well.

Shoemaker Again a Landsman

Herbert Shoemaker has taken his shell out of the waters of the Charles River, and his swift work on the Basin is brought to a close for the season. Already he is looking ahead to next Spring when he can resume this delightful pastime, and he hopes to make an even better record for miles rowed than last Summer. Then there are the prizes that may come his way if he enters some of the competitive races!

The business of the Eastern Talking Machine Co. showed up well for October, and November is expected to show splendid aggregate sales.

C. C. Harvey Co. Improvements

The C. C. Harvey Co. in Boylston street has just fitted up a handsome new room in its talking machine department which shows a high order of artistic appreciation. The windows have been hung with soft iridescent pink draperies and comfortable easy wicker chairs upholstered in robin's egg blue invite a prospective purchaser to enjoy any one of the Victor, Brunswick or Edison instruments.

(*Continued on page* 102)

Send for Descriptive Circular

Curry "SOUND PROOF" DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LONG TRADE MARK

MUSIC CABINETS
See Display Ad in This Issue

Peerless Record Album
See Display Ad in This Issue

SPECIAL

I am prepared to ship all orders on either line promptly.
Send your orders for both these lines to
L. W. HOUGH. 20 Sudbury St., Boston, Mass.
New England Representative

SHEET MUSIC
Musical Instruments
Phonographs

KIMBALL
PHONOGRAPHS
Made by the makers of
the famous
"KIMBALL PIANOS"

New England shipments made from Boston

New England
Piano & Phonograph Co.
"Everything in Music"
405 Boylston St., Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

The window of the Harvey Co. contains a striking display of these three instruments, and in order that the passer-by may quickly distinguish their identity each one can be traced to the back wall of the window, where the ribbons of any single color are boldly centered against the name of the instrument. Thus the Brunswick ribbons are of pale yellow; the Edison are white, and the Victor are lavender. Manager Francis White of the Harvey talking machine department reports the October business to have shown a notable increase over September.

Ainslie a Football Rooter

Manager R. O. Ainslie of the Pathé was one of the enthusiastic rooters at the big Harvard-Center football game on the Harvard stadium on Saturday, October 23, and it wasn't for Harvard either, for his wife is a Kentucky woman and several of the members of her family came East for the game. Of course they were sorry to see the Center College team lose, but all agreed that they put up a wonderfully fine game.

Pathé Distribution Grows

The local Pathé distribution is coming along very well according to report. A new connection which the house has just made is that of J. S. Condinko, Cambridge street, Cambridge, Manager Colahan of the retail Pathé is most enthusiastic over the Actuelle, and in the interests of promoting this new attachment to the Pathé he spent several days in Providence, R. I., lately.

New Repair Shop Opened

The Beach Talking Machine Repair Shop is a new establishment located at 6 Beach street, this city, and conducted by E. F. Walker, who has under way several inventions. He is the inventor of a diaphragm that is claimed to be indestructible and which has been favorably commented on.

New England Co. Expands

The talking machine business at the New England Piano & Phonograph Co. is making considerable headway. In order to make room for the Kimball line considerable additional floor space at the rear of the Boylston street store has been provided through the construction of a balcony into which the executive offices will be moved. Manager Faux has lately opened a new branch store in Lowell, located at 144 Paige street, which is in charge of Pierce Cummings, who lately had been traveling through New England for the house.

Now the E. B. Shiddell Co.

The Musical Products Co. by that name no longer obtains here, but in its place at the old location, 142 Berkeley street, one notes the

HORTON-GALLO-CREAMER CO.
NEW HAVEN CONNECTICUT
"HIS MASTER'S VOICE"
VICTOR SERVICE SPECIALISTS

LIKE Thanksgiving Day, Horton-Gallo-Creamer Victor Service is a New England institution.

SUPREME PHONOGRAPH—SUPREME PATHÉ RECORDS

The VOICE OF THE PATHÉ IS ITS BEST SALESMAN

Your big opportunity is here, Mr. Phonograph Dealer.

If you are not already selling the Pathe Actuelle and Actuelle (lateral cut) Records, it is high time that you ask us for full particulars.

Let our representative explain our plan for financing dealers.

PATHÉ DISTRIBUTORS

Commonwealth Phonograph Co.
21-23 LYMAN ST., *Springfield, Mass.*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 102)

name of the E. B. Shiddell Co. with Mr. Shiddell, formerly the local manager of the Musical Products Co., at the head of the new concern which now handles the Okeh records with all of New England as its field. This new arrangement is now only two or three weeks old, but in that time Mr. Shiddell has been able to interest a large number of New England dealers in the Okeh proposition which means a very large distribution of this line of goods. Associated with Mr. Shiddell is W. S. Townsend, who has had a long experience in the talking machine field, and for some time before entering service was with the Columbia. Mr. Townsend spends most of his time traveling through New England.

To Distribute the Regina

The Musical Sales Corporation in Bromfield street has made arrangements for the New England distribution of the Regina and already fifteen accounts have been opened up in the six States composing this territory. The Regina has many points of excellence and dealers have been quick to see its worth as a musical instrument. The Musical Sales Corporation has been able to make an advantageous financial arrangement, and it plans to do considerable advertising throughout New England.

Some Personals

E. B. Shiddell, of the E. B. Shiddell Co., and Mrs. Shiddell spent a week the latter part of October on a hunting expedition up in Maine, whither they went by automobile. They made their headquarters for a part of the time at Carrabasset.

W. S. Townsend, with the E. B. Shiddell Co., returned the end of October from his honeymoon, having married earlier in the month Miss Katherine Leary, who is not unknown to the talking machine trade as she was at one time with the Columbia Co. Mr. Townsend and his bride spent their honeymoon in New Hampshire.

E. B. Holmes, formerly local manager of the Pathé at the Hallet & Davis warerooms, has opened a store of his own out in Roslindale, which is a part of Boston.

A New Incorporation

The Baxt Phonograph, Inc., is the name of a concern that has just been incorporated under the laws of Massachusetts. The capital is named at $50,000 and the incorporators are Oscar Sterman and Celia Sterman, of Cambridge; Morris Shapiro, William Baxt, Alexander Shapiro, Maurice Gordon, Morris Levinson, Louis Kalis, Pauline Shapiro and Abraham Adler, of Dorchester, and Harry Tarlow, of Brockton.

BOSTON LIKES JACK NORWORTH

Pathé Headquarters Had Attractive Display Featuring His Record of "Ten Little Bottles"

BOSTON, MASS., October 30.—Here is a reproduction of a window display at the Boylston street headquarters of the Pathé which has attracted a great deal of attention, and, as someone has said, with no offense to anyone. Jack Norworth is a great favorite in this city and this particular song, "Ten Little Bottles," has found instant favor here, and the records of this exclusive Pathé artist have been selling very well.

This novelty song is proving an immense favorite with theatregoers this season and the demand for records of this song is growing among the talking machine trade—at least, so it is reported.

Window Display of "Ten Little Bottles"

LARGER QUARTERS IN HAVERHILL

F. W. Peabody Obliged to Secure More Space to Handle His Growing Business

HAVERHILL, MASS., November 3.—After a long career as a piano and talking machine dealer, F. W. Peabody has developed so large a business that he was obliged to find larger quarters and now he is able to greet his patrons in more commodious and better equipped quarters than ever before. Mr. Peabody, whose name is a household word in town, has moved from Washington square, where he was located for a number of years, to 77 Merrimack street, where two large show windows give him ample opportunity for the more adequate display of his lines. Within the establishment there are eight

(*Continued on page* 104)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS
Brunswick
PHONOGRAPHS AND RECORDS

Every Brunswick Sold Sells Others

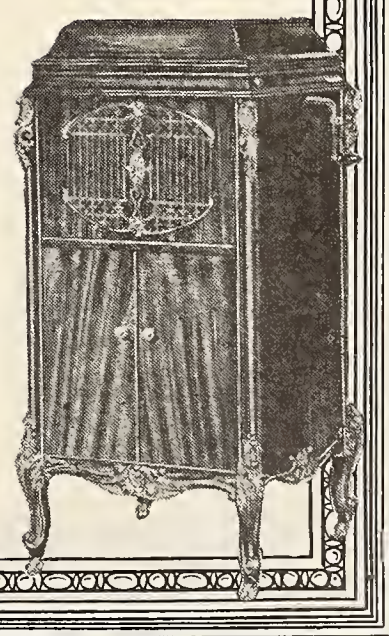
A REAL customer is not one who buys a thing once, but one who would buy it again, if he had to do it over.

All Brunswick buyers belong to this class. Brunswick owners become enthusiastic about The Brunswick. They take delight in explaining its various features, particularly the Ultona.

Naturally they take pride in having something new, exclusive and different from the rest.

The Brunswick has created an army of recommenders who work unconsciously to make more sales. And they really feel that they are doing others a favor in praising it. Thus Brunswick satisfies the real test of worth—the product stays sold.

KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS
TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHER
Steel Needles *Jewel Points* *Albums* *Record Brushes* *Khaki Covers*



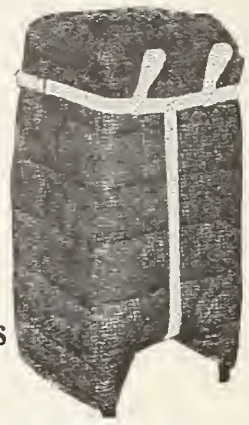
Your Guarantee, Mr. Dealer

LANSING KHAKI COVERS

For All Phonographs

Unqualified Endorsement of Biggest Manufacturers and Dealers

Slip and Rubber Covers for Phonographs



Slip and Rubber Covers for Pianos

Distributors of the "LANSING KHAKI MOVING COVER"

ATLANTA, GA.
Elyea Talking Machine Co., 11 No. Pryor St.
Southern Paramount Co., 23 Peter St.

BALTIMORE, MO.
E. F. Droop & Sons Co., 231 No. Howard St.

BIRMINGHAM, ALA.
Talking Machine Co., 1618 Third Ave.

BOSTON, MASS.
Hallet & Davis Piano Co., 146 Boylston St.
Kraft-Bates & Spencer, 156 Boylston St.
Oliver Ditson Co., 178 Tremont St.

BROOKLYN, N. Y.
American Talking Machine Co., 356 Livingston St.
G. T. Williams Co., 217-222 Duffield St.

BUFFALO, N. Y.
Buffalo Talking Machine Co., 776-778 Washington St.
Buffalo Wholesale Hardware Co.

CEDAR RAPIDS, IOWA
Churchill Drug Co.

CHICAGO, ILL.
Brunswick-Balke-Collender Co., 623-633 So. Wabash Ave.
Fuller-Morrison Co., 540-552 West Randolph St.
W. W. Kimball Co., Jackson Blvd. & Wabash Ave.
Wade Talking Machine Co., 14 No. Michigan Ave.

CINCINNATI, OHIO
The Ohio Talking Machine Co.

EL PASO, TEXAS
W. G. Walz Co.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

JACKSONVILLE, FLA.
Florida T. M. Co., 226 E. Forsyth St.

KANSAS CITY, MO.
Schmelzer Co.

MEMPHIS, TENN.
O. K. Houck Piano Co., 103 So. Main St.

MILWAUKEE, WIS.
Waltham Piano Co.

MINNEAPOLIS, MINN.
McDonald Bros. Co.

MOBILE, ALA.
W. R. Reynalds

NEWARK, N. J.
Collings & Co., Plum Bldg

NEW YORK CITY, N. Y.
Columbia Graphophone Co., Woolworth Bldg.
New York Talking Machine Co., 119 W. 40th St.
Knickerbocker T. M. Co., 138-140 W. 124th St.
Blackman T. M. Co., 81 Reade St.
Ormes, Inc., 26 E. 125th St.

OMAHA, NEBR
Wright & Wilhelmy Co., 10th & Jackson Sts.

OKLAHOMA CITY, OKLA.
H. A. Mottier Sales Organization.

PEORIA, ILL.
Putnam-Page Co.

PHILADELPHIA, PA.
Interstate Phonograph Co., 1026 Chestnut St.
Philadelphia Show Case Co., 127 No. 13th St.

PITTSBURGH, PA.
W. F. Frederick Piano Co., 635-637 Smithfield St.

PORTLAND, ME.
Cressey & Allen, 534 Congress St.

RICHMOND, VA.
Rountree Corp., 111-115 West Broad St.

ROCHESTER, N. Y.
Rochester Phonograph Co., 44 Clinton Ave., North

SALT LAKE CITY, UTAH
Salt Lake Hardware Co

ST. LOUIS, MO.
Koerber-Brenner Co.

TOLEDO, OHIO
The Toledo Talking Machine Co., 425 Superior St.

WASHINGTON, D. C.
O. J. DeMoll & Co., 12th & G Sts., N. W.
F. P. May Hardware Co., 469-477 C St.

YORK, PA.
Weaver Piano Co.

FACTORY REPRESENTATIVES

Pacific Coast Representative, Walter S. Gray Co., 942 Market St., San Francisco, Cal.
T. J. Cullen, 21 E. Van Buren St., Chicago, Ill.
F. A. Kohler & Co., 808-809 Isabella Bldg., Chicago, Ill.
H. A. Copeland Sales Co., Charlotte, N. C.
W. G. Kelchner Sales Co., Charlotte, N. C.
Louis A. Schwarz, 1265 Broadway, New York.
I. W. Becker, Hotel Winecoff, Atlanta, Ga.

Lansing SALES CO.

ELIOT and WARRENTON STS.
BOSTON 11, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 103)

record booths and five player-piano booths. E. H. Stone, who is in charge of the talking machine department, is a man thoroughly experienced in the business and his long association has brought him in touch with many discriminating music lovers. Mr. Peabody's store is one of the largest retail music houses in New England.

RAGTIME RASTUS IN THE MOVIES

Popular Dancing Darky Talking Machine Toy Now Immortalized Through the Motion Picture Screen—Featured by Viola Dana

Boston, Mass., November 3.—Ragtime Rastus, the dancing darky talking machine toy, has lately been accorded much publicity through the medium of the motion picture screen. This toy, manufactured by the National Co. of this city, was featured in a large moving picture production, Viola Dana in "Dangerous to Men." Ragtime Rastus was given a "Close-up" and received much applause for his work. Ragtime Rastus always attracted much attention in the windows of the talking machine dealers and his entrance into the moving picture field will doubtlessly provide additional impetus to the sale of this toy.

NEW PATHE DEALERS ESTABLISHED

Springfield, Mass., November 1.—The Commonwealth Phonograph Co., of this city, Pathé distributor, although in business less than six months, has made rapid progress in the furthering of the interests of the well-known line it represents. Among recent dealers whom it has given the Pathé franchise are the following: Harmony Shop, Springfield, Mass.; Felix Jajuga, Ware, Mass.; B. J. Chase, Waterbury, Vt.; Kanhan & Marcy, Chatham, N. Y.; Newell Furniture Co., Newport, N. H.; John F. Lamb, Hinsdale, N. H.; Joseph F. March, Norwich, Conn.; Carey & Molloy, Scuyville, N. Y.; Frank A. Garrett, Greenwich, N. Y.; Joseph Mularczyk, Indian Orchard, Mass.; Peter Garjewski, Chicopee, Mass. The greater part of these new dealers have taken on the Pathé line exclusively.

MICA DIAPHRAGMS

Watson Brothers, Inc.

170 PURCHASE ST.

BOSTON - - - - MASS.

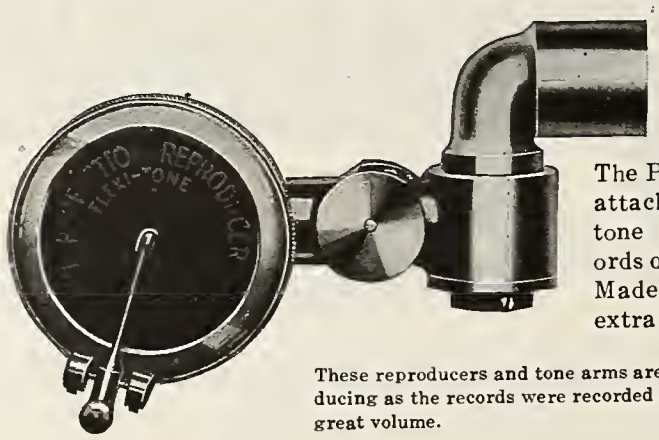
NEW HALIFAX DEPARTMENT OPENS

Nova Scotia Furnishing Co. Displays Magnavox and Pathé Actuelle at Opening

Halifax, N. S., November 6.—The formal opening of the Nova Scotia Furnishing Co.'s new remodeled store at 448-450 Barrington street, this city, took place lately. The phonograph department, which contains four sound-proof demonstration rooms, is located on the third floor of the building. At the opening, both the Magnavox, the new instrument for increasing the volume of phonograph music or the human voice, for which I. Montagnes & Co., of Toronto, have the Canadian distribution, and the Pathé Actuelle came in for special demonstration. E. A. Wilson, president of the company, is a phonograph enthusiast and as a result his department is a live branch of the business. Mr. Wilson has on different occasions held phonograph recitals in connection with the phonograph department, believing them to be a

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.

COLORADO
Denver—Denver Dry Goods Co.

IOWA
Des Moines—Harger & Blish

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MISSOURI
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Factory Representative—LOUIS A. SCHWARZ
1265 BROADWAY, NEW YORK, N. Y.

splendid means of creating amongst the public a greater interest in phonographs and records. As a special inducement to visit the store during the opening days, a return railway fare from any point in Nova Scotia was given to the purchaser of $100 or more worth of goods.

SOME BOSTON TRADE BRIEFLETS

C. E. Osgood Co. Expands—Welcome for W. W. Longfellow—Some Recent Visitors—Condon in Charge at Berry's—Other Items

BOSTON, MASS., November 4.—The talking machine department of the C. E. Osgood Co., of which Chester J. Sylvester is manager, has been undergoing considerable changes and improvements lately. The large salon at the rear of the department has been entirely redecorated and refurnished and is now most attractive. This department carries the Columbia and Victor lines.

W. W. Longfellow With Barite Co.

Wilbur W. Longfellow, some years ago identified with the local talking machine industry, but subsequently located at New Haven, Conn., and more recently in Providence, is back in town again, having accepted the post of manager of the Barite Co. in Boylston street. His friends are glad to welcome him on his return to the scene of his early successes.

Attend Sessions of Advertising Clubs

Mr. Bacon, of the Chamberlain Huntress Co.; Fred Reed, of Goodman, Pearson & Co.; G. H. White, of Nichols & Frost, all of Fitchburg, were in town during the sessions of the New England Advertising Clubs held the latter part of October.

Attended Vocalion Salesmen's Conference

H. G. Sheldon and H. G. Stoehr, of the traveling staff of the Vocalion, were over in New York the latter part of the month attending the company's salesmen's conference. Manager Wheatley also was over in New York in conference with the home office.

Brunswick Records Grow in Favor

The new records of the Brunswick are finding a ready market throughout the New England territory handled by Kraft, Bates & Spencer, and Wholesale Manager Fred H. Walter reports that there is a large demand for the Brunswick product.

Some Claims Set Forth

The Vocello is the name of a new instrument that is soon to be launched on the market. The present offices are in Dartmouth street and on the windows one reads these words of inducement: "The Wonder of the Musical World" and "A Marvelous New Phonograph."

Raymond W. Sheldon, of the Arinola, is on the Pacific Coast and will be away two or three weeks.

Condon in Charge at Berry's

William Condon has been appointed manager of the Victor department of the Henry W. Berry Co., of Cambridge and Somerville. Mr. Condon, who comes from the American Supply Co. at Worcester, will assume his new duties November 8.

Studied New York's Famous Dam

W. E. Crary, of the Edison department of the George Lincoln Parker warerooms, spent his vacation at his home in Delaware County, N. Y., and especially enjoyed studying the new big dam which is a part of the New York water supply.

SCRANTON SHOP REDECORATED

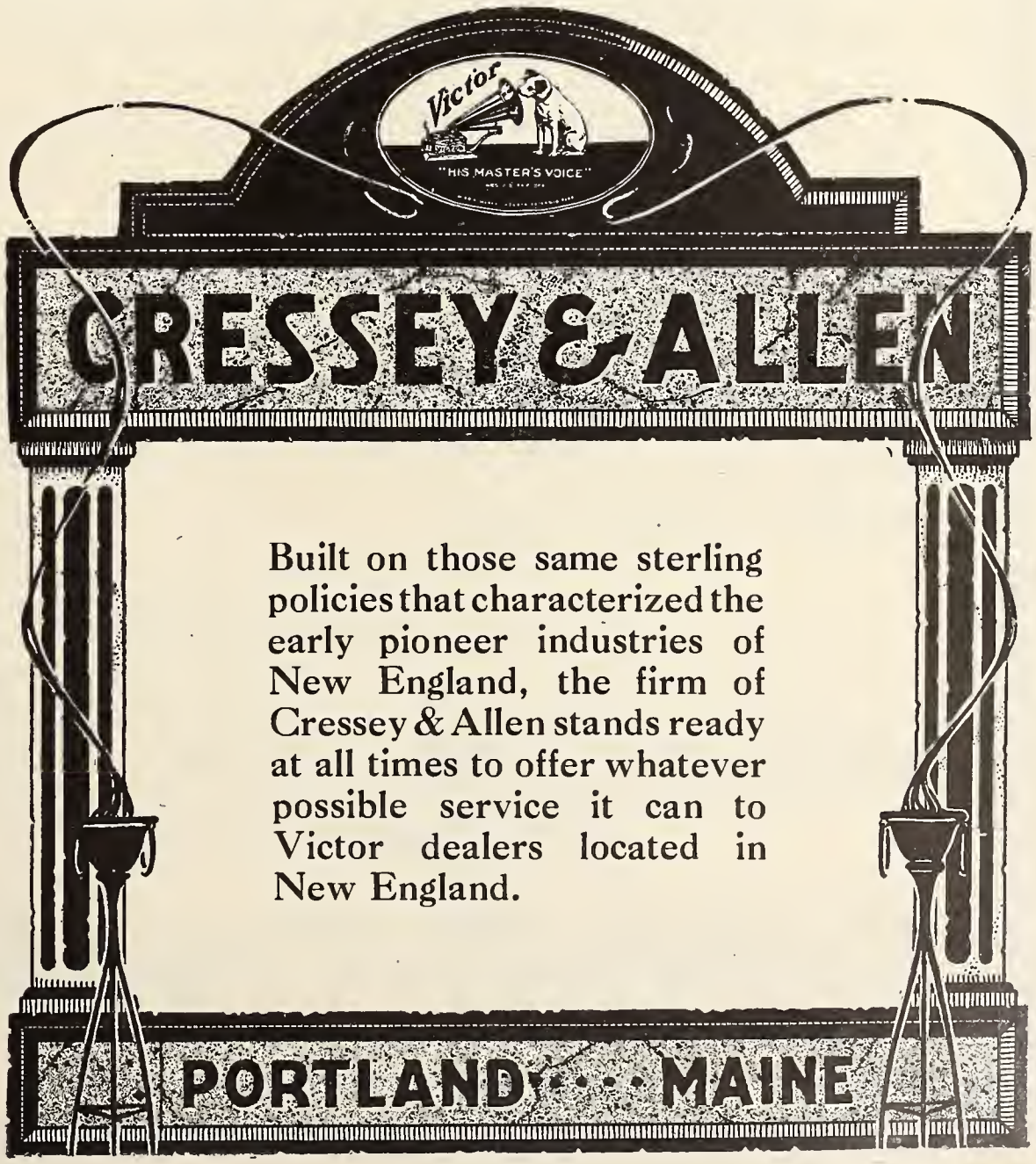
The Reisman Song Shop, Scranton, Pa., has reopened for business in its redecorated building. This company has the Columbia agency and on the opening day several concerts were held to demonstrate the new records. In the afternoon and evening additional concerts were given by Siren's orchestra.

NEW QUARTERS IN SAC CITY, IA.

A. C. Neal Now Occupies Three-story Building for His Large Columbia Business

SAC CITY, IA., November 1.—A. C. Neal, Columbia dealer of this city, has recently moved into a new three-story building. The outstanding feature of the new store is the talking machine department, said to be among the finest in the State. Three most artistic hearing rooms of Col-van construction, as well as the latest in record departments, go to make up this branch of the business. Mr. Neal is a Columbia enthusiast and backs up his belief by keeping three trucks in operation in covering a radius of surrounding territory of twenty-five miles.

The man who neglects to wind the clock misses the right train. The Lucky Man gets it. Be careful.



THREE HITS

Bubble Books

"that Sing"

a line that has no competition.

Now being backed by the manufacturers with a national advertising campaign which will send you many buyers. And nearly every buyer of a Bubble Book comes back for more.

Bubble Books are not a one sale proposition. It is a "repeat" line, one that will sell twelve months in a year.

BOOK NO. 10
BOOK NO. 11

Now ready for delivery. Write for our special introductory offer.

MEL-O-DEE MUSIC-ROLLS

The demand for a high grade music roll will be larger this season than ever before.

Owners of player-pianos want a roll that is well made and well played.

Mel-O-Dee has more good features than any roll made. It is "The World's Finest Music Roll."

The dealers who have been handling it showed an increase in sales last month that made two new factories necessary —and there is some real advertising coming to make more sales for Mel-O-Dee Dealers.

Okeh Records

The fastest growing line in the Talking Machine industry to-day. An Okeh Record agency is increasing in value every twenty-four hours.

The policy of quality first; quantity second; has brought a healthy and permanent growth.

We want a few more dealers who will take advantage of the money-making possibilities of an Okeh agency.

4167—Whispering
Dreaming Blues

4168—Japanese Sandman
In the Land of Rice and Tea

NOW READY FOR DELIVERY

Our SERVICE means more than prompt shipments. It means a continuous effort on our part to secure for our dealers merchandise so made and advertised as to insure quick sales and real profits. It means that we are constantly working to make each one of our dealers a bigger dealer.

PHILADELPHIA SHOW CASE COMPANY

DISTRIBUTORS OF SONORA PHONOGRAPHS

127 North 13th Street PHILADELPHIA, PA.

PITTSBURGH BRANCH: 2002 Jenkins Arcade Building

The Trade in PHILADELPHIA and LOCALITY

Philadelphia, Pa., November 4.—The talking machine business in Philadelphia enters the Winter months in very good shape. It has seemed apparent right along that the anticipated slump was not going to strike this trade, as some of the "weak-kneed" had expected. The more farsighted dealers have gone right along and have been advertising extensively and have gotten results. One thing has been apparent for the past month, and that is, those who have secured results are those who advertise—in other words, results were brought about through a more liberal outlay of money.

The machine and record situation has been clearing up gradually, and to-day, aside from the Victor dealers exclusively, all the firms here are very well stocked, and they will have done a very good business, even if they should not make any more purchases before the new year, if they are able to sell the present stocks on hand. But they are going right along and are getting in goods as fast as possible, for they believe that the good business is going to continue throughout the Winter.

Louis Buehn & Co. Improvements

The Louis Buehn Co. has commenced the improvements on its building, and if everything works out according to schedule, before The Talking Machine World appears, the Buehn firm will have finished the work, and will have the finest jobbing establishment in Philadelphia. The first floor offices have been moved more to the rear and have given place to a most attractive reception room. The doorway has been arranged to enter the store direct instead of from the side, and the show window has been considerably changed. To the right, back of the reception room, are the desks of the sales force, and then come three private offices, attractively partitioned off, the first one being occupied by Frank Reinick, the second by Charles Miller and the third by Louis Buehn himself. The walls have been tastefully decorated, with the wainscoting reaching more than half way up the sides. All new electric fixtures have replaced the old, indirect lighting system.

The second floor front has been turned into a very handsome showroom for the new period models of the Victor Co. Some of these models have already arrived. The idea that the Buehn firm had in giving such prominent space to these models, and with such admirable surroundings, is that it realized that it would not be possible for all its dealers to handle a full line of these models, so it has made a place for them to which they can bring their customers to see these models under the very best circumstances. The rear of this floor will be devoted to records as at present, and the third and fourth floors will be given over to stock, accessories and supplies.

Among the recent Buehn visitors were: J. J. Kneis, of Mahanoy City, Pa.; Mr. and Mrs. W. Christine, of Christine Brothers, Bangor, Pa.; Joseph H. Lester, Williamstown, Pa.; Charles Womelsdorf, of the Toledo Talking Machine Co., of Toledo, Ohio; E. J. Youngjohns, of Norristown, Pa.; T. E. Brown, of Oxford, Pa., and J. H. Voorhees, of Kennett Square, Pa.

Recently Mr. Buehn made a visit in his automobile to all the dealers who purchase from him, and he says that he was amazed to find what very fine stores they all had, especially so in regard to the new Linton Co. store at 4721 Frankford avenue. Charles Miller suffered a bereavement in the death of his mother during the month.

Great Activity With Penn Co.

T. W. Barnhill, the head of the Penn Phonograph Co., who was ill early in the month and was compelled to go to Atlantic City for a week to recuperate, is in the best of health again. His mother, Sarah A. S. Barnhill, died during the month. She resided at 1320 North Wanamaker street.

The Penn Co. reports that its business has been limited only by the receipt of goods, and that it has been receiving more goods than it did during October of last year. The company is making special arrangements for the display of the new Victor period models, some of which have already been received.

Recently Mr. Barnhill received a letter that interested him very much from the Kranz-Fink Talking Machine Co. of Baltimore. In it it was stated that the firm had had a Fall opening which was the most remarkable in point of attendance and sales that it had ever enjoyed. A feature of this opening was the presentation of a Penn Victor Dog to every adult visitor who was present at the opening. In order to do this the firm ordered 5,000 Penn Victor Dogs, which were secured through H. G. Vosee, a salesman for the Cohen & Hughes firm, who are Baltimore distributors of the Penn dogs. The Kranz-Fink Co. has one of the finest talking machine departments south of the Mason and Dixon line. To call proper attention to the Penn dogs it arranged a window in the form of a baseball diamond, with the opposing teams composed of dogs painted in various colors, with a grandstand built in

(*Continued on page* 108)

The only phonograph with a round horn—
The Emerson Music Master Horn!

MODEL No. 20

IN one vital particular the new Emerson Phonograph differs from all other phonographs: It has a *round* sound chamber or horn—and this horn is built *into* the machine.

Your customers may be curious to know *why* the Emerson Music Master Horn is *round*.

Tell them. Explain to them the law of acoustics* which ordains that sound waves shall expand in widening circles, like the ever widening concentric circles caused by throwing a stone into still water.

Your argument is convincing—because it is founded on a scientific truth which compels universal recognition.

The scientific principle of the round Emerson Music Master Horn is set forth briefly in the loose-leaf catalog showing the various models in the new line of Emerson Phonographs. Send for a copy. Ask about representation.

*From a text-book on "Practical Physics," by N. Henry Black, A. M., and Harvey N. Davis, Ph.D., pages 382-3.

". . . sound waves are longitudinal or compression waves, made up of alternate condensations and rarefactions. Just as a stone thrown into a pool makes waves which spread out in ever widening concentric circles, so we think of a bell as sending out spherical waves. These are made up of spherical shells of compressed and rarefied air, traveling out in every direction through space."

Emerson Records and Phonographs

Emerson Philadelphia Co.

810 Arch Street -:- -:- -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 107)

units, in which hundreds of dogs acted as fans.

The Penn Co. has also been doing a very excellent business on its Penn Victor operatic figures, and all the leading dealers here have secured sets and have made elaborate window displays with them. Recent Penn visitors were: Mr. Block, of Block Brothers, Norristown; Robert Bartley, of the Victor factory; A. R. Boone, manager of the Talking Machine Co., Birmingham, Ala.; H. C. Bachman, Hanover, Pa.; L. L. Purchase, Hammonton, N. J.; Robert Shaffers, of Shaffers Sporting Goods Store, Phoenixville, Pa., and Mr. Curtice, Jr., of the Ross-Curtice Co., Lincoln, Neb.

Brown Succeeds Duffy

P. M. Brown, who for a considerable time was connected with the Columbia at its factory at Bridgeport, Conn., has come to Philadelphia to take the place of W. T. Duffy, who was transferred to Buffalo, to become the assistant in the Dealer Service department.

New Stores Opened

The Beddow Co., of 1530 Oxford avenue, in the Frankford section, has just opened a very fine talking machine shop, which is decorated in white and cream furnishings.

B. B. Todd has just opened his new and his third talking machine store at 1623 Chestnut street. It is one of the handsomest stores along Chestnut street, and in a neighborhood now growing very much in favor for business of this character.

Columbia Gathering in Scranton

The Columbia Graphophone Co. reports that it enjoyed a very good business during the entire month of October, in spite of the unseasonable weather. Manager Cummin spent considerable time in visiting the firm's dealers through the State and New Jersey. During his New Jersey visit he was accompanied by F. D. Connelly, who is the sales manager of this territory. He was also in Wilmington visiting the firm's trade in that section. He was present at an important meeting held in Scranton given by the advertising men of that section. This meeting was also attended by G. W. Hopkins, the general sales manager of the company; C. E. Sheppard, the Columbia's sales manager in that section, and other Columbia representatives there were: Louis Oettinger, Mr. Graef, Mr. Theis and Mr. Keegan, of the Economy Furniture Co.; Charles Reiseman, of Reiseman's Song Shop; Max Zoller, of the Scranton Talking Machine Co.; P. C. Penser and Ralph Mack, of the Penser firm, all of Scranton, Pa.; Fred Price, of Fowler, Dick & Walker, and G. Neuberger, of the C. & S. Furniture Co., Wilkes-Barre, both members of the firm of Lewis & Kuschel, of Pittston, Pa.; S. S. Lowry, of S. S. Lowry & Co., Berwick, and J. H.

Established 1864

Manufacturers and Wholesale Distributors

WEYMANN

1108 Chestnut Street
Philadelphia, Pa.

World famous Weymann "Keystone State" String Instruments and "W & S" brand Musical Merchandise.

H. A. Weymann & Son, Inc.

FOR EXTRA PROFITS

to the dealer we heartily recommend a Musical Instrument Department.

Success is practically assured dealers who specialize in quality goods of known merit for which a demand has been created.

Write for catalogue and trade discounts

THIS IS OUR WORK

Fulfilling the vision of its head and founder, this organization serves and will continue to serve its double function in acting as a dependable distributer for The Victor Talking Machine Company and assisting personally the dealers we do business with to make money through the constructive sale of Victor Merchandise.

Distributing fairly our allotment of Victor goods—aiding our dealers in developing bigger and better methods, thereby creating a greater musical interest and a still greater Victor Demand. *This is our work.*

The Louis Buehn Company

OF PHILADELPHIA

Powers and Jack Heater, of the Prince Furniture & Carpet Co., Hazleton, Pa.

Open New Department

During the month J. D. Callahan, the general sales manager here, was in Scranton assisting in the opening of a fine new exclusive Columbia department in Reiseman's Song Shop in that city. It is located at 413 Spruce street, and Mr. Callahan says it is one of the finest stores in Scranton. It contains six new booths which were erected by the Van Veen Co., of this city. He also assisted at the opening of the new Columbia store in this city of M. Klaidman, who trades under the name of the Philadelphia Phonograph Co. It is located at 623 South street, where he has taken over the entire building.

Among the recent Columbia visitors were: H. Hageman, of the Yards Co., Trenton, N. J.; Mr. Felix, of the Felix Department Store, Schuylkill Haven, Pa.; Mr. Williams, of Howard, Pa.; Mr. Schwartz, of Schwartz Brothers, Mauch Chunk, Pa.; Mr. Urkin, of Urkin & Cohan, of Trenton, N. J.; E. Markowitz, South Bethlehem, and N. L. Kaplan, of Bethlehem, Pa.

"Note the Notes Club" Organized

The girl employes of the Columbia Co. have recently organized a girls' club and have named it the "Note the Notes Club." The organization was effected on the 18th. The large reception corridor of the building was turned over to them, through the courtesy of Manager Cummin. The furniture was removed for dancing. A business meeting was held in the Model Shop at which the following were elected officers: Miss M. Bernhart, president; Miss E. McCauley, treasurer; Miss P. Martin, secretary, and Miss A. B. Luttin, chairman of the social committee, who will be assisted by the Misses Tagert, Wager, Rayfield, Dorgan, Eisentrager and Mangan. Miss McGinnis of the dictaphone department was elected chairman of the welfare committee. The object of the club is to promote co-operation, good fellowship and sociability.

Emerson Philadelphia Co. Expansion

The Emerson Philadelphia Co., who recently moved to the third floor of the building at 810 Arch street, has been able to take over almost the entire three-story building, upon which improvements are now being made. It has already taken over the entire second floor, and a considerable portion of the first floor. This shows the wonderful growth of the Emerson in Philadelphia under the direction and able management of Harry Fox.

Ten days ago an important meeting was held at the office of Mr. Fox, which was attended by Harry E. Morrison, of the New York sales department; J. I. Bernat, advertising manager, and Charles F. Usher, of the executive office of the Emerson Co. They were here to discuss various plans about the future of the new machine gotten out by the Emerson.

Mr. Fox is conducting a spirited contest for

(*Continued on page* 110)

5000 PENN-VICTOR DOGS

GIVEN AWAY

By the KRANZ-FINK TALKING MACHINE CO.

of BALTIMORE, MD.

They used full page advertisements announcing their offer to give the dogs away.

A large crowd was awaiting the opening of the store at 8 a. m.

All day long there was a continuous line of people passing through the store receiving Penn-Victor dogs.

The sales of the first three days of this event were more than during the whole month of October, 1919.

It is the opinion of the management of the Kranz-Fink Talking Machine Co., and also of merchants handling other lines of business that it was the greatest advertising stunt they had ever seen pulled off.

You may not be warranted in ordering 5000 Penn-Victor dogs, but you are warranted in their use as a business stimulator.

H. T. Bosee of the Cohen & Hughes Co., Baltimore, Md., who secured the order for 5,000 Penn Victor Dogs from the Kranz-Fink Co.

The Penn-Victor Dog as a Holiday Souvenir

is exceptionally valuable and specially appreciated by your customers at that time.

TRY 500 WITH YOUR NAME ON THE PEDESTAL

The Penn Victor Dog, of which there have been sold nearly 500,000 in the United States, Great Britain, Canada, Australia, Bermuda, Brazil, Argentine, Hawaiian Islands and Central America.

DISTRIBUTORS:

Atlanta, Ga.	Elyea Talking Machine Co.
Baltimore, Md.	Cohen & Hughes.
	E. F. Droop & Sons Co., Inc.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co.
	Eastern Talking Machine Co.
	The M. Steinert & Sons Co.
Buffalo, N. Y.	Buffalo Talking Machine Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Chicago Talking Machine Co.
Cleveland, Ohio	Cleveland Talking Machine Co.
	The Eclipse Music Co.
Denver, Colo.	The Knight-Campbell Music Co.
El Paso, Tex.	W. G. Walz Co.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Memphis, Tenn.	Houck Piano Co.
Kansas City, Mo	J. W. Jenkins Music Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith-O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
New Haven, Conn.	The Horton-Gallo-Creamer Co.
Newark, N. J.	Collings & Co.
New Orleans, La.	Philip Werlein, Ltd.
New York City	Emanuel Blout
	C. Bruno & Son
	Knickerbocker Talking Machine Co.
	New York Talking Machine Co.
	Ormes, Inc.
	Silas E. Pearsall Co.
Omaha, Neb.	Mickel Bros.
Philadelphia, Pa.	H. A. Weymann & Son
Pittsburgh, Pa.	W. F. Frederick Piano Co
Portland, Me.	Cressey & Allen, Inc.
Rochester, N.Y.	E. J. Chapman
St. Louis, Mo.	Koerber-Brenner Co.
Toledo, Ohio	The Toledo Talking Machine Co.
Washington, D.C.	Cohen & Hughes.
	E. F. Droop & Sons Co.
	Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO.

Victor Distributors Wholesale Only

913 Arch Street, Philadelphia

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

Keystone Die-Casting Co.

Norristown, Pa.

ALFRED C. RANTSCH, Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE, Treas. and Gen. Mgr.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

the best dressed Emerson window in his territory, which will not close until November 25.

Building Up a Big Business

The Philadelphia Show Case Co. has been doing a splendid business all through October. Its business on the Melodee rolls, which it recently started to handle, has been way beyond expectation. The company states that the shipments of the whole catalog are coming through in a very satisfactory way, and it is now able to make deliveries to the extent of 100 per cent. and in remarkably quick time after the order is received.

Among the recent visitors to the Philadelphia Co. were: Oscar W. Ray, sales manager of the Melodee; Mr. Furlong, of the Vocalstyle Music Co.; F. J. Coupe, general manager of the Sonora, and W. C. Fuhri, representing the Okeh records.

As to Sonora, the Philadelphia Co. is getting things into very good shape. It has been able to make more prompt shipments upon which it has been held up for some time. A couple of new salesmen have been added to the Sonora force, including A. George Funke, who is covering New Jersey territory, and Mr. Zepp, who will cover Maryland territory.

H. W. Weymann on Trade Conditions

Harry W. Weymann, of H. A. Weymann & Son, says he believes that early in November the Victor Co. will be able to greatly increase its Victor record business, and likewise he expects to be in a position to supply his trade with every requirement in Victrolas to meet the increased demand during the remainder of the Fall and Christmas season.

Mr. Weymann says: "Our dealers report increased sales on Victrolas, and are well pleased with the shipments in Victor records. Most of our dealers are now concentrating their entire efforts in their talking machine department on Victor product exclusively, and are well pleased with the future prospects. Last week we had one of the biggest weeks we have ever had in our talking machine department. Among recent Weymann visitors were: Mr. Holland, of the Roeblin Piano Co., and George Gewehr, of Wilmington, Del.; C. M. Ware, of Millville, N. J.; Mr. Voight, of Voight & Ludlow, of Vineland, and J. H. Christman, of Salem, N. J.

WE REPAIR
Talking Machine Motors
Send Them To Us!
Work Guaranteed. *Reasonable.*

Make Big Money Selling the
Mobley Tone Reproducer
Will increase the tone of any talking machine at least 50 per cent. A demonstration sells it. Send for a sample today—mention make of machine.

E. BAUER
723 N. 26th Street Philadelphia, Pa.

Gathering of Pathé Men

The Pathé Co. reports excellent progress all through October. Last Wednesday an important meeting of the Pathé men was held here at the Hotel Adelphi. In the morning there was open house at 1126 Chestnut street, the Pathé headquarters here, at which almost all of the dealers in the territory were present. Luncheon was served at 12:30 to all the delegates at the Adelphia. This was followed by a business session which was continued all afternoon and addressed by several prominent Pathé men from the New York headquarters, including President Eugene Widmann. This business session was followed by a banquet, also held at the Adelphia at 7 o'clock in the evening in the gold room, and the evening was given over to a general jollification, at which a number of eminent Pathé artists assisted.

Mr. Radcliffe and Mr. Wilkinson, of the Vocalion Co., were recent Philadelphia visitors.

F. Connelly, of 2633 West Girard avenue, has just finished the remodeling of his store by the addition of eight hearing rooms. At his opening large crowds were in attendance.

Doing a Big Supply Trade

Everybody's Talking Machine Co. at 38 North Eighth street has been having a splendid business all Fall. It has increased its stock recently to the extent that a full line of everything in the way of talking machine accessories, repair, parts, etc., is covered. This company is also a large distributor of the Heineman products, Brilliantone needles, etc. It has just placed a contract for mainsprings of such a size that it is now able to offer them to the trade at a price lower than at any time since before the war.

This same gentleman says: "We carry a general line of merchandise. We have gone after the accessories business and have achieved such wonderful results that our business has grown to be nation-wide, our orders going out as far South as Florida and as far West as the Coast. Among the recent visitors was A. B. Schector, sales manager of the General Phonograph Corporation.

E. Bauer Opens for Himself

E. Bauer, who has been connected with the talking machine industry for many years and has been most recently identified with the Domestic Talking Machine Corp., is now in business in his own name, conducting a complete repair business for talking machines of every make. Mr. Bauer's many years of experience in the field are of particular value to him in the business which he now conducts and he has opened a well-equipped shop at 723 North Twenty-sixth street, this city.

Recent Change at Ludwig's

Walter Whiteley Hubbard, recently advertising sales manager for the Ludwig Piano Co.'s chain of talking machines and piano stores, now heads the advertising and editorial departments of the Bayonne, N. J., Evening News. He will be assisted by Bernard Kramer, secretary of the new organization, who will have charge of a section for talking machine and piano stores.

(*Continued on page* 114)

We have moved

to 27-29 South Seventh street, in the heart of the wholesale talking machine district, in order to render more efficient service than ever to our constantly-growing clientele. Increased floor space will enable us to take better care of our dealers' needs.

Okeh Records

which we have always available for immediate delivery, helped us more than anything else to grow. You will grow, also, if you tie up with this sterling line and

CIROLA

portable phonographs, which we handle exclusively in Eastern Pennsylvania, Southern New Jersey, Delaware, Maryland and the District of Columbia.

Prompt action now means bigger profits later. Stock up now for the fall and holiday season.

"First-run" hits, CIROLA portable phonographs and a complete accessory line always on hand.

VISIT OUR NEW HEADQUARTERS

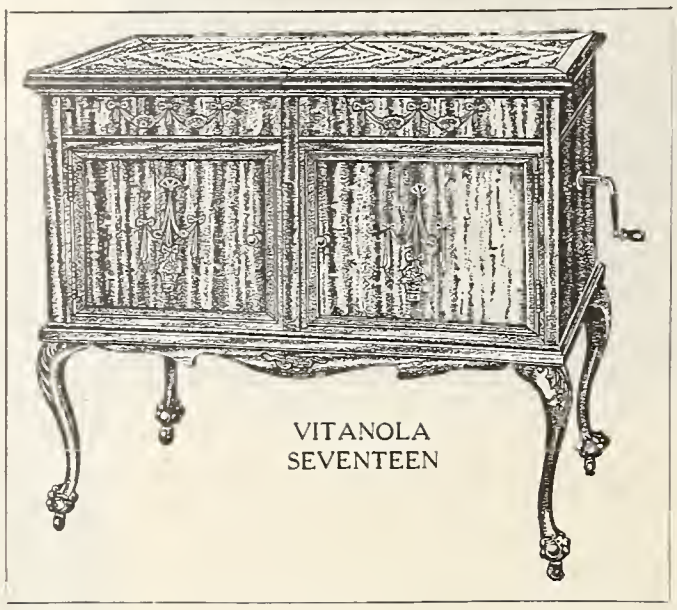
A. J. Heath & Co., Inc.
(Successors to Heath & Gorham)
27-29 S. Seventh Street Philadelphia, Pa.
Telephone: Market 1364

INTERSTATE Service like Pathé superiority aims to sell the Dealer solidly to his public, and hence the Pathé Retailer who is "sold" to his community, must be wise enough to anticipate shrewdly what they want.

The organization of the Interstate Phonograph Company, Inc., is prepared not only to stock a retail Pathé Phonograph merchant acceptably but also to teach his sales people the most approved selling practice applied to successful Phonograph and Record placement. Let us tell you what we can do for you.

INTERSTATE PHONOGRAPH Co Inc

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.


VITANOLA
SEVENTEEN

TONE . . . DESIGNS
VITANOLA SERVICE
WORKMANSHIP . . . QUALITY

Dealers' Interest

LARGE STOCK
ALL FINISHES
LIBERAL DISCOUNTS
IMMEDIATE SHIPMENTS

VITANOLA DISTRIBUTORS CO.
Eastern Penna., Delaware, New Jersey, Maryland
1025 Arch Street PHILADELPHIA

TRADE NEWS FROM PHILADELPHIA

(*Continued from page* 110)

James Aaron Manning now heads the talking machine department at the Ludwig Co.'s Philadelphia store, being assisted by Edwin Martin, who replaced C. R. Norman, who has gone abroad to study music.

PHILADELPHIA PATHE DEALERS ENTERTAINED

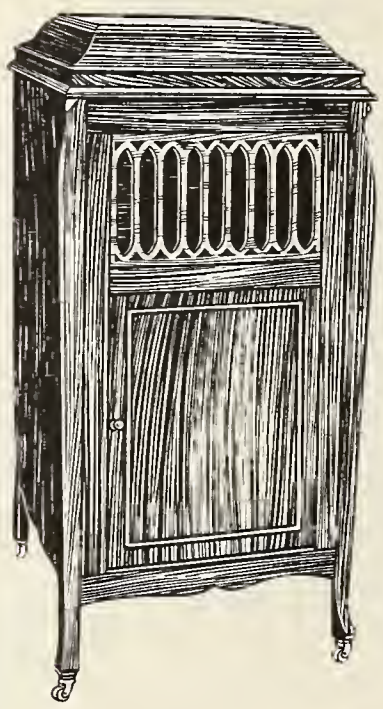
Interstate Phonograph Co., Inc., Acts as Host at Delightful Entertainment and Banquet to Pathé Dealers Who Attended the Convention Recently Held in the Quaker City

PHILADELPHIA, PA., November 4.—The Interstate Phonograph Co., Inc., Pathé distributor of this city and Chicago, played host to its many Pathé dealers in a lavish manner at the Pathé Dealers' Convention, held at the Adelphia Hotel Oct. 20.

From ten to twelve in the morning the dealers arrived, many coming from far-distant points in Pennsylvania. This period of time was devoted to the registration of the guests and open house at the showrooms of the Interstate Phonograph Co., at 1026 Chestnut street. This model Pathé shop has become the source of inspiration to many of the Interstate Pathé dealers and a thorough inspection was made of the shop. In addition to the dealers, a large delegation, headed by President Eugene A. Widmann, arrived from the New York headquarters of the Pathé Frères Phonograph Co., together with a number of famous Pathé record artists. C. S. Tay, formerly general manager of the company in Philadelphia and now in charge of the Chicago branch, came East for the occasion and was given a hearty welcome.

At 12.30 all adjourned to the Adelphia Roof, where a luncheon was served. Immediately following this luncheon the business session was convened at the south end of the roof and a session of marked enthusiasm was entered into. Following an address of welcome by Walter L. Eckhardt, president of the Interstate Phonograph Co., Eugene A. Widmann, president of the Pathé Frères Phonograph Co., delivered an inspiring address, in which he told of the remarkable success that Pathé was achieving everywhere and disclosed the energetic plans for future achievements. Russell Hunting, recording expert on Pathé records, was introduced by Mr. Eckhardt as one of the oldest men in the recording business and as one who had produced the first commercial talking machine record ever sold. His address on recording Pathé records was much appreciated by the many dealers present. Charles W. Flood, sales manager of the Interstate Phonograph Co., described to the dealers the many sales helps available to the Pathé dealer. C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., was scheduled to speak on the matter of Pathé pub-

Do You Dominate Your Phonograph Field?



The dealer who sells this phonograph will be a leader in your city. His competition will be formidable to rivals because

The Franklin Line

Brings lasting satisfaction to customers. The tone is pure and clear; extra loud and natural. The cabinets are large and luxurious.

For turnover, profit, satisfaction

The Franklin is easy to sell, because it instantly delights both eye and ear. Modern in every way, it has *all* the advantages of others, and many exclusive improvements and refinements of its own. Franklins last. Their exquisite hand-finish lasts. There are no "comebacks". *This superb instrument can be sold at a price that makes any potential buyer a prospect, yet there's plenty of gain for you in each sale.*

Your territory may be open.

Write to-day for full details.

FRANKLIN PHONOGRAPH CO., INC.
PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 112)

licity, but due to the tremendous advertising campaign which has been entered into by the Pathé Co. and its dealers alike, Mr. Murray was detained at Pathé headquarters by pressure of business and telegraphed his regrets. The concluding address of the session was by Walter L. Eckhardt, who fairly radiated his intense enthusiasm over Pathé products and gave an excellent demonstration on the proper way to sell Pathé merchandise. A general discussion which was entered into heartily by many of the dealers immediately preceded the adjournment.

In the evening the Interstate Phonograph Co. entertained about 170 at a banquet held in the Gold Room of the Adelphia. President Widmann again addressed those assembled and Walter L. Eckhardt as toastmaster generously gave credit for the success of the day, as well as the success of the business of Interstate Phonograph Co., to his associates. M. Max, head of the Pathé department of Gimbels' New York store, was present and also spoke. The music for the evening was furnished by the "Melody' Makers' Jazz Band." Many of the Pathé artists were present and entertained the guests. Among them were Percy Hemus, with his accompanist, Gladys Craven; Lewis James, Florence Mulholland and Wells Clary, also the famous Lada, "who will teach the world to dance through the medium of Pathé and Actuelle records." The center of the floor was cleared and to music furnished by the Actuelle, Lada, amidst a battery of spotlights trained upon her, danced fairly into the hearts of the many dealers present. The affair was a huge success from every angle and received much comment in the Philadelphia newspapers.

Among the dealers present were: S. Feldman, Salisbury, Md.; H. Klapper, Hazleton, Pa.; J. M. Hough, Shenandoah, Pa.; C. Goodenough and Mrs. Goodenough, Bethlehem, Pa.; B. Alshoutz, Shenandoah, Pa.; M. Kowitz, Easton, Pa.; O. K. Fink, Pottstown, Pa.; W. J. Robertson, Haddon Heights, N. J.; G. Troxells, Allentown, Pa.; O. Hartman, Lehighton, Pa.; N. Rapperport and R. Tait, Allentown, Pa.; F. Young and Mrs. Young and Mrs. N. G. Bergmeister, Reading, Pa.; Howard I. Paul, Pottsville, Pa.; A. Klindworth, Camden, N. J.; A. Monks, Chester, Pa.; C. S. Marley, Siler City, N. C.; A. L. De Turk. Allentown, Pa.; C. F. Wheeler, North Wales, Pa.; Miller Piano Co., Parkesburg, Pa.; S. Chertok, Coatesville, Pa.; C. Casper, Wilmington, Del.; Miss M. Worrall, Oxford, Pa.; Ralph Lanz, Norristown, Pa.; L. Nelson and Mrs. Nelson and E. Emmett, Camden, N. J.; G. Troxell, Jr., Allentown, Pa.; C. Steer, Baltimore, Md.; M. Housel, Montgomery, Pa.; J. S. Alford, Wilmington, Del.; J. W. Helbling, Chicago, Ill.; J. Bowman and Mrs. Bowman, Lewistown, Pa.; G. Henderson, Bristol, Tenn.; W. Heinitsh and W. Heinitsh, Jr., Lancaster, Pa.; L. Troup, Harrisburg, Pa.; Wm. H. Kieser and Mrs. Kieser, Milton, Pa.; B. Mays, Sanford, N. C.; J. Wardell, Wilmington, N. C.; J. Downes, Dover, Del.; C. F. Jacoby, Sellersville, Pa.

Philadelphia dealers present were: E. L. Goldman and Miss A. Goldman, Mrs. J. Gorin, J. Steinbrecker, J. Stavios, Mr. and Mrs. J. McCarthy, Mr. and Mrs. W. Carmine, J. Wurtle, A. Rowbothem, Mr. and Mrs. L. Stern, Mr. and Mrs. David Lentz, Mr. and Mrs. S. K. Slessenger, Miss F. Eastburn, Mr. and Mrs. J. Conway, Mr. and Mrs. S. McIntosh, M. Gottleib, Sr., M. Gottleib, Jr., Wm. Keich, Mr. and Mrs. T. M. Kenney, Mr. and Mrs. J. Born, W. J. McCormack, H. A. McCormack, B. B. Shuster, Mr. and Mrs. Harry Derbyshire, Miss Kathryn Kastner, H. A. Pope, E. Whitehill, J. Sanberg, W. F. Stierhem, N. C. Stierhem, Miss W. F. Stierhem, A. Rodgers, M. G. Fleisher, J. F. Spangler, L. Morsbach, Mr. and Mrs. J. A. Youngblood, Mrs. C. Mays, C. Troxell, George Brennan, W. H. Davies, E. Poole Davies, Mr. and Mrs. J. H. Davies, Mrs. Wm. Davies, J. F. Marcer, E. McClenaghen, F. Shoppe, G. Bergmeister, D. Stauffer, E. A. Boon, A. V. Adams, W. Hainbach, C. Cowden, J. T. Jordan, Mr. and Mrs. J. T. Snyder, Mr. and Mrs. L. M. Baer, J. C. Foust, Miss H. R. Hollar, Mrs. J. Murphy, H. W. Stockinger, Thomas Harron, F. Eisenhart, A. Weir, G. Larett. M. Boughman, A. Nelson, J. Keller, S. Hern, A. Harkins, Miss A. Harkins, W. Harkins, A. Baum, Arthur Judson, Mr. and Mrs. J. Hoffman, W. Myers, C. Kulp, M. Klosterman, J. T. Brown, T. J. Phelam, H. Slough, David Jacobs, Mrs. G. Weil, Miss M. Politz, L. Jacobs, J. Jacobs, L. Shuman, Miss C. Kohen, H. B. Tyson, J. H. Keller, G. Ross, G. Susselman, I. S. Reice, C. W. Flood, T. F. Pohlig.

Banquet of Pathé Dealers, Under Auspices of the Interstate Phonograph Co., Inc., in the Gold Room of Adelphia Hotel

GRAND OPERA ARTISTS FOR WINDOW

Lifelike Figures Produced by Penn Co. Win Large Measure of Trade Favor

PHILADELPHIA, PA., November 1.—The life-like figures of various grand opera characters produced by the Penn Phonograph Co., Victor wholesaler of this city, have been very favorably received by the Victor trade. These various figures are startling in their exact portrayal of the characters they represent. Not only the figures themselves, but the costumes are perfect to the minutest detail. They are designed by one of the most prominent costumers of Philadelphia and are made of the richest of materials. Orders for these figures are being received from all sections of the country and dealers are already featuring the display in their windows. These figures are said to be one of the most ingenious devices for the featuring of Red Seal records that have been produced.

Officer—Have you any organic trouble?

Recruit—No, sir. I ain't a bit musical—Tit-Bits.

GRANBY WITH A. J. HEATH & CO.

Prominent Distributors of Philadelphia Add Granby to Cirola and Okeh Lines Handled—Open Branch in Baltimore to Meet Demands

PHILADELPHIA, PA., November 1.—A. J. Heath & Co., of this city, distributors of the Cirola phonograph and Okeh records, have recently also been appointed distributors for the Granby line of phonographs. New quarters at 27 South Seventh street, this city, have been efficiently laid out and contain the executive headquarters of the company, as well as the storerooms and record filing department. A. J. Heath is president of the company and C. A. Malliet, formerly with the Columbia Graphophone Co., has become associated with the company as vice-president. The territory covered by this company includes eastern Pennsylvania, southern New Jersey, Delaware, Maryland and Baltimore. A branch office of the company has been opened in Baltimore in order to render the maximum of service to dealers in that locality. The present sales staff now numbers four men and at an early date it is planned to double this number.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS — Plant No. 1, 833 Broad Street, Tel. 2896 Market, NEWARK, N. J.

SAWING, GRINDING, ROUGHING, ROLLING and EXPERIMENTAL LABORATORY — Plant No. 2, 54½ Franklin St., NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

More Distributors Needed—Output of Grey Gull Records Now Tripled

Now that our new factory equipment is installed we want some more good distributors and are willing to make it profitable for them to carry Grey Gull Records, Lateral.

You won't have to wait for your shipments, you will have a good margin of profit, and you will be thoroughly protected against broken or defective records.

A letter will bring you full particulars, our catalogue, and sample records if you ask for them.

Best Selling Grey Gull Records

LATERAL

CHILI BEAN ..... Sung by Billy Murray MARIELLA ..... Sung by Patricola	L-2018 10 in. $1.00
LET THE REST OF THE WORLD GO BY, Sung by Henry Burr WOND'RING ..... Sung by Charles Hart	L-2017 10 in. $1.00
JINGA-BULA-JING-JING ..... Sung by Billy Jones THE MOON SHINES ON THE MOONSHINE, Sung by Ernest Hare	L-2030 10 in. $1.00
I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS..... Sung by Billy Jones DOWN IN CHINA TOWN, Sung by Harmonizer Quartet	L-2029 10 in. $1.00
I'LL BE WITH YOU IN APPLE BLOSSOM TIME ..... Sung by Henry Burr LITTLE TOWN IN THE OULD COUNTY DOWN ..... Sung by Henry Burr	L-2020 10 in. $1.00
HENRY JONES (Your Honeymoon Is Over), Sung by Bernard and Hare CHANGE YOUR NAME, MALINDA LEE, Sung by Bernard and Hare	L-2031 10 in. $1.00
MY DIXIE ROSARY..... Sung by Henry Burr DADDY, YOU'VE BEEN A MOTHER TO ME, Sung by Charles Hart	L-2027 10 in. $1.00
OH, BY JINGO..... Sung by Billy Murray THERE'S A TYPICAL TIPPERARY OVER HERE, Sung by Mel Eastman	L-2013 10 in. $1.00
VENETIAN MOON ..... Sung by Sterling Trio GOLDEN GATE ..... Sung by Campbell and Burr	L-2014 10 in. $1.00
I LOVE THE LAND OF OLD BLACK JOE, Sung by American Quartet SWANEE ..... Sung by Peerless Quartet	L-2011 10 in. $1.00

Played By	
THE LOVE NEST—Fox-trot, Grey Gull Dance Orchestra TYPHOON—Fox-trot..... Grey Gull Dance Orchestra	L-1020 10 in. $1.00
IN SWEET SEPTEMBER.. Grey Gull Dance Orchestra SAXOPATION..... Krueger's Melody Syncopators	L-1026 10 in. $1.00
KAHOLA-HONOLULU—Hawaiian One-step, Starita Serenaders KILAMA-WAILANA—Hawaiian Waltz, Starita Serenaders	L1017 10 in. $1.00
AVALON—Fox-trot ..... Starita Saxophone Sextet CUBAN MOON—Fox-trot, Krueger's Melody Syncopators	L-1027 10 in. $1.00
VENETIAN MOON—Fox-trot..... Gilt Edge Four BEALE STREET BLUES—Fox-trot... Gilt Edge Four	L-1014 10 in. $1.00
DARDANELLA—Fox-trot.. Grey Gull Dance Orchestra OSTRICH WALK—Fox-trot.... Bostonian Syncopators	L-1022 10 in. $1.00
MY LITTLE BIMBO DOWN ON THE BAM-BOO ISLE—One-step. Krueger's Melody Syncopators IN THE DUSK—Fox-trot... Grey Gull Dance Orchestra	L-1023 10 in. $1.00
ALOHA OE—Hawaiian..... Starita Serenaders WILIWILI WAI and HAWAIKINI—Popular Hawaiian Melodies ..... Starita Serenaders	L-4004 10 in. $1.00
REEVES MARCH ..... Grey Gull Military Band FATHER OF VICTORY MARCH, Grey Gull Military Band	L-4005 10 in. $1.00
FLANAGAN'S SECOND HAND MOTOR CAR—Comic Monologue ..... By Steve Porter HY AND SI AND THE LINE FENCE—Character Dialogue ..... By Porter and Jones	L-7003 10 in. $1.00

Grey Gull Records
Boston

INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

MANY IMPORTANT HAPPENINGS IN THE CLEVELAND TRADE

Concert of Famous Victor Artists—Columbia Dealers Hold Important Meeting—May Co.'s Demonstration Plan—Music Appreciation Development—Edison Tone-Test Popular—Other News

CLEVELAND, O., November 6.—The most important musical event for the talking machine industry and followers of the popular music in this section is being planned by the Talking Machine Dealers' Association of Northern Ohio for November 16-17. The event is to mark the second appearance here of Eight Famous Victor Artists, presenting a new program different from that of last year, at Masonic Hall. The affair is being managed by Ed B. Lyons, Eclipse Musical Co., and secretary of the Association; Dan E. Baumbaugh, the May Co. talking machine department, and Louis Meier, the L. Meier & Sons Co. It is expected that the hall will be crowded to capacity for this second concert, judging from enthusiasm of the talking machine owners and other musical folk over the previous engagement.

A testimonial to the artists is to be a feature of the concert, the October-November meeting being held on the evening of November 16, following the concert, in Shriners' Hall in the Masonic Building. Here, at dinner, members of the trade and their associates are to listen to the artists in explanations of record making, why they make records for the Victor and other useful information designed to increase the distribution of talking machines and records.

Some Distinguished Visitors

Distinguished visitors to Cleveland have been directors of the Victor Talking Machine Co. and representatives of the Gramophone Co. of London, who were here for a few days in connection with a tour of the large cities of the country. The party is traveling in a private car. While here the visitors were guests of officials of the Eclipse Musical Co. and the Cleveland Talking Machine Co., Victor jobbers. They expressed keen appreciation of the manner in which the industry has been developed alike by jobbers and retailers. Several of the leading stores were visited by the directors during their stay here. In the delegation were J. S. McDonald, sales manager; Walter J. Staats, treasurer; R. L. Freeman, director of distribution; Ernest John, advertising manager of the Victor Co., and Alfred Clark, managing director of the Gramophone Co., Ltd., London, and associates, Messrs. Cooper and Lack.

Trade to Hear Victor Artists

A plan to aid talking machine dealers and their sales staffs in increasing their musical discrimination is being put into effect by the Cleveland Talking Machine Co. Tickets to concerts at which Victor artists will appear during the season here will be purchased and distributed among the trade. The first try-out of this plan, meeting with much enthusiasm, was during the appearance here of the San Carlos Opera Co., which was attended by two persons from each store in the Cleveland district. Representatives from Dale's, Akron, also were present.

Arthur Shepherd, assistant conductor of the Cleveland Symphony Orchestra, will co-operate with the music appreciation development, under direction of Miss Grazella Pulliver, educational director of the Cleveland Talking Machine Co. Lectures will be given at schools by Mr. Shepherd. The object will be to give technical information on music to those who plan to attend concerts. Mr. Shepherd will use Victor material in illustrating his lectures.

Music memory contests are expected to be developed locally as a result of meetings being held by Mrs. Adela Prentiss Hughes, concert manager, with music supervisors of the city. It is planned to work up this feature locally, as outlined in a national way by C. M. Tremaine, head of the National Bureau for the Advancement of Music.

Hallowe'en Party for Columbia Staff

A Hallowe'en party for employes of the Cleveland headquarters of Columbia Graphophone Co. was a feature recently planned by J. L. Du Breuil, general manager, and other Columbia officials here. The event was held in the company's warerooms, East Thirtieth street, near Euclid avenue. Special "stunts" were arranged by H. C. Cooley, assistant manager. Dinner, dancing and all the things that go with Hallowe'en were on the program.

More Music Advancement Work

More music advancement work is being done here in several novel ways, conspicuous among them being the lectures arranged by Miss Nina Legge, educational director of the Columbia Co. for the Cleveland district; Louis Mareus Lohler, social professor, Teachers' College, Columbia University, lectured at the Cleveland Normal School on two occasions during the month. Columbia Patty-Smith-Hill records on kindergarten music were used by the professor to illustrate his lectures.

Some Important Tone-tests

Dan Thomas, of Barberton, who wears the crown of tone-test king in these parts, surpassed even his own record in a tone-test in which Collins and Harlan appeared late in October. More than 3,000 persons attended the event and about 1,000 more were turned away. There is no hall large enough in Barberton to hold the crowds that want to attend these Thomas festivities, according to Harry Tucker, sales manager of the Phonograph Co., Cleveland, who was present. E. E. Hirschberger, advertising manager, and Bert Holme, office manager, of the Phonograph Co., also were present. A similar event, though not quite so large, was put on by George Lang, prominent West Side Edison retailer, 1,000 persons being entertained in the store, which was cleared for the affair. Collins and Harlan were the attraction again.

Pathé Progress

Impetus to the sale of Pathé phonographs in Cleveland has been given through the announcement that $25 worth of records would be given away with every machine purchased. The reason for the free distribution, the celebration of the twenty-fifth anniversary of the Pathé Frères, is being explained to purchasers by A. R. Saunders, assistant sales manager of the Fischer Co., Pathé distributor in Ohio and adjacent territory. While the people are appreciating the sentiment behind this move, they are equally appreciative of the good business to purchase machines at this time, and an increased result, reports the pleased Mr. Saunders.

Educational Meeting of Columbia Dealers

First of a series of educational meetings for Cleveland Columbia dealers was held this month by J. L. Du Breuil, general manager of the Columbia Co. in this territory. The meeting was at Hotel Winton, forty dealers being present. A sales demonstration was a feature, William G. Bowie, of the B. Dreher's Sons Co. taking the part of the prospective purchaser and Miss Rose Mandelkorn, the Mayer-Marks Co., the seller. All the possible questions that a buyer could ask were asked by the gifted Mr. Bowie and parried by Miss Mandelkorn. The "sale" followed. Miss Nina Legge outlined the educational work and the value of educational records to dealers. Miss Ethel Volk, the Wolfe Music Co., told how to make the most of demonstration rooms. George H. Strief, service manager, explained the operation of his department as an asset to retailers. E. I. Heaton, record department manager, gave suggestions on increasing record sales. Similar helps are planned for future meetings, which are expected to be attended by persons prominent in and out of the talking machine industry, who can give the members pertinent tips on business conditions.

The A. B. Smith Piano Co. has been appointed jobber in the northern Ohio territory for the W. W. Kimball Co. phonographs. The distribution will be under direction of A. B. Bender, from the Cleveland branch of the Smith Co.

Phonographs in Coal Regions

That the coal regions need music is proved by the experience of A. R. Saunders, assistant sales manager of the Fischer Co., Pathé distributor, who recently returned from southern Ohio, where a good-sized order for machines was placed by the general storekeeper of Saltpeter, a town of 112 inhabitants. This tiny community is a town without streets, paving or sidewalks. A platform at the general store alone proclaims its existence to the outsider. When the talking machine was started much of the population crowded around to hear. The interest shown proved to the storekeeper that he had to add them to his stock, which appeared to contain everything one would need, says Mr. Saunders.

Using Outdoor Advertising

Billboards or large electric signs are becoming the correct thing in retail talking machine selling circles. The Muehlhauser Bros. Piano Co. is placing large electric signs at prominent

(*Continued on page* 116)

OKEH RECORDS The Record with the built-in tone quality plus Z. B. J. Service, try it. Ready

4171 **Don't You Remember the Time.** (Waltz) Rega Dance Orchestra
Take Me. (Fox-trot) . . Waldorf-Astoria Orchestra

4172 **Will You Remember or Will You Forget.** (Fox-trot) . . . . . Waldorf-Astoria Dance Orchestra
Romance. (Waltz) Waldorf-Astoria Dance Orchestra

4173 **When I Looked in Your Wonderful Eyes,** Crescent Trio
I'd Be Good, Yes, for Good for a Good Girl, Shannon Four

4174 **That Old Irish Mother of Mine** . . . . . Sterling Trio
Ev'ry Thing About You Tells Me That You're Irish. (Contralto) . . . . . Ada Jones

4175 **Just Like a Gypsy.** (From musical play, "Ladies First") . . . . . Sterling Trio
Goodbye Sunshine, Hello Moon (From "Ed. Wynn's Carnival" . . . . . Sam Ash

4176 **Norah Acushla.** (Tenor) . . . . . Will Oakland
Little Town in the Ould County Down. (Tenor) Henry Burr

4177 **Mauna Kea O Hawaii** (The High Peaks of Hawaii) (Ukulele acc.) . . . . . Prince Lei Lani
Mahina Malamalamala (Hawaiian Guitar Duet) Ferera and Franchini

4178 **That Cat Step.** (A Modern Polonaise) Rega Dance Orchestra
I'm a Jazz Vampire. (Saxophone Solo) Bennie Krueger, with Rega Dance Orchestra

ZIEGLER, BAKER & JOHNSON, Inc. - 100 Chambers Street, New York City

Columbia Grafonola

Freshen up your record hearing rooms with Columbia Idico Deodorant. It's delightfully pleasant. With its delicate perfume it's just another festive note of Christmas cheer.

Columbia Graphophone Co.
NEW YORK

TRADE HAPPENINGS IN CLEVELAND

(*Continued from page* 115)

points about the city to extol the merits of the Sonora phonograph. A similar campaign is being started by T. A. Davies, manager of the talking machine department of William Taylor, Son & Co. in the interest of the Columbia models.

Join the Local Association

Unaffiliated members of the talking machine industry in this section may become identified with the Cleveland Music Trades Association, according to a plan being put into effect. A committee including A. B. Smith, the A. B. Smith Piano Co.; C. H. Randolph, Randolph House of Good Music; J. W. Kegel, the Harmony Music Shoppe, and Rexford C. Hyre, assistant secretary, will plan a campaign. Already two members of the talking machine branch of the music industry have joined the organization, including C. H. Kennedy, the Kennedy-Green Co., and the Tiffany Phonograph Sales Co.

An Ambitious Demonstration Plan

The turn of the month marks the completion of the enlargement and improvement of the May Co. talking machine department, under direction of Dan E. Baumbaugh, manager. The outstanding feature is a group of five rooms. In two of these Victor machines, one for mahogany and the other for different shades of oak, will be demonstrated. Another is for Cheney machines and the fourth for Brunswicks. The fifth and largest room is for comparisons, which will be made by the customer. One machine of each make is placed in a group. Each group of machines is differently priced. Records are contained in each machine to facilitate comparative demonstrations. After the customer has made a selection further demonstrations are made in the room set aside for the particular machine selected. The record demonstration division of this department has been enlarged to thirty-five rooms, which contain machines equipped with motrolas.

Recent callers in the trade here have been R. L. Lemburg, general representative of the Columbia Graphophone Co.; James Watters, secretary of the Pathé Frères Phonograph Co.; A. H. Krapp, of the Witt Music Co., Lorain, and M. G. Vernon, of the Vernon Piano Co., Alliance.

Some Interesting Personals

Mrs. M. D. Kelsey has been appointed manager of the record department of the Starr Piano Co.

Mrs. M. M. Smith, formerly manager of the Brunswick department, the Vincent-Barstow Co., and well known in the trade in this section, has been appointed in charge of record service at the Cleveland Talking Machine Co.

J. L. Du Breuil, general manager, and H. C. Schultz, sales manager of the Columbia Graphophone Co., have left for Pittsburgh to attend a conference of district managers to be presided over by George W. Hopkins, general manager of the Columbia Co.

C. H. Randolph, the Randolph House of Good Music, has been made a member of the Business Exchange Club of Cleveland. Representatives from all lines of business are members. The first comer in each field has the privilege of naming others in his particular business as members of the Club.

TEXAS HOUSE INCREASES CAPITAL

Pierce-Goodell Piano Co. Now a $100,000 Concern—Has Had Steady Growth

Beaumont, Tex., November 1.—An increase from $30,000 to $100,000 in the capital stock of the Pierce-Goodell Piano Co. has recently been announced by the president of that company.

The local music house has grown from a consolidation of the K. B. Pierce Co, which was incorporated in 1900 and the Goodell Piano Co., incorporated in 1909. The consolidation took place in 1912 when the business became known as Pierce-Goodell Piano Co., under which name it has continued until the present. At the time of the consolidation Mr. Pierce retired from business and Mr. Goodell purchased the entire stock, and was made president of the company.

The steady growth of the firm has made necessary the increase in their capital stock. There will be no change in the management. The offices are filled as follows: E. S Goodell, president; Ed. Paggi, vice-president; L. U. Bagarry, secretary and treasurer. E. S. Goodell, Ed. Paggi, W. M. Crook, L. U. Bagarry and Dr. Bruce Richardson form the board of directors. Mr. Goodell states that he attributes the unusual success and growth of the business to the fact that he had been fortunate in securing competent and dependable assistants resulting in an organization which had been loyal in the extreme.

BRUNO

If the Victor was not giving universal satisfaction, you would not be a Victor dealer.

BRUNO

YAZOO RIVER RED GUM

Specials for prompt shipment:

1 carload	1½″	1st and 2nd Qrtd. White Oak.
4 carloads	3″	Common and Better Qrtd. White Oak.
1 carload	4″	Common and Better Qrtd. White Oak.
8 carloads	1″	1st and 2nd Qrtd. Red Oak.
1 carload	1¼″	1st and 2nd Qrtd. Red Oak.
4 carloads	1½″	1st and 2nd Qrtd. Red Oak.
9 carloads	1″	No. 1 Common Qrtd. Red Oak.
4 carloads	1½″	No. 1 Common Qrtd. Red Oak
2 carloads	1¼″	1st and 2nd Qrtd. Red Gum.
4 carloads	2½″	1st and 2nd Qrtd. Red Gum.
2 carloads	3″	1st and 2nd Qrtd. Red Gum.
3 carloads	1¼″	No. 1 Common Qrtd. Red Gum.
7 carloads	2″	No. 1 Common Qrtd. Red Gum.
5 carloads	2½″	No. 1 Common Qrtd. Red Gum.
3 carloads	3″	No. 1 Common Qrtd. Red Gum.
10 carloads	1½″	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.
3400 Hall St., St. Louis, Mo.

The MODERNOLA

A Home Delight to Ear and Eye

More Eye Appeal

And that means greater sales appeal—the creating of increased desire for ownership—a distinct preference when choice of a phonograph is to be made.

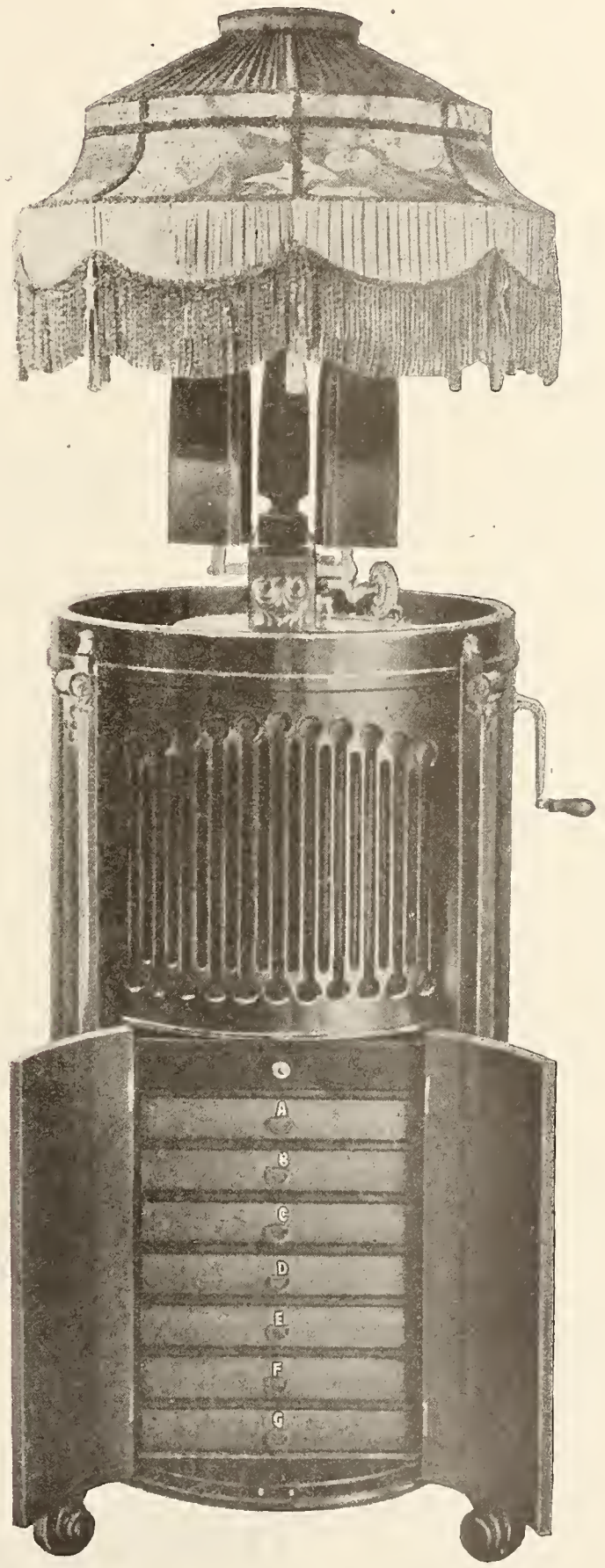
The Modernola is more beautiful!

Prospective buyers turn away from instruments of conventional design to admire The Modernola—*and they buy it.*

It is unique in design and rich in finish. The lamp shade feature adds to its individuality and enhances the impression of Modernola rendered music in a home setting of color and cheerfulness. The Modernola brings atmosphere as well as music into a home.

Increased production is enabling us to extend our distribution. We have open territory for individual dealers and for the jobbing trade in certain sections. Now's the time to get real money-value information regarding this exceptional phonograph.

Write Us—Now!



THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

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

Edison Message No. 83

A Before-the-War Value at an After-the-War Price

Today, Edison Phonographs, in spite of the increased cost of manufacture, are selling at a figure only 15% (including War Tax) greater than in 1914.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

HAPPENINGS IN THE DOMINION OF CANADA

MANY NOTED RECORD ARTISTS TO APPEAR IN MONTREAL

Concerts Already Booked Promise Remarkable Winter Season With Caruso, Galli-Curci, Rachmaninoff, Kubelik and Others Featured—Trade in Records Active—News of the Month

MONTREAL, CAN., November 5.—The unusually good weather which has prevailed here for some time has had a bad effect on the talking machine and record business, for when people find it mild enough to spend most of their time out of doors, the stores do not draw much of their patronage. At this time of year much colder weather is the general rule and dealers believe that with cooler weather business will pick up. A noticeable fact is that while buyers are looking for a drop in prices in most commodities, they do not ask this question in regard to talking machines and records.

The musical editor of the Montreal Herald says that it has been amply demonstrated that music, good music, music engaging the services of the foremost stars of the musical world, can be presented in Montreal and not only be enjoyed but understood. In reviewing the inauguration of the musical events which this city has been fortunate enough to secure through the instrumentality of local impresarios, especial stress may be laid upon the fact that the regular season in New York was anticipated by the engagement of the services of two of the most noted artists in the world—Caruso and Galli-Curci. Both these artists attracted audiences numerically and in proportion equal to any concerts ever witnessed in New York, Paris or London. And certainly there is no gainsaying the fact that the engagements matched in enthusiasm any former appearance of the most sensational stars of opera and concert.

There are many outstanding events to look forward to in the near future. The Scotti Grand Opera Co. will undoubtedly be one of the great musical events of the season here. M. Scotti and his company of Metropolitan artists will be heard at the St. Denis at the end of the month in a most ambitious operatic program. Then Jan Kubelik, the eminent violinist, will play at His Majesty's Theatre under M. Bourdon's management on November 8, Alma Gluck and Zimbalist in a joint recital; Rachmaninoff, the Russian pianist; Pablo Casals, the master of the 'cello—all these splendid artists are promised.

During the appearance of Lazaro, the eminent Columbia artist, in Montreal, the Columbia Co. ran full-page copy in all the French and English dailies featuring this artist's selections, together with the names of dealers handling Grafonolas and Columbia records. This advertising was linked up to individual dealer copy, window displays, show cards and photos of the artist, all of which produced increased interest in his repertoire.

The receipts from the Caruso concert held recently in Montreal were stated to be $28,000, constituting a record for a single entertainment in Montreal. The public was made well acquainted with the fact that Caruso is an exclusive Victor artist. Needless to say His Master's Voice dealers one and all shared in the prosperity.

The Windsor Phonograph Co. is utilizing big space on prominent billboards located in conspicuous places in and around Montreal featuring the Windsor phonograph.

Hughes Macklin, who came from England recently to the Montreal recording laboratories of the Berliner Gramophone Co., Ltd., to record songs for His Master's Voice records, has returned home.

Layton Bros. quite recently sold a new Edison and a large number of Re-creations to St. Stephen's Hospital, Fort Yukon, Alaska. St. Stephen's is the only hospital within the Aretic Circle. Layton Bros. have taken on the Brunswick representation and recently ran a full-page advertisement to announce to the public their taking the Brunswick agency and to call attention to their sixteen ground floor demonstration rooms.

Record of sales of Columbia Grafonolas, Starr phonographs, Columbia records and Gennett records with Beaudry Freres, Reg., Quebec City, for the three first months since the opening of their talking machine department has proved this a winning venture which gives promise of making this store one of the most frequented in Quebec. The clientele represents mostly English speaking people.

Mr. Atwood, of the E. Nesbitt Drug Co., Winnipeg, Man., while attending the druggists' convention at Montreal, paid a visit to the factory of the Berliner Gramophone Co., and was particularly struck by the large proportions of the new factory now being built. Mr. Atwood carried the glad news that it was going to be a bumper year in the West and was looking forward to a tremendous increase in the sale of His Master's Voice products. The E. Nesbitt Drug Co. is at present one of the largest exclusive His Master's Voice dealers in Winnipeg.

Geo. O. Hill, druggist, of Winnipeg, also attended the convention and took the opportunity of visiting the Berliner Gramophone Co.'s factory.

Yerkes Jazarimba Orchestra, now playing at Montreal's newest cabaret, the Blue Bird Cafe, made its initial entry at the Berliner Gramophone recording laboratory quite recently.

TORONTO MUSIC DEALERS LOOK FOR BIG WINTER SEASON

Coming of Prominent Artists Sure to Boom Record Sales—W. H. Hanley New Manager of Ottawa Phonograph Shop—H. R. Braid Joins Musical Merchandise Sales Co.—Other News

TORONTO, ONT., November 5.—After five years' service with Ottawa's Phonograph Shop, W. H. Hanley has been appointed manager of the establishment in succession to E. P. Burns, who was transferred to Ottawa from Hamilton a few months ago after having been the manager of the Ottawa store several years ago. What is popularly known as the Phonograph Shop is the Ottawa branch of the R. S. Williams Sons & Co., the direct connection with the Williams Co. having been indicated last Spring by the adoption of the company's name for the business. Intimation has been made that Mr. Burns has gone to the Canadian West to undertake further activeness for the Williams Co. Mr. Hanley took complete charge of the Ottawa branch a few days ago after having officiated in various capacities during the past five years.

Concert-goers will have a treat in store for them this Fall when Florence Easton, Maurice Dambois, Marguerite D'Alvarez and Marie Sundelius—all exclusive Aeolian-Vocalion artists—will appear in concert before Canadian audiences. Florence Easton, a former Toronto girl and now one of the leading sopranos with the Metropolitan Opera Co., appeared here on November 2. She was assisted by Maurice Dambois, the celebrated Belgian 'cellist and pianist, who made a deep impression on his audience at the time of his former appearance in Toronto under the auspices of the Women's Musical Club.

Harry R. Braid, of Toronto, with an extensive experience in the trade, has joined the Musical Merchandise Sales Co.'s selling organization. He will represent the firm in Ontario territory. G. R. Dring, with headquarters at Calgary, will cover the Alberta and British Columbia territory, succeeding Carl Fulcher, who has been transferred to Manitoba and Saskatchewan. F. V. Wells, a former traveling representative, and who has been in charge of the firm's service department for the past year, again joins the selling staff, working Western Ontario. With headquarters at Montreal, W. M. Harris will look after Brunswick interests in the Maritime Provinces. Verne A. Boddy, the junior member of the sales force, continues to operate in Ontario and is still going strong.

Hammill & Morgan have opened up a music store at Lindsay, Ont., where they are featuring the Brunswick line. Hamill & Morgan have the local Heintzman agency.

A. R. Patterson, of Allandale, Ont., is a new music dealer, featuring the Brunswick in conjunction with Heintzman pianos.

Columbia Grafonolas and records are being featured in the new store opened up by Lonsdale Piano Co. on Danforth avenue.

Sudbury, Ont., boasts of a new music store owned by Maurice Cohen, formerly of Toronto. The business is conducted by Mr. Cohen's son, and His Master's Voice products are handled.

The Brunswick phonograph has been especially selected for exclusive use in May Anderson's presentation of the big New York success, "On the Firing Line," which appeared in Toronto recently.

Ratepayers of Wingham, Ont., have approved of a by-law granting a loan of $10,000 and a fixed assessment of $10,000 for seven years to the William Gunn Co., of Saginaw, Mich., which is to operate a talking machine factory in that municipality.

TORONTO FAVORS "RECORD WEEK"

Dealers Indorse Move to Promote Sale of Records by Country-wide Action

TORONTO, ONT., November 5.—The Toronto Retail Phonograph Dealers' Association held a business meeting recently in the warerooms of the R. S. Williams & Sons Co., Ltd. The vice-presi-

(*Continued on page* 121)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Immediate Delivery!

Arietta
Model IV

NO HEAVY INVESTMENT in machines to protect yourself—no loss of sales during the busy season because of shortages. You can order as many ARIETTAS as you need now and get IMMEDIATE DELIVERY on future orders, as you need them. In other words—

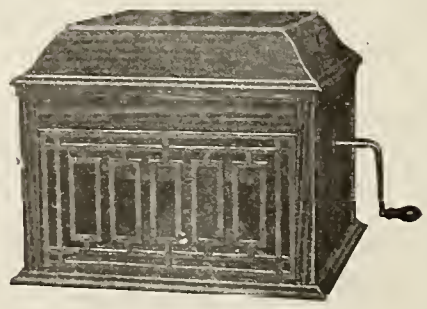
The Machines You Want,
When You Want Them!

Arietta
Model III

Arietta
REG. US PAT. OFF.
Sweetest Tone
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.

PHONOGRAPH

Arietta
Model II



Arietta—Model I

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

ARIETTA

And ARIETTA Prices Are RIGHT!

ARIETTA HAS EVERYTHING your most exacting customer can ask for—sweetness of tone, beauty of design, quality of materials and workmanship—*and the prices are right!*

That's the reason ARIETTA is putting new life in dormant phonograph departments—it represents the kind of value people are demanding nowadays—and it nets you a satisfying profit.

At least, investigate the ARIETTA proposition. Fill in and mail the coupon and get our exclusive agency offer by return mail. Do it NOW!

ROUNTREE CORP., Richmond, Va.
Gentlemen:
Kindly send me details about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.
Name .....
Address .....
Post Office .....
W.-11-20

Rountree Corporation

Manufacturers

Richmond, Va.

NEWS FROM DOMINION OF CANADA

(*Continued from page* 119)

dent, J. D. Ford, occupied the chair in the absence of the president, H. Ruthven McDonald. The question of records on approval came up, but was held over for another time, the main object of this meeting being to discuss the matter arising out of the minutes of the meeting previous, viz.: the co-operation of the Toronto dealers in putting on a "Record Week."

It was outlined by Mr. Ford that the "Record Week" would, according to the plan recommended by the executive committee, consist of a uniform show card in the windows and a series of advertisements running in all the local papers concentrating the public's attention on record buying.

After examining the rough sketches of the ads suggested, and the estimated cost of running them on a schedule submitted, and with the names of those dealers contributing to the cost appearing at the bottom of the ad in alphabetical order, a motion was passed unanimously. indorsing the idea of "Record Week," as early as possible in November.

FORMAL OPENING IN WINNIPEG

J. J. H. McLean & Co., Ltd., to Handle His Master's Voice Lines in Canadian City

WINNIPEG, MAN., November 3.—One of the best known talking machine and piano firms in the West, the J. J. H. McLean & Co., Ltd., of 329 Portage avenue, established in 1883, held the formal opening of their new talking machine and piano salons recently. The store has been remodeled and is now one of which the management can feel rightly proud. It contains beautiful display and record demonstrating rooms equipped in modern fashion, a novel "island counter" arrangement for the instant selection of His Master's Voice records and acccssories. A large number of people visited the store during the day.

CANADIAN PLANT FOR THE EDISON

Canadian Edison Phonograph, Ltd., Just Organized, Purchases Large Cabinet Factory Building in St. Thomas, Ont., for Cabinet Manufacturing and Assembling Purposes

Edison dealers throughout Canada have expressed keen satisfaction as the result of an announcement, made by the Edison Laboratories, to the effect that the manufacture of Edison phonographs in Canada will soon be a reality.

A newly organized concern, known as the Canadian Edison Phonograph, Ltd., has concluded the purchase of a large factory building in St. Thomas, Ontario, known as the Thomas Bros. plant and occupied by the St. Thomas Cabinets, Ltd. It has arranged to purchase also the entire equipment of the latter concern and to install additional machinery with the expectation of making deliveries of some phonograph models as early as June 1.

For the present, the new plant will be devoted entirely to the manufacture of phonograph cabinets and to assembling cabinets and phonograph mechanisms for the Canadian trade and possibly, at some future time, for the export trade for all parts of the British Empire.

According to a statement made by the Edison Laboratories, it is not as yet possible to state what reductions in prices can be accomplished, and it is probable that it will be several months after production has begun before a new schedule of prices can be established, based on Canadian manufacture.

The new branch gave the members of the St. Thomas City Council, the Executive Committee of the Board of Trade and a number of prominent city and country citizens a banquet recently in the auditorium of the Engineers' Building.

Charles Edison, son of Thomas A. Edison, chairman of the Board of Directors of the Canadian corporation; William Maxwell, of Orange, N. J., vice-president of the local concern and head of all the Edison phonograph industries, and several other officials presided as hosts. About one hundred guests were entertained. A feature of the evening was the singing by Mme. Marie Rappold, soprano soloist of the Metropolitan Opera Co., New York City, who broke an engagement to visit this city and sing in conjunction with her recorded music at the function.

Addresses were delivered by several of the visitors, the outstanding speeches being made by Mr. Edison and Mr. Maxwell, both of whom expressed themselves as seeing Canada one of the most important sections of the globe. "It is because we believe in the future development of Canada and desire to get in on the ground floor that we have established our Canadian plant here," said Mr. Edison. "We are not intending to launch out blindly at the outset, but will feel our way." Mr. Maxwell predicted a mighty immigration of agriculturists to Canada in the near future, not only from the old countries of Europe, but from the United States. The splendid crops this year and the general prosperity that has visited the Dominion will allure thousands, he said. At the present time the new corporation is giving first consideration to the Canadian trade, but eventually will make vigorous efforts to develop all the British Empire trade that they can handle adequately, giving special attention to Australia. Mr. Maxwell looks for the time when preferential trade will be in force among all the Empire's colonies on a co-operative basis.

Addresses of welcome were delivered by Mayor Brinkman, ex-Mayor Horton, president of the St. Thomas Board of Trade; ex-Mayor Geddes, vice-president; City Solicitor W. B. Doherty and others. The other members of the Edison party were: Delos Holden, general counsel; Charles Luher, superintendent of the Orange, N. J., phonograph plant; John Constable, chief engineer; Major Sumner Williams, extension manager, and O. J. Haarlander, manager of the local plant.

Original thinking is the scarcest product entering into any constructive effort.

THIS IS YOUR GUIDE TO A BETTER NEEDLE

Plays All Records

PLAYS 100 to 200 RECORDS

SUPERB STYLUS SEMI-PERMANENT
The TALKING MACHINE NEEDLE SUPERB

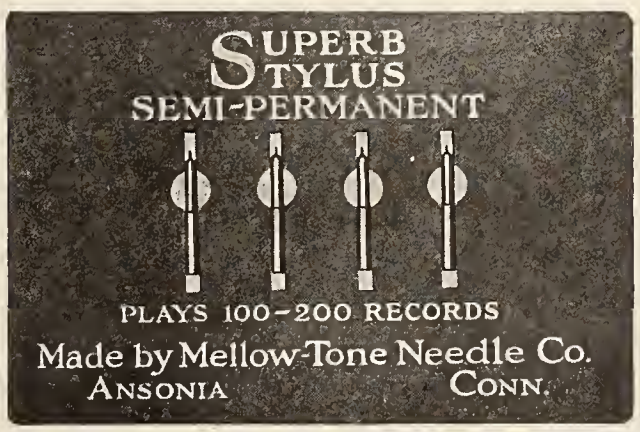
Saves All Records

PLAYS 100 to 200 RECORDS

Announcing a **LOUD** tone needle in the Superb Stylus Semi-Permanent. To meet the demand for a needle that is especially adapted for the popular Jazz and Band Records, we have perfected a LOUD tone in the SUPERB STYLUS SEMI-PERMANENT. Plays from 100 to 200 Records without change. The SUPERB STYLUS IS NOW MADE IN THREE TONES.

LOUD **MEDIUM** **SOFT**

Mr. Distributor:—We have among our selling helps a very beautiful display card and booklets to hand out to the trade. You will need this Superb Stylus. Write at once for samples and circulars as well as discounts.



Mr. Retailer:—If your distributor does not handle the Superb Stylus send to us for samples and discounts and we will attend to your wants and co-operate with you in every detail.

No Scratching

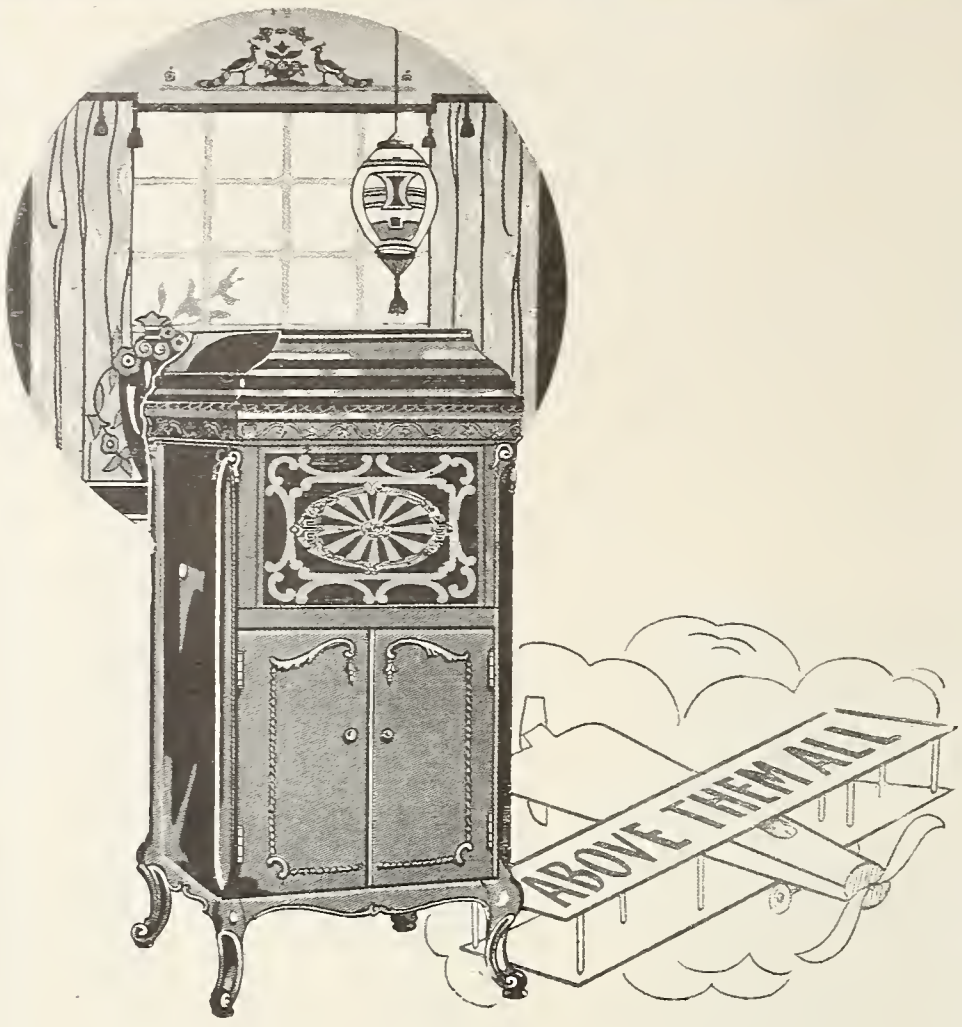
No Hissing

4 NEEDLES ON CARD

25c PER CARD

THE TALKING MACHINE NEEDLE SUPERB

Made by **MELLOW-TONE NEEDLE COMPANY, INCORPORATED, Ansonia, Conn.**



THE PHONOGRAPH DE LUXE

Made for the progressive merchant who has foresight enough to realize that if he wants his business to grow he must handle a product which will advertise him through its owner.

More Sales and Profits will be yours if you handle this line.

Distinctive Designs
Highest Grade Equipment
Beautiful Quality of Tone
Prompt Deliveries.

The EXCEL Talking Machine

TO EXCEL DEALERS WE OFFER AN AMPLE SUPPLY OF RECORDS OF WELL KNOWN STANDARD MAKES.

We Invite Comparisons—Read Our Offer

TO ANY RELIABLE MERCHANT

We will send one or more on approval. If satisfactory, you will honor invoice on maturity. If not, return the machine at our expense. Have you ever received a fairer offer? Take advantage of it today and become an Excel dealer.

Excel CABINET COMPANY

EXECUTIVE OFFICES: 136 West 23d Street, New York
FACTORIES: Holland, Mich.; Jamestown, N. Y.; Chicago, Ill.

Write for catalog and full particulars

THE VICTOR ARTISTS SUCCESSFUL

Eight Famous Victor Artists Make Strong Impression on Tour—What the Milwaukee Papers Had to Say of the Concert

An idea of the success the eight Victor artists are making on their Fall and Winter tour can be gathered from the following review which appeared in the Milwaukee Evening Wisconsin the day after the artists had made their appearance in Pabst Theatre, that city. The review said, in part:

"It was Victor night at the Pabst Theatre—and such a night!

"On the stage, melody, humor and high spirits; in the audience, laughter, enthusiasm and good will—an occasion memorable for the perfect, warm accord between performers and their patrons. It was really like a big family affair.

"Every person in that great assemblage, which taxed the capacity of the playhouse, knew these artists through their Victor records, was there to greet them in the flesh because of the many happy hours created by their merriment and song.

"If any doubt remained of the mighty factor which the talking machine has become in the domestic and cultural economy of the nation—making for happier home life and finer interests—that doubt would be dispelled by the splendid, representative audience that welcomed these Victor stars Thursday night.

"It was not only a rich, but a remarkably well-balanced program, thoroughly popular in the best sense of the word.

"Henry Burr, Albert Campbell, John Meyer and Frank Croxton were heard in solos, duets, trios and quartets, largely of the sentimental type for which their records are famous; Billy Murray contributed topical dialogue and rapid-fire comic songs; Fred Van Eps produced his magical banjo; Monroe Silver did his inimitable Cohen specialties and Frank Banta presided at the piano.

"After hearing these artists in actual concert, one can understand why they make such remarkably clear and melodious records.

"Take the members of the Peerless Quartet, just mentioned, and not only have they voices of unusual purity and sweetness, but their enunciation and diction is such as to bring every word and phrase into its own.

"Their singing of 'Somebody's Waiting for Someone,' one of their popular records given as an encore, was a thing of sheer beauty. It held the audience spellbound with its rare delivery and subtle charm. In a different vein, but of equal artistry in execution, were 'Swanee' and 'Swing Along.'

"Henry Burr, the tenor, with scores of popular records to his credit, has a mellow organ and an ease of delivery that exceptionally fit him for the tender, sentimental ballad, and the enthusiasm of the audience over his 'Blue Diamonds' and 'In the Castle of Dreams' was in every way justified."

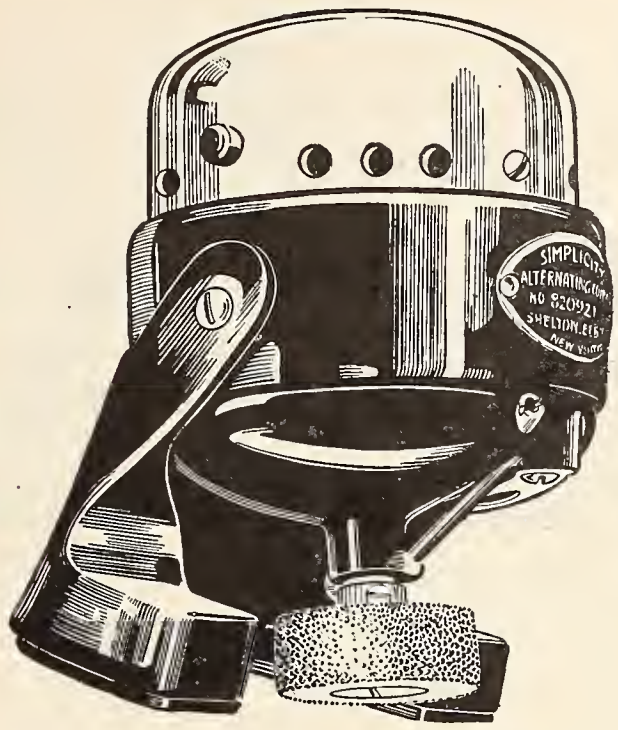
After describing in detail the balance of the program the review ended:

"Altogether, Milwaukee Victor dealers, who brought this aggregation of artists to the city, are to be congratulated upon the success of their effort. Few entertainments within recent memory have given such thorough enjoyment. Let us have more of them."

NEWARK STORE ADDS VOCALION

The Newark store of Jacob Doll & Sons, Inc., has taken on the agency for the Aeolian-Vocalion and Aeolian records, according to an announcement made by L. J. Reinhardt, manager. The new line is featured in specially designed window displays and is being made a specialty of by the company. Generous newspaper space informed the public of the acquisition.

The man who is full of courage and can smile when everything is against him is the man who is going to win, and win big.



Mr. EDISON
AND
Mr. VICTOR
DEALERS

The Simplicity Electric Motor

is now ready for distribution

Have you suggested it to your customers as a CHRISTMAS GIFT?

It can be carried home like a record and installed by the user.

It is operated by a self-contained automatic switch and is absolutely guaranteed.

There is a HANDSOME PROFIT for you.

Order From Our Nearest Distributor:

CALIFORNIA
Los Angeles — Edison Phonographs, Ltd.
San Francisco — Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines — Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans — Diamond Music Co., Inc.

MASSACHUSETTS
Boston — Pardee-Ellenberger Co. M. Steinert & Sons Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York — Phonograph Corp. of Manhattan.
Central Talking Machine Co.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati — The Phonograph Co.

OREGON
Portland — Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia — Girard Phonograph Co.
Pittsburgh—Standard Talking Machine Co.

Manufactured by

SHELTON ELECTRIC COMPANY

16 East 42d Street
New York City

CABLE ADDRESS REG'D
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535

ANY { Size / Quantity / Quality } SERVICE AND SATISFACTION { Quotation / Delivery / Product } RIGHT

Phonographically Speaking They Talk For Themselves

IMICO INDIA RUBY
MICA DIAPHRAGMS

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

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

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

MOORE & WHITESIDE
MONTREAL, CANADA

FEDERAL PHONO SUPPLY CO.
3009 JENKINS ARCADE
PITTSBURGH, PA.

WALTER S. GRAY
SAN FRANCISCO, CAL.

LAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOIS

"IMICO" and "SERVICE" are SYNONYMOUS

OPENS BRUNSWICK DEPARTMENT

C. A. Dorney Furniture Co. Finds Growth of Business Justifies Separate Section

ALLENTOWN, PA., November 5.—To facilitate the handling of its increasing business in talking machines, records and accessories, the C. A. Dorney Furniture Co., 612 Hamilton street, has set aside a separate department. Although the company has been handling talking machines, featuring the Brunswick, for the past several years, it has not been until now that it was found necessary to have that portion of the business grouped together. The innovation has added greatly to the ease with which this portion of the business is handled and is meeting with the approval of the store's large following.

There have been erected three sound-proof booths in the center of the store. There is one large booth containing six large machines and two smaller booths, the latter erected expressly for the demonstration of records, while the big booth will be used to demonstrate the machines.

The booths are all glass, encased with a framework of wood finished in ivory. Carpets of a deep blue adorn the floors of the booths, forming a pretty contrast to the ivory wood finish. Pictures of such well-known Brunswick record artists as Max Rosen, the celebrated violinist, and Theodore Karle, the noted tenor, who will be seen here in the series of concerts by Miss Elloda Kemmerer during the Fall and Winter, adorn the walls of the booths. The record department has compartments capable of accommodating several thousand records.

The department is in charge of Arthur Peters, who has been with the firm for the past three years.

BUSINESS CHANGE IN ELWOOD, IND.

Ivan C. Dunlap, of Elwood, Ind., has sold his jewelry store to the Elwood Talking Machine Co., which is composed of a group of Noblesville men. The store was taken over the middle of October and is now under the management of Frank Kaiser. It is carrying an exclusive line of Victor machines. A year ago Mr. Dunlap added a room for his phonograph department and made improvements that made the shop one of the finest in the State.

INAUGURATE VICTOR TRUCK SERVICE

Collings & Co. to Run Big Truck Between Victor Factory and Newark Store

As announced in these columns last month, Collings & Co., the well-known Victor distributors in Newark, N. J., have just inaugurated a truck service between the factory of the Victor Talking Machine Co., Camden, N. J., and

Collings & Co.'s New Truck

their home in Newark, thus assuring dependable delivery regardless of traffic conditions.

We herewith reproduce a photograph of this new large van with Pullman body, White machine. It has a capacity of forty-eight Victor XI's, which compares favorably with the capacity of the average freight car.

NEW DEPARTMENT IN SIOUX CITY

Columbia Grafonolas and records have been added as a new department in the large furniture store of Levich & Hersoff at Sioux City, Iowa. Three Col-van hearing rooms and a fine record department are among the features which are located on the main floor.

EXPANSION IN CHEROKEE, IA.

Harry Lamoreaux, of Cherokee, Iowa, is said to be the livest druggist handling talking machines in the State. He has just completed the installation of four artistic hearing rooms on a large balcony built to take care of the Columbia trade, and to better display the Columbia product. His truck, with the tandem notes, may be seen daily on the streets in and around Cherokee.

R. F. PERRY TO SALT LAKE CITY

Robert F. Perry, who for some time past has been with the Brunswick Shop at Mt. Sterling, Ill., has accepted a position with the John Elliott Clark Co., Victor distributors of Salt Lake City, Utah. Mr. Perry is well acquainted in the trade and is widely known throughout central Illinois. His host of friends wish him great success in his new location.

TONE IMPROVEMENT

MANUFACTURERS: IMPROVE THE TONE OF YOUR INSTRUMENT BY USING THIS ONE-PIECE AMPLIFIER

(*Patents Pending*)

Our amplifiers are guaranteed not to crack—they are unbreakable.
Our amplifiers are guaranteed not to warp—they are damp-proof.
Made to order, any size or shape, from our own composition and by our own processes.
Light in weight. Handsome in appearance.
They are endorsed by large manufacturers who are using them today.
Finished in any color.

For further information address

FRANK WINTERRATH 405 EVERGREEN AVE. BROOKLYN, N. Y.

VITANOLA

The Phonograph of Marvelous Tone

When a Business Organization founded on Faith—faith that the spirit of true service must and will attract a large and loyal body of dealers and attain all of those things which make business a pleasure and a pride—when such an organization is tossed by a gale on the high seas of Commerce, and it founders not, but emerges strengthened where before was weakness undiscovered, then it may confidently face the future in the knowledge that the same principles and the same ideals assure enduring success.

Thus, the Vitanola Talking Machine Company, temporarily operating under a Receivership, is carrying on as before. The Receiver was appointed not in bankruptcy, but in a chancery action, for the purpose of conserving the vast assets of the corporation, including the invaluable good will of the trade.

The tangible assets of the Company show a very liberal margin in excess of its liabilities, but much of its working capital was tied up in its new plants just at the time when the banks commenced restricting credit. As a result, it found itself in the same predicament that has beset so many concerns during the period of business depression from which the country now is happily emerging.

Preparations are being made to effect a readjustment of the Company's finances that will result in an organization Bigger, Better and Stronger than ever.

The volume of orders being received is a splendid tribute to the high ideals that govern Vitanola production. And because of unusual facilities, these orders are being shipped with unusual promptness. Vitanolas are loaded directly into cars on private sidings at both the Cicero, Illinois, and the Saginaw, Michigan, plants.

Under the same sales and liberal service policies with which all present Vitanola dealers are familiar, the Vitanola organization is now, as always, bending every effort to serve well. These policies have been, and will remain, the bulwark of success to Vitanola dealers.

Many valuable business building hints and suggestions are contained in our booklet, entitled, "Making A Phonograph Department Pay." It is free for the asking. Send for it—also our interesting proposition to dealers.

Vitanola Talking Machine Company

1918 SOUTH 52nd AVENUE : : CICERO, ILLINOIS

BABY GRAND DESIGN PHONOGRAPH
FERN-O-GRAND CO. CIN.O.

KNOWN FOR STYLE AND TONE

BABY GRAND
DESIGN
PHONOGRAPH

The most distinctive type of phonograph on the market.

Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.

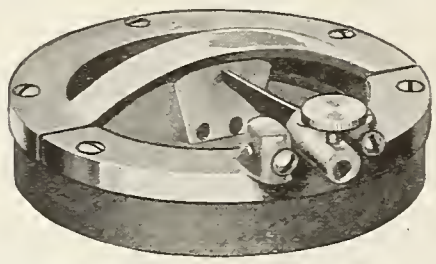
Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.
List Price $230.00
Made in Mahogany and American Walnut.

Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.
List Price $235.00
Made in Mahogany and American Walnut.

Protect your trade and stimulate your phonograph business by having this Exclusive Period Line on your floor

The Baby Grand Design Phonograph

is the best constructed and finished instrument on the market today. **Order Now.**



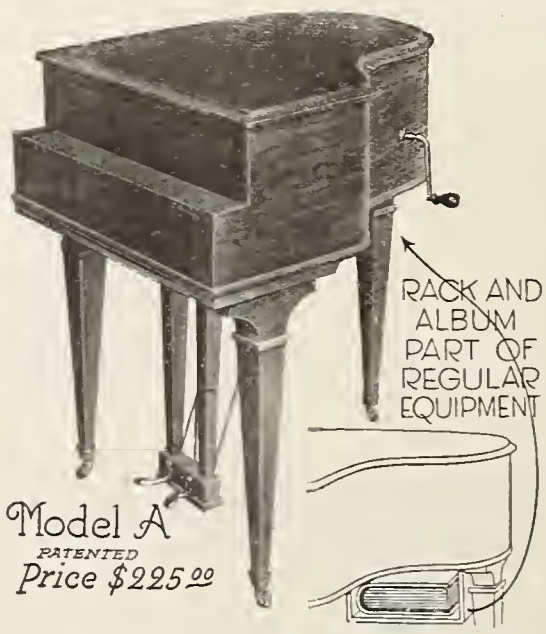
Our Reproducer

(Guaranteed for Twenty Years)

1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By off-setting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for bridge connection.

Model D—The ever-popular Louis XVI., an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.
List Price $240.00
Made in Mahogany and American Walnut.

Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.
List Price $250.00
Made in Mahogany and American Walnut.



Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.
List Price $225.00
Made in Mahogany and American Walnut.

The Fern-O-Grand Company

212-220 West Canal Street
Cincinnati : : Ohio

The Dimensions of The Amplifying Chamber are 24" in width and 10" in height. Think of that. The Cabinet is 36" high, 27" wide and 34" in depth—Shipped K. D. which assures lowest freight rates.

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW YOUR APPLICATION

INDIANAPOLIS DEALERS PUSHING BUSINESS THIS WINTER

Indianapolis Talking Machine Co.'s New Store—Pathé Dealers Meet—Reception for Mrs. Frances E. Clark—Baldwin Record Business Grows—Leading Dealers Tell of Increasing Business

INDIANAPOLIS, IND., November 4.—Indianapolis talking machine dealers express satisfaction over the showing for the first ten months of 1920, and they are working with a determination to make the holiday trade the best in the talking machine history of the city. All admit there have been slack months during the year, just as there have been in previous years, and the consensus of opinion is that more work is the order of the day, but the one most encouraging feature of the situation, as most dealers see it, is the fact that they are no longer handicapped by a shortage of goods.

The largest exclusive Victor shop, as well as one of the most elaborately appointed talking machine shops in the State of Indiana, is being planned by William S. Cooke, general manager of the Indianapolis Talking Machine Co. The new store will be located at 134 North Pennsylvania street, or less than one block north of the present store at 110 North Pennsylvania street. It is expected the store will be opened about the first of the year.

Present plans for the store call for period furniture in mahogany. Ten or twelve booths will be built in on two sides of the main floor. There will be an electric elevator connecting with a mezzanine floor, where the finer period models will be displayed, and with the basement which will be used as a warehouse and for repair work. Facilities will be provided for handling between 18,000 and 20,000 records. The store will have a large educational department. The dimensions of the store will be 22x155 feet.

Mr. Cooke, who recently was appointed manager in the place of C. R. Anderson, who resigned, was made a director of the company at the last meeting of the board of directors.

Fred J. Shelby is now manager of the sales department of Widener's Grafonola Shops. Mr. Shelby was connected with the Indianapolis store of the Baldwin Piano Co. for several years.

The first annual meeting of the Red Roosters organization of Pathé dealers in Indiana, Kentucky, eastern Illinois and western Ohio will be held November 17 at the Claypool Hotel. A representative of the Pathé company will be present at the meeting to discuss with the dealers the problems arising from the general trade conditions and the policy to be followed in carrying forward Pathé activities during the coming year.

Sales of the Pathé machine have increased 50 per cent in Indianapolis as a result of the offer of $25 worth of records with each instrument, according to Edgar Eskew, of the Pathé shop. Mr. Eskew has taken full advantage of the nation-wide advertising campaign and his sales force is working overtime with the many prospects. An effective bit of local advertising was a full page in the leading newspaper of the city in which the ads of the six Pathé retailers of the city were coupled with that of the State distributors, the Mooney-Mueller-Ward Co.

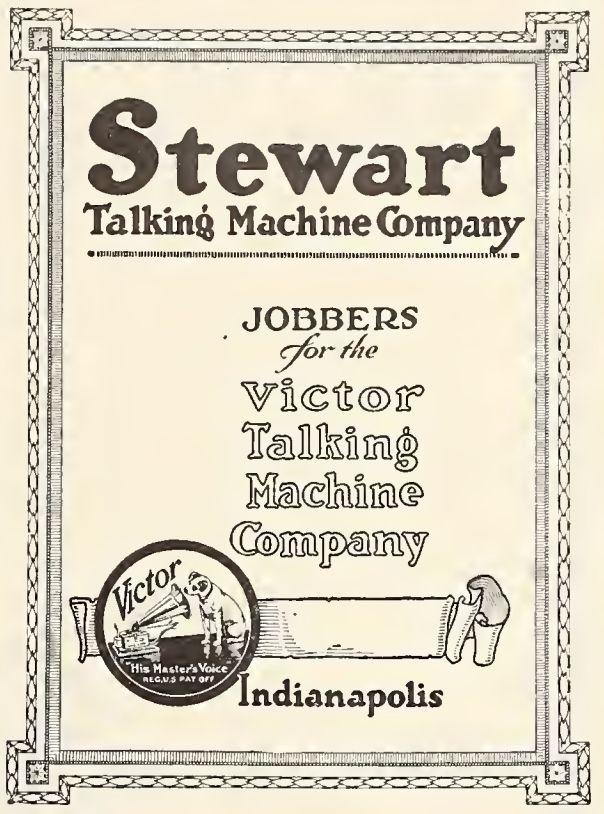
G. J. Luebben and C. C. Carter have been added to the sales force of the Edison Shop. Miss Agnes Cullivan and Miss Mabel Chamberlain have been engaged as additional clerks in the record department. Miss Cullivan takes the place of Miss Helen McArthur, who recently went to New York for the study of vocal music.

Miss Dorothy Rybolt, formerly with the Wurlitzer branch at Cleveland and more recently with L. S. Ayers & Co., of this city, has been placed in charge of the record division of the Sonora department of Charles Mayer & Co.

Ernest Arthur, manager of the department, says his one chief worry now is to obtain enough machines to meet the demands of the trade. The difficulty he is experiencing in keeping a large stock on hand, he asserts, is resulting in his tightening up considerably on his payment plan. The bulk of his business now, he says, is cash business with the more expensive period models moving steadily.

The appearance of the Eight Famous Victor Artists at the English Opera House, October 10, for two concerts, drew large crowds and has resulted in a largely increased sale of records made by those particular men. Concerts were given by the artists also at South Bend and Richmond.

The Stewart Talking Machine Co. has started something by publishing in its house organ a story to the effect that the Imfeld Music Store, Victor dealer at Hamilton, Ohio, is proudly exhibiting two Victor records of venerable age but unimpaired faculties. They are records that were issued in 1905 before the cabinet style Victrola was placed on the market.



Now comes Sheet's Music House, of Auburn, Ind., with a duly attested statement setting forth that the Imfeld records of 1905 must take a back seat in favor of three records owned by that store that were bought in 1904 to be used on the small Victor "O" and are still in excellent playing condition.

"Make America a Musical Nation" was the subject of an appeal made by Mrs. Frances E. Clark, of the Victor educational department, to Indiana teachers in attendance at the annual meeting of the State Teachers' Association. Among other marks of appreciation and respect tendered Mrs. Clark during her stay in Indianapolis was a dinner given at the Severin Hotel by the Stewart Talking Machine Co. The seven Indianapolis Victor dealers also were guests at the dinner.

C. P. Herdman, manager of the phonograph department of the Baldwin Piano Co., reports that his record business has grown to such an extent that he has found it necessary to do away with his original method of handling the records from cases in the rear of the store and to open a special counter service well up toward the front of the store, where, he says, it belongs. He says he is handling a larger volume of business now with much greater ease than formerly. The department can be shut off from the rest of the store and locked by means of iron gates.

Miss Vivian Dougherty, formerly of the Brunswick Shop, has been added to the sales force of the record department of the Baldwin piano store. A. G. Gresham, who was with the Columbia Graphophone Co., wholesale distributors of this city, has been employed in the sales department.

As proof that the talking machine is popular in Indianapolis one needs only to tell the story of a man who appeared at the back door of an Indianapolis home and asked for a bite to eat. While the lady of the house was busily engaged in preparing a meal for him she happened to turn around just in time to see the man running toward the street with her phonograph tucked under his arm.

Miss Caroline Hobson, head of the educational work of the Stewart Talking Machine Co., has been placed in charge of a music course added to the curriculum of the Indiana University extension work. The class is made up largely of school teachers and meets once a week in the auditorium of the Shortridge High School. The Victor school machine and Victor records are used in the class work.

W. S. Barringer, who has been established for little more than one month as Victor dealer at Kokomo, Ind., is displaying the blue ribbon first prize for an exhibit of a 42-inch Victor dog at the Kokomo industrial exposition. Mr. Bar-

(*Continued on page* 129)

"TONAR"
TRADE MARK
RECORD BRUSHES ARE PROFITABLE

They pay JOBBER and RETAILER each a good working profit

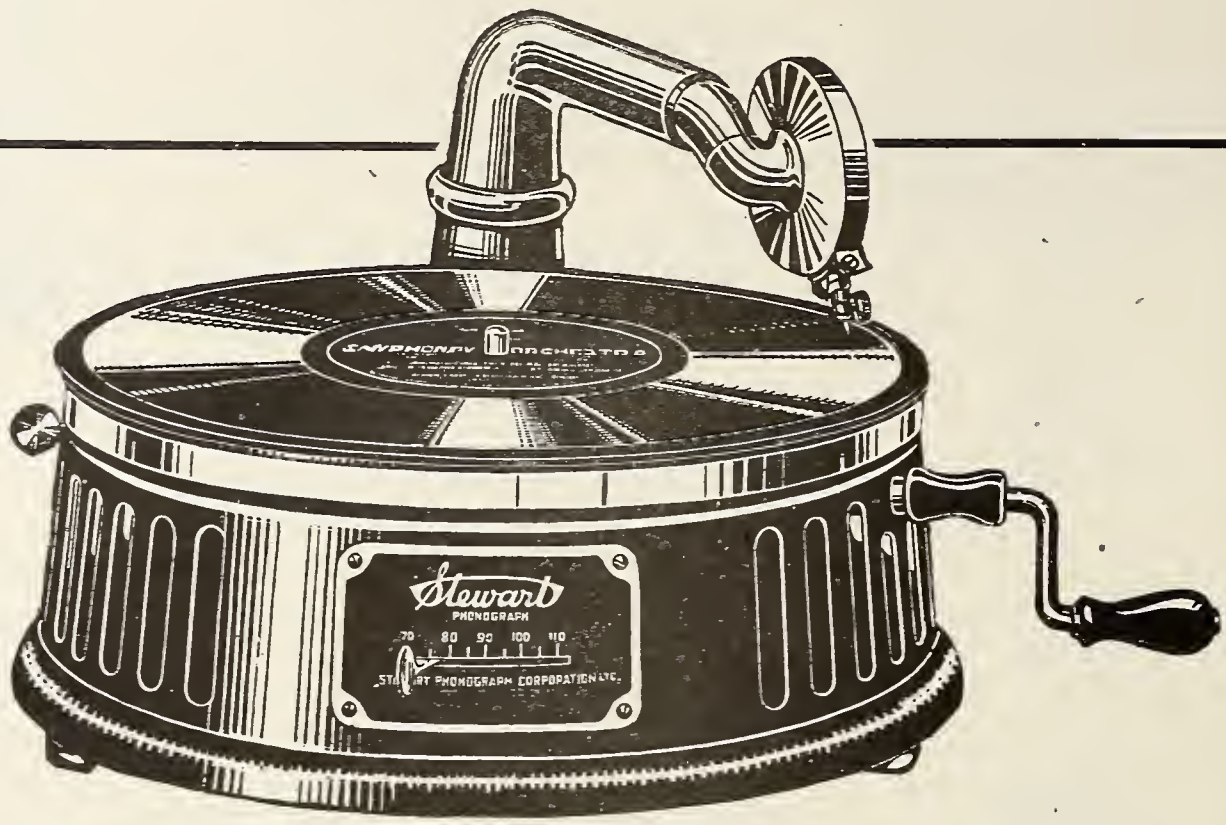
They earn your support

Write to-day for sample and prices

PARKS & PARKS, Inc. **TROY, N. Y.**

New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226½ Peachtree St., Atlanta, Ga.

The fastest-selling phonograph in the world



You can have this sensational phonograph in stock for Christmas selling IF YOU ORDER NOW. Its wonderful volume of rich, pure tone—its fine mahogany finish—its portability—all coupled with its amazingly low price will make it sell "like hot cakes" this Christmas. Don't let delay rob you of the generous profits the Stewart offers. Wire at once.

Remember—PRICE is not the index of Stewart quality but the result of Stewart quantity production—over 500 phonographs a day!

STEWART PHONOGRAPH CORPORATION, Inc., Lincoln Bldg., Buffalo

Stewart PHONOGRAPH

PLAYS EVERY RECORD—ANY MAKE, ANY SIZE

RELIABLE ACCESSORIES

Means Additional Service to Your Customers

BE PREPARED BY ORDERING NOW!

Portophones	Brilliantone Needles	Velvet Record Cleaners
Cabinets for Victrola No. 9	Sheffield Needles	Dustoffs
Albums	Reflexo Needles	Cleanrite Brushes
Jones Motrolas	Wall-Kane Needles	Stock Envelopes
Universal Display Fixtures	Fibre Needles	Reflexo Polish
Record Flashers	Edison & Pathé Sapphires	3 in 1 Oil
Dancing Figures	Fibre Cutters	Graphite

LET US QUOTE YOU PRICES

ESCO MUSIC & ACCESSORIES CO.

137 Lawrence Street, Brooklyn, N. Y.

Oscar Zepernick *Joseph A. Kerr*

REVIEW OF INDIANAPOLIS TRADE

(*Continued from page 127*)

ringer is conducting his business in temporary quarters in Meyer Brothers' drugstore. He formerly was with the Stewart Talking Machine Co., Indianapolis.

E. H. Jarrard, who has had charge of the Amberola department of the Kipp Phonograph Co, has resigned his position with that company to become manager of the Kimball phonograph department of the Capital Paper Co. H. G. Anderson, manager of the record department of the Kipp company, has taken charge of the Amberola department.

Mr. Anderson talks enthusiastically of the Summer's business and of the prospects for the Winter. He says Edison dealers in this territory have experienced remarkably steady business in the face of disturbing influences, and he credits this business prosperity to the assistance gained through the sales policy inaugurated by the Edison company last Spring.

Walter E. Kipp, president of the company, says he is fully satisfied with the outlook for the phonograph business. He keeps his dealers awake to their opportunities by weekly letters in which he emphasizes the need for consistent, hard work as the best insurance against lean months.

C. A. Grossart, formerly sales manager of the Brunswick Shop, has been appointed manager to succeed George Standke, who recently resigned to become president of an artificial ice machine company. John Hoenig, credit manager, has been given the added duties of assistant manager.

"We are prepared for a large holiday business," says Mr. Grossart. "We have had a few weeks of slack business, due to a period of unusually warm weather, but with the cold weather now coming business is showing signs of picking up. I expect we will have the best holiday business in our history."

A. G. Burr, a salesman out of the St. Louis office of the Brunswick-Balke-Collender Co., has been appointed manager of the phonograph division of the Indianapolis branch of the company. He relieves Frank Buttweiler, who has been attending to the work of the division in connection with his other duties as general manager. Mr. Buttweiler has added two salesmen to the phonograph division. They are C. E. Saylor and H. G. Parker.

"If the factory would ship us only the machines we order we would hardly have one in the place now," said Mr. Buttweiler in reference to the trade conditions. "Phonographs are going like a house afire and our only difficulty in supplying the trade is in getting just what we want from the factory."

REMODEL TALKER DEPARTMENT

The Victor department of the Coover-Shierling Store at Union City, Ind., has been remodeled in such manner as to win many favorable comments from the trade.

E. W. BARLOW DIES IN PORTLAND

Manager of Stradivara Phonograph Co. Fails to Recover After Operation

PORTLAND, ORE., November 1.—The many friends of E. W. Barlow, manager of the Stradivara Phonograph Co., were grieved and shocked to hear of his death on Wednesday, October 20, at the Portland Surgical Hospital, where an operation for cancer of the stomach proved unsuccessful. Mr. Barlow, who so admirably conducted the affairs of the Stradivara Co., was fifty-three years old and up to the time of his leaving for the hospital remained at his office working up to the very last minute. An estimable citizen, a model husband and father, his passing is deeply regretted by all his friends, who sincerely sympathize with his widow and family. Mrs. Barlow and daughter Ruth reside in Portland. His son, Howard Barlow, is a well-known musician of New York City.

ARTISTIC FOLDER FROM BIRMINGHAM

From Thomas Large, "Advertisement Consultant and Business Creator," 49-50 George street, Basall Heath, Birmingham, England, we are in receipt of a very artistically designed and handsomely printed folder devoted to illustrations and descriptions of Mead cabinet gramophones. The typographical work is of an unusually fine character, and the entire production reflects credit on the Mead Co. and on all interested in the creation of this publicity.

Preliminary announcement has just been made by Thomas A. Edison, Inc., that the Edison phonograph magazine advertisement and window displays for December will be illustrated by a striking photograph of Sergei Rachmaninoff, the celebrated composer-pianist, taken while he was playing the "Second Hungarian Rhapsodie" in unison with the Re-creation of the same composition played by him on the new Edison.

Phonograph Horns or Amplifiers

Cast metal base in three different designs, round and rectangular, for metal or wood extensions. Scientifically constructed to give best tone. Musical critics have pronounced our tone unsurpassed by any machine on the market.

Shaped Phonograph Cabinet Legs, Any Quantity, At Reasonable Prices

Buy Your Cabinets Knocked Down

We can supply five different sizes and designs.

Write today for full description and prices, stating quantity wanted.

INDIANA PHONOGRAPH SUPPLY CO.
321 Baldwin Block,
Indianapolis, Ind.

In each community are great possibilities with Victor.

Behind the dealer working to realize those possibilities, is our whole strength.

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor *Strictly Wholesale*

New Comfort Talking Machine

"Supreme in durability, beauty and tone"

New Comfort
TRADE MARK REGISTERED

Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.

MODEL E

MODEL 80

MODEL D17

"Known for Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

EASTERN OFFICES: 106 Bakewell Bldg., Pittsburgh, Penna.

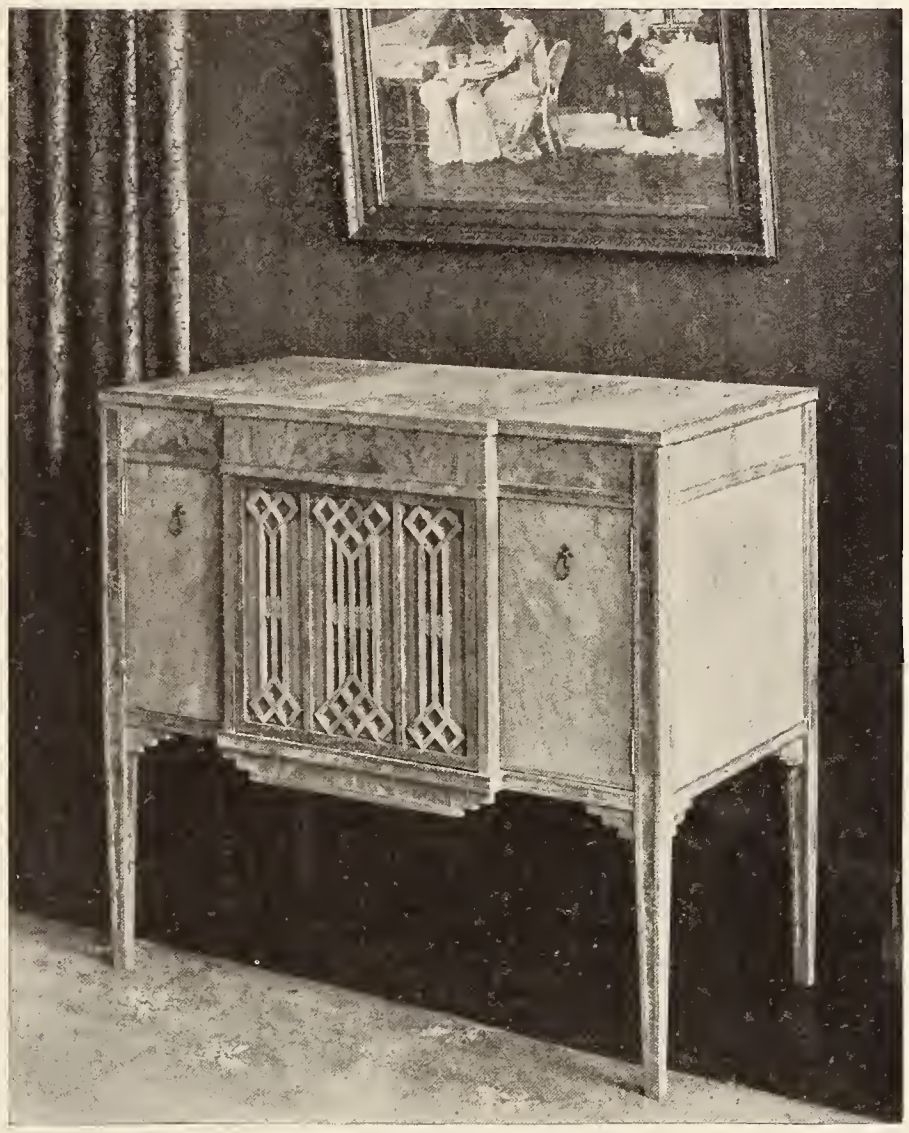
The
"Caviness"
Phonographs
De Luxe

QUALITY FIRST

This Means
Tone,
Material *and*
Workmanship

Made in the
Finest Grades of
Mahogany *and*
Walnut

PRICES REASONABLE
Correspondence Solicited



Patents applied for on designs

THE CAVINESS TALKING MACHINE CO., Inc.
BATTLE CREEK, MICHIGAN

Not an experiment. We have been building phonographs for a particular class of people for several years.

These instruments are equipped with Electric or High-Grade Spring Motors.

Several beautiful designs.

They have the conveniences that make them the most complete phonographs possible.

Write for complete information, booklets, circulars and prices.

REINCKE-ELLIS CO. TO SELL BINGER WINDOW DISPLAYS

Has Arranged to Act as Sales Representative for the Binger Window Displays for Victor Dealers—Various Display Features Now Being Sent Out and Others Being Prepared

On Friday, October 22, in the private office of L. C. Crone, president of the Binger Co., located at 45 West Thirteenth street, New York City, Arno B. Reincke, president of the Reincke-Ellis Co., of Chicago, and Mr. Crone entered into an agreement whereby the Reincke-Ellis Co. will hereafter act as sales representative of the Binger Window Display for Victor dealers.

This Binger display consists of twenty-six different complete displays for the Victor dealer's window. These productions are essentially Victor in atmosphere and are made up in such a way as to be most attractive and timely. They will cover such subjects as the exterior and interior of the Metropolitan Opera House, the Victor Co.'s plant in relief, a timely Christmas window, and a number of other subjects which will appeal directly and successfully to all who have occasion to pass the stores and windows of talking machine dealers.

The Binger Co., under the personal supervision of Mr. Crone, has, for many years past, produced window displays in many varied lines of endeavor. It is at present producing window display material for the leading manufacturers of several lines of merchandise.

The Reincke-Ellis Co. has long been well and favorably known as a modern, up-to-date concern producing many forms of sales stimulants for Victor dealers which are conceived along original lines, and which make a strong appeal to progressive dealers.

Arno B. Reincke and L. C. Crone Closing Arrangements in Latter's Office

AEOLIAN SHOP OPENED IN ST. PAUL

Leavitt Music Co. Featuring the Vocalion in Most Elaborate Quarters

ST. PAUL, MINN., November 1.—The Leavitt Music Co., which opened for business in the Hamin Building, this city, early in September, has already made its presence known in the local trade. The company has most elaborate quarters known as the Aeolian Shop, which are arranged with special attention to the requirements of the business. The main floor is used for the demonstration and display of Vocalions and records, and is equipped with several hearing booths done in ivory and finished with blue drapings and rugs. French windows add to the general effect. The balcony is finished in ivory and mahogany, Colonial style, and has room for a large display booth and the offices.

T. S. Leavitt, formerly manager of a talking machine department in one of St. Paul's large stores, is manager of the Leavitt Music Co., and associated with him are Jules Frankel and George N. Allagher.

OPENS STORE IN CHRISTOPHER

The Southern Illinois Music Co. has opened a store in Christopher, Ill., at 110 Market street. This is the third store opened by this company in the last few years. Miss Harrison is manager of the new store and will devote her entire time to the selling of the New Edison phonographs for which this firm has the agency.

A. H. WILLIAMS MARRIED

On October 24 Abe H. Williams, of Williams Music House, Birmingham, Ala., married Miss Frances Adell Selkowitz, of Norwich, N. Y. The wedding took place in one of the private suites of the Onondaga Hotel, Syracuse, N. Y. Besides the relatives of the bride and groom, many of Mr. Williams' business associates were present.

LYON & HEALY | Everything Known in Music

Don't Let Statistics Retard Your Efforts

It is said that every fourth baby is a Chinaman and that every other old man is far from robust, but this should hinder no one from establishing his own Vine and Fig Tree.

It is true that many music stores in the past have met with small success, but this has not much bearing on the matter, because a music store dealing in first-class goods and conducted with first-class ability has few peers as a life's enterprise.

Any local merchant can aspire to be the most prosperous small musical instrument dealer of his town.

Music is becoming more and more of a necessity. Music in the home is almost universal. The time is here when the dealer can handle small musical instruments most successfully.

Suppose you write to us in a general way about improving your profits on small goods. Give us an idea of your present stock and tell us frankly what obstacles you find in the way of building up your business.

This season we are arranging to supply the best advertising cuts that money can buy, free of charge to merchants handling our small goods. Also our Advertising department will send a regular monthly service to dealers who appreciate that the newspaper can and should be made the merchant's biggest salesman.

Wabash Ave. at Jackson Blvd.

Chicago

Lyon & Healy

FOUNDED 1864

STIMULATING INTEREST IN MUSIC IN SAN FRANCISCO

Musical Season Brings With It Demand for High-Class Records—Columbia Co. Arranges for Appearance of Singers—New Stores Being Opened—Many Stocks Still Low

San Francisco, Cal., October 30.—The general business aspect of San Francisco and vicinity is very lively, yet the music dealers report that demand for musical instruments is not up to expectations. The public is buying most conservatively in the expectation of lower prices. It is the hope of many to see a general reduction in all lines following the November elections. On the average there is a good volume of business with the leading phonograph departments, however, so apparently there is no danger of a slump. Stocks are too low as a rule to cause the dealers much apprehension for the future. The demand for high-class records has materially increased in San Francisco as the result of the recent engagement of the Scotti Grand Opera Company. The several record manufacturers have been featuring records by the principal singers of the company, and as most of these singers were unfamiliar to the Pacific Coast music lovers there was naturally a desire to have the records. The demand for popular song records and jazz pieces is still brisk, and the sale of high-class machines is holding up. Instead of being cut, the price of some machines has been raised—the Brunswick, for example.

Columbia Co. Will Supply Singers

The Columbia Graphophone Co. is carrying on a splendid educational campaign on the Coast in co-operation with Columbia dealers. The company supplies singers to dealers who wish to give tone tests at phonograph concerts and also stage settings and attractive advertising matter. The concert programs are usually arranged by J. Longfeather, who has charge of the recital work of the Columbia company in this territory. Mr. Longfeather is at present traveling about the State in the interest of the Columbia concert bureau.

Andrew C. Love Married

The trade is interested to learn this month of the marriage of Andrew C. Love, formerly located with the San Francisco branch of the Columbia Co., and Miss Hazel Leighton, who was recently connected with the talking machine department of the Fresno store of the Wiley B. Allen Co. Mr. Love is now covering territory in the San Joaquin Valley for the Columbia.

"Whispering" Wins Great Favor Here

"Whispering," one of the recent song hits published by the sheet music department of Sherman, Clay & Co., has just come out as a Victor record and is having a lively sale in California. The talking machine department of Sherman, Clay & Co. is normally busy, and the wholesale Victrola department is handling the Coast business with more facility than for some time. Dealers may hope for normal conditions in regard to Victor merchandise in the near future.

Sees No Reduction in Price

The Wiley B. Allen Co. does not expect any price reductions on talking machines this Fall. Prices have been raised somewhat on Brunswick machines and there are rumors that other goods will be advanced a little before the holidays.

Alice Verlet to Give Tone Test Recital

San Francisco music lovers will have the opportunity early next month to hear some fine Edison tone-test recitals by Mlle. Alice Verlet, the well-known soprano from Belgium, whose selections in the Edison records are growing so popular out this way. The first recitals will be under the direction of G. A. Einselen, one of the leading phonograph dealers in the San Francisco Mission district.

A Visitor From Honolulu

William D. Adams, of the Bergstrom Music Co., Honolulu, is visiting the mainland buying supplies for the company's talking machine department. The concern has a large market for machines among the employes of the sugar plantations. Fred L. Christianer has just been in San Francisco again, this time to arrange for placing his line of "Blue Bird" phonographs in the new talking machine department of Heine Piano Co. W. F. Anthony, of the Seattle office of the Columbia Graphophone Co., and W. W. Stadin, manager of the Los Angeles branch, visited the Coast headquarters in San Francisco this month.

Cremona to Enlarge Plant

L. E. Gilham, manager of Cremona Phonograph Co., of Albany, Ore., has made announcement of plans for enlarging the manufacturing plant next year. It is expected that the capacity of the factory will be doubled. The present output is seventy phonographs daily. The Cremona line is very attractive and the demand for the machines is growing fast.

H. C. Russell Opens in Fillmore

H. C. Russell, a well-known music dealer of California, has just opened a new establishment at Fillmore. He is featuring the Brunswick phonograph. Before coming to Fillmore Mr. Russell was in the music business at Santa Paula for four years.

Promise Twelve-inch Okeh Records

The General Phonograph Corp. is to put on the market a complete line of twelve-inch records shortly, says J. M. Abrams, manager of the wholesale and retail talking machine departments of Kohler & Chase. The new records will be used principally for the longer classical selections. The Okeh records enjoy a steady and growing demand on the Coast. The Kohler & Chase Co. have on the floor some new period models of Burnham phonographs. The instrument is in the form of a William-and-Mary table of exquisite design.

Various Items of Interest

Gus. A. Einselen, Jr., recently celebrated the opening of his new store at Mission and Twenty-second streets. He has added two more salespeople to his force and also has purchased another delivery truck. The store at Mission and Twenty-ninth streets, where he began business eleven years ago, is being remodeled. With both stores in first-class shape Mr. Einselen expects to be in a position to adequately care for his growing trade in the Victor and Columbia lines.

Popularity of the Magnavox

Byron Mauzy is making good use of his Magnavox agency. When lending phonographs for public or charitable functions he has found that by supplying also a Magnavox the results are wonderfully satisfactory.

Makes Successful Tour of the Trade

Horace Hull, who has charge of the Aeolian Vocalion destinies on the Coast, has just been making a tour of his territory in the Northwest for the purpose of placing his line with high-class dealers.

N. F. Milner, who was San Francisco manager for the Columbia Co. just before N. J. Wilcox, has returned to this city from a trip to Honolulu. He has not yet actually started on his proposed tour of the world.

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts

INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
DAVID NEWES BLDG.
SAN FRANCISCO

MODERNOLA

The instrument unique

MODERNOLA

A home delight to Ear and Eye

MODERNOLA

Beauty—Tone—Utility

MODERNOLA

Satisfaction for dealer and customer

Send your orders now for holiday trade. Apply immediately for agency.

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:

101 West 20th Street
100 West 21st Street
} Corner Sixth Avenue, New York

Telephone Chelsea 2044

OUR TURN NOW

Mr. Victor Dealer

Generally speaking, Victor distributors and dealers, during the past few years, have concerned themselves chiefly with a shortage of production on the part of the factory. The trade's obligations were treated lightly. Initiative, progressiveness, loyalty and responsibility marked time in some cases, or even ceased to function, the excuse being that the Victor trade must first have adequate factory production.

Regardless of mushroom competition, the Victor factory has been loyal to its distributors, and they in turn have avoided the establishment of new accounts during the great shortage.

Victor production today is greatly increased in Victrolas, and the record shortage will be speedily relieved, if not overcome.

It's our turn now, Mr. Victor Dealer. It's time for the factory to question *our* production if we are not measuring up to our responsibilities and opportunities. We must be "on our mark"—ready, fit and worthy representatives to maintain Victor Supremacy.

We, as distributors, feel it our obligation to create and maintain among our Victor dealers quality rather than quantity.

It is our turn now, to handle so intelligently the greatly increased Victor production, that competition will be the worry of the other fellow.

Consider seriously, Mr. Victor Dealer, the present character of your Victor representation. Does it deserve the fullest support, or is it inviting competition? The show-down period is here.

It's our turn now to show the Victor factory that the present Victor representatives will meet all their obligations.

Write or consult us, Mr. Victor Dealer, for it will be a part of our service to help you and advise you in every way possible.

J. NEWCOMB BLACKMAN.

Blackman Talking Machine Co.
81 Reade St. New York N.Y.
VICTOR DISTRIBUTORS—WHOLESALE ONLY

ELECTION AND LATE FALL AFFECT TRADE IN MILWAUKEE

Cooler Weather Will Be Much Appreciated by Dealers—Sales Campaigns Getting Results—Wholesalers Now in Good Position to Furnish Stock to Dealers—General News

MILWAUKEE, WIS., November 8.—With the intense strain imposed by the Presidential election relieved, and the public consciousness of the rapid approach of the holidays thoroughly awakened by the strenuous efforts of the trade, talking machine dealers find that there is a perceptible betterment in business in comparison with a month ago. The month of October, at least until the final days of the period, was wholly unseasonable in climatic conditions, temperatures ranging up to 90 degrees being common. A turn to a more accustomed Fall season came as October drew to a close, and it was immediately noticeable that business was infected with a better spirit.

One outstanding feature of the recent past which is worthy of special comment is the fact that in Milwaukee the talking machine trade did not make a grand rush to follow the lead set by automobile dealers in depressing selling prices sharply. There were one or two instances where some local houses advertised reduced prices, but these were isolated cases. The rank and file of dealers is standing pat on the price question in order that they may continue to do business at a reasonable profit margin over costs. There has been no call for selling instruments at cost or below cost as in some other lines where financial considerations or other angles of the situation have made it necessary or desirable to liquidate stocks even at a sacrifice.

Stocks in the hands of talking machine dealers here average higher than a year ago, but a comparison is hardly fair when it is considered that a year ago the manufacturers were still struggling to get back to a peace basis and also to overcome an avalanche of unfilled orders. The wholesale trade, however, reports that buying by dealers has been improving right along, as a reflection of a better demand from the public. Jobbers feel that before Christmas there will be a rather determined rush for instruments because the present margin of stocks seems hardly adequate to meet the expected demand from this time forward.

"Our business is very satisfactory and we look for a marked increase in requirements during the coming four or five weeks," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Trade in Victor records has been remarkably good, considering conditions. We have not been able to fill all orders promptly, but we are hoping that we will be able to overcome this shortage. Our record department will show a very material increase in volume this year, compared with any previous year. So far as the Victrola itself is concerned, we have no complaint to make. We have made gains every month over corresponding periods last year."

Charles J. Orth, distributor of the Puritan in Wisconsin and Upper Michigan, is well fortified to take care of his growing trade, having accumulated stocks since last Spring in anticipation of a brisk demand during the Fall and holiday seasons. To handle his stocks of Puritans as well as merchandise for his large retail piano store, Mr. Orth took over an additional warehouse, making three in all, located at 112 Huron street, 152 Fifth street and 233-239 East Water street.

The Yahr & Lange Drug Co. expresses the utmost confidence over good business for the rest of the year, which is based on a constant increase effected during the first ten and a half months. This house distributes the Sonora in the Wisconsin and Upper Peninsula territory and its diligent efforts have resulted in making the name Sonora virtually a household word in all parts of the State. Milwaukee retail Sonora dealers are enthusiastic over past business as well as prospects for holiday trade.

The Columbia dealers are continuing a noteworthy campaign to popularize the Grafonola to the same extent as the Columbia record. The dealer trade in Wisconsin has been built up to a most imposing size in the last six months and now embraces some of the largest and best known merchants of this territory.

H. M. Hahn, manager of the Paramount department of the E. R. Godfrey Co., says that both the Paramount instrument and Paramount records are gaining larger hosts of friends in Wisconsin, the State which produces this line, as well as in Illinois, Michigan, Indiana and Iowa, the other four States in which the Godfrey Co. has exclusive distributing rights. The factory at Port Washington, as well as the recording laboratories in Grafton, Wis., have been enlarged steadily to meet constantly increasing trade requirements and for the present the shortage has been largely overcome. It is expected, however, that the holiday season will bring some demands that will stretch production to its utmost limits.

The Singer Talking Machine Co., of this city, has effected a material increase in its production facilities, following the reorganization of the business into a corporation during the past month. C. A. Kitz, founder of the business, continues in control of the ownership and management. The adoption of a corporate form and other measures to facilitate the expansion of the business promise to make this one of the most important talking machine manufacturing interests in Wisconsin.

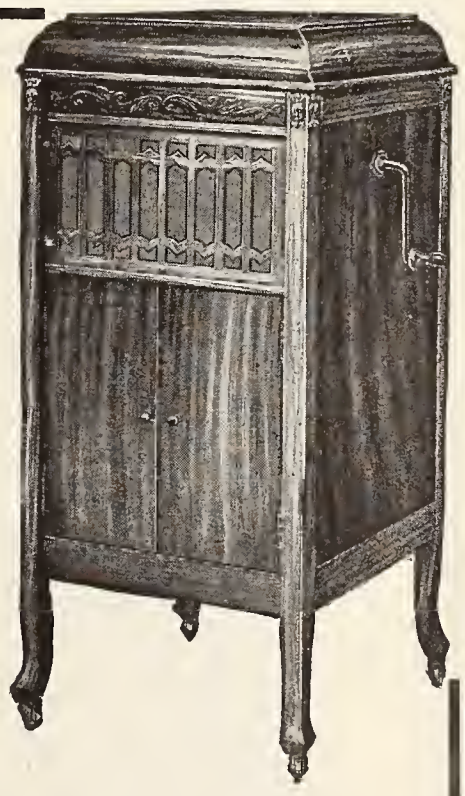
The Badger Music Shop, Fond du Lac, Wis., recently held its formal opening. The concern was formed in May to take over the old-established business of the W. E. Fox Music Co., and spent several months in rebuilding, enlarging and equipping its store. It now features the Victor line and also carries a complete stock of pianos. E. R. Sweeney, one of the best known men in the Wisconsin jobbing trade, is vice-president and general manager. L. C. Parker, head of the Badger Victrola Shop in Milwau-

(*Continued on page* 136)

What is the DEALER'S Profit?

A question which every dealer asks and one which has been carefully considered in the producing of

WESER PHONOGRAPHS



Not only is the dealer assured that mechanical perfection, workmanship and finish which musical instrument makers of forty years' experience alone know how to produce, but also a liberal profit.

WE ARE SURE OUR PROPOSITION WILL INTEREST YOU

WESER BROS., Inc.

520-530 WEST 43rd STREET :-: :-: :-: :-: :-: NEW YORK

THE TRADE OUTLOOK IN MILWAUKEE

(*Continued from page* 135)

kee, is president of the Fond du Lac company.

The A. J. Farnham Co., of Milwaukee, was incorporated recently with $10,000 capital by A. J. Farnham, Albert S. Frank and G. B. Hancock, to deal in the Ediphone dictating equipment. The store and offices are located at 373 Broadway.

Twelmeyer Bros. Co., of Milwaukee, is the name of a new corporation organized with $10,000 capital stock to take over the Edison business conducted for several years by Otto A. Twelmeyer, jeweler, 3409 North avenue. Herman C. Twelmeyer is associated with him in the new enterprise.

Edward Kupper, a leading North Side jeweler in this city, has established a Columbia department incident to the removal of his business to new and larger quarters at 1071 Teutonia avenue.

The Aeolian-Vocalion line, represented in this city and vicinity by Edmund Gram, has become one of the best known among the higher-class talking machines, under the energetic direction of Miss Julia Wolff, manager of the department. The Aeolian record is having an especially good call locally.

Mrs. A. G. Kunde, wife of the pioneer Columbia dealer at 516 Grand avenue, Milwaukee, recently "mothered" a party of Columbia representatives on a trip of inspection to the Bridgeport factories and later to New York City to visit some of the metropolitan Columbia stores and witness recording in the laboratories.

The George H. Eichholz Co., a leading Victor and Edison dealer, reports one of the best Fall seasons in its long history and expresses the confidence that the business during November and December will break all past holiday season records. One of the activities to which is attributed considerable of the success of the store is street car advertising, which the company is continuing with striking "copy" at this time.

Among the exhibits at the recent Milwaukee Food, Household and Electrical Show at the Auditorium were talking machines exhibited by the following: United Phonographs Corp., Sheboygan, Puritan; Paramount Phonograph Co., Port Washington, Paramount; Colonial Phonograph Co., Sheboygan, Colonial; Plymouth Phonograph Co., Plymouth; Kesselman-O'Driscoll Co., Edison and Victor; Frank Preuss Co., Edison; Lyric Music Co., Kimball; Luebtow Music Shop, Sonora; Fischer Furniture Co., Cheney; Cooper Music Shop, Emerson.

Personal Service

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

The members of our company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Get acquainted with the Badger brand of personal service.

Badger Talking Machine Company

Exclusive Victor Distributor

135 SECOND STREET MILWAUKEE, WIS.

CLEVER NEW HOUSE ORGAN ISSUED

"Melodie" Is Title of New Monthly Booklet Issued by Granby Phonograph Co. to Be Distributed by the Company's Dealers

The first issue of "Melodie" has just come off the press. It is an attractive eight-page booklet which will be issued each month by the Granby Phonograph Co. of Norfolk, Va., and, as its name implies, is devoted to things musical. This booklet will be supplied to Granby dealers in quantities each month for their mailing lists and will serve to keep the Granby phonograph and its features ever before the attention of the music loving public.

From a typographical standpoint this new booklet is in entire keeping with the high quality of other Granby literature. It is printed on super-quality stock and a careful selection of type with a harmonious blending of colors makes it attractive to a high degree. The opening article is devoted to Antonio Stradivari and his great accomplishments. Other equally entertaining articles treat on "Folk Songs," "Modern Musical Instruments," and "The Power of Music." The booklet concludes with a list headed "Recent Records Worth While," and contains a varied selection of orchestral, dance, instrumental, operatic, classic and popular song records selected from the monthly lists of a number of the well-known records. It is planned to publish this list each month as a suggestion to Granby owners.

ROEMMELE BROS.' NEW QUARTERS

Roemmele Bros., who have done a successful Victrola and sporting goods business for six years at the southeast corner of Jamaica avenue and 109th street, Richmond Hill, New York, have moved into their own building, diagonally across the avenue, where floors have been fitted up for the business. Ten modern sound-proof booths have been provided and all conveniences for customers installed. Roemmele Bros. declare the new store is one of the most completely stocked and best equipped Victor agencies on Long Island. The opening of the new warerooms occurred on November 6.

The best things in life are not handed down; they are pulled down by the man who goes after them.

OKeh Records

MAMIE SMITH

Exclusive

OKeh Artist

OKeh Records

It's Mamie Smith's blues songs that are creating an unheard-of demand.

MAMIE SMITH AND HER JAZZ HOUNDS

The desire of a nation backs them. Give them the best blues songs ever recorded.

We give immediate delivery upon receipt of order. Don't regret lost opportunities. Mamie Smith is the biggest one of the day. Fill your shelves and the demand.

IT'S BIG

4113 10 in. $1.00 — **That Thing Called Love**—Mamie Smith with Orchestra. / **You Can't Keep a Good Man Down**—Mamie Smith with Orchestra.

4169 10 in. $1.00 — **Crazy Blues**—Mamie Smith and Her Jazz Hounds. / **It's Right Here For You** (If You Don't Get It —'Taint No Fault O'Mine)—Mamie Smith and Her Jazz Hounds.

Kennedy-Green Company

1865 PROSPECT AVENUE

Cleveland, Ohio

WADE

OFFERS A BETTER VALUE

TO THE DEALER—TO THE CUSTOMER

SHOWING THE BEAUTIFUL FLUSH TOP

Two Sizes—No. 225—Height, 51", Width, 23", Depth, 25"
No. 175—Height, 48", Width, 21", Depth, 23"

Highest grade double spring motor. Will play 4 to 5 records with one winding. Equipped with electric light, enabling the user to see the edge of record at all times. Fletcher-Wickes tone arm and reproducer with adjustment to play all records at their best. Double braced all wood tone chamber. Perfection in quality, design and finish.

LIST PRICE

No. 175—$175.00. Our price to you only $ 87.50
No. 225—$225.00. Our price to you only $112.50

Order at this price at once for your Holiday Trade. Don't miss this liberal offer.

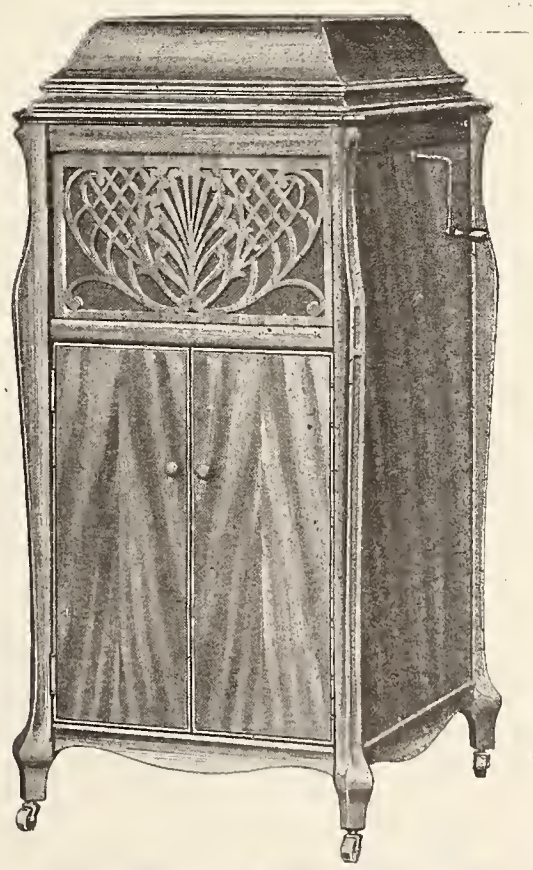
Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVE. **CHICAGO, ILL.**

50% DISCOUNT ON SAMPLES

REALIZING from our own experience the position in which the dealer is placed—the fact that the busy season is about here and many other reasons preventing your visiting our warerooms at this time—we make this unprecedented offer on a machine which comparison will show to *list* for a great deal less. Take into consideration the high class equipment, workmanship, style and finish. Order at this price immediately.

TWO SIZES ONLY IN THIS LINE
THE BEST SELLERS MADE



Perfection in Design, Quality and Finish. Oak and Mahogany.

THE MID-WEST

Western Division of The World, Chicago, November 8, 1920.

We do not always agree with our Eastern friends, but sometimes the busy boys down on Manhattan Isle and adjacent suburbs do something wise. One of the wisest things any of them ever did was to pass that resolution the other day about the excessive use of what is called "jazz" in popular music-rolls and records. Of course, some will say that the Music Merchants' Association of New York are simply hurting themselves by interfering in the public's demands. Others more wisely will hold that when a certain fad goes past a certain point, it is always likely to meet with a very sudden check which will have the result of leaving the trade overstocked with unsalable goods. The fact is, of course, that too much of a good thing is just as bad as too little of it. We have had too much of an insistence upon one certain kind of popular music and in consequence have been running the risk of losing the good-will built up by previous years of careful attention to the better kinds of music. The talking machine trade has in the past been distinguished for its wonderful work in bringing great music to the people, and there has always been considerable regret among the well-wishers of that trade in that the last year or so should have witnessed so marked a degradation of taste amongst dealers and salesmen. Of course, the jazz craze was natural enough as a war-product, but it cannot permanently survive. If it should continue to grow in popularity it must in time destroy the art of music, and to destroy the art of music would be to destroy the talking machine business. It is a perfect circle, whichever way one traces it. It would be much better to take time by the forelock and intelligently anticipate the change in popular taste which is already clearly foreshadowed. Jazz is passing, let us be prepared.

A Fad Is Passing

Those who are alert to discern the signs of the times note with interest that there appears to exist quite a determination on the part of inventors and researchers to develop new ideas in the way of soundbox manufacture. No one has yet invented what may be termed a perfect soundbox. In fact, there would be much reason for sorrow if one could be sure that the end of improvement in respect of the soundbox were in sight. It would be a pity if one could not feel sure that there would be steady and constant improvement. That is why we are always glad to observe the progress of new ideas and new researches. It looks as if during the next year or so we are going to see on the market some quite revolutionary devices for transmitting the motions of the stylus to the air column connecting with the atmosphere. There is no doubt that one definite defect in all sound-reproducing devices is to be found in their tendency to produce definite tones of their own, owing to the stiffness of their material or for other constructional reasons. One of the directions in which future research must work its way is here. We must eliminate the auto-period, if so it may be called, of the diaphragm, and it may be that the solution to this problem will be found in the adoption of some entirely new material. This, of course, is not at all certain. It is not even especially probable. What is likely, however, is the gradual discovery and development of a method for transmitting the motions of a stylus without auto-period or intruding mechanical process-sounds direct from record to atmosphere. Some good work along these lines is already being done and the future holds very much of promise.

Need Research Direction

Which reminds us. The world do move indeed. A few years ago it would have been rather a poor joke to suggest that the talking machine trade needed or ever would need salesmen or merchants technically or even artistically acquainted with the nature of tone. Yet to-day those who can see below the surface of things recognize that the day has come when this knowledge is to be decisive. Whatever salesmen may have thought in the past, to-day those who can observe and draw correct conclusions from their observations know well that the people are asking for quality in a way never before heard of. Now in this talking machine trade of ours we have come to something like a crucial point. The flurry of two years ago, when anything and everything that would make a noise was being offered as a talking machine, has completely died down. Competition is strenuous and growing more so each day. It is not a question of price, but of quality. A good deal of inquiry amongst merchants in Chicago and the Middle West leads us to believe that the people are not worrying about prices. Those who, instead of whining, are going strenuously after business are undoubtedly getting business. What is needed is not lower prices, which in any case cannot properly come down, but higher quality. That is why the merchant of to-day ought to learn something about tone. For, in the end, what else than tone is he selling when he sells a talking machine? He is not selling furniture. He is not selling prices and terms. He may imagine that these two latter incidents to a talking machine represent the matter of sale, but in that case he is wrong. In the end and at the bottom of all the feeling in the mind of the purchaser lies this feeling for tone. The purchaser wants music and music is measured, in a talking machine, by tone. That is why the merchant who wants to build a permanent business must build it on quality and not on price.

Quality Is Tone!

The further one goes down the line, as it were, the stronger becomes the conviction that the basis of our business for the present Winter and the next year must be sought in improved workmanship, finer tone and better quality all around. The future of the talking machine rests upon its ability to maintain the claims that have been made for it. If those claims turn out to have been ill-founded, there is no doubt whatever that the talking machine business will decline. It will decline because the public desire for and interest in the talking machine will not have been founded upon the rock of quality and truth. There has been a very great wave of temporary enthusiasm for the talking machine, and under cover of this many machines have been made and sold under doubtful conditions and with the complete certainty that their inherent defects would sooner or later come to the surface, with resulting dissatisfaction and bad feeling all around. To-day we have to overcome the unfavorable after-effect of all that sort of thing; and we can only do so by setting out resolutely towards the goal of quality, quality ever higher and ever more accessible to the masses. Those who expect to succeed in the talking machine business of the future must be those who can make and sell to the masses of the people a reliable talking machine of high quality and fine tone at moderate price. That is the machine of the future. But it must be genuine. It must be built on honor. It must have been developed through real knowledge of sound-reproduction and not through the dreams of half-educated enthusiasts who have never taken the trouble to study the subject. Invention is never made through dreams or enthusiasm alone. The dreams and the enthusiasm are doubtless necessary, but they are merely the background. The vague thought must be realized in practical fact, must be manifested in tangible form; and this can only be when the dreams and the enthusiasm are backed up by patient research based on patiently acquired knowledge. That is why we need a school of tone-students in the trade.

The Quality Year!

There is something rather amusing sometimes in watching the barometer and thermometer in the vicinity of the large and hustling city in which these words are written. When we say "amusing" we mean just what we say. Not because the weather has been pleasant, for it most decidedly has not, but because the inspection of the recording instruments aforesaid has disclosed to our critical faculties the interesting fact that the dear people are guided in their buying very largely by the antics of the needles, mercury columns and other mysterious dinguses (or is it dingi?) which attach to weather glasses in general. In a word, as long as the astonishing

Breezes and Biz!

POINT OF VIEW

prolongation of Summer weather which we have been witnessing continued to prevail, the dear public resolutely stayed away from the shops and refused to put out its coin for talking machines or for anything else. Even the dear girls stopped buying expensive lingerie. But as soon as the weather took a turn for (from our point of view) the decidedly better, when, in short, Jack Frost sent forth advance signals of his approach, buying began to start up again everywhere, and especially in the music industries. Which perhaps is another way of saying that the dear people are much more sweetly inclined to the talking machine than they usually are supposed to be during these latter days, but that they like to choose their own weather. Which again may cheer up our pessimists.

"It's Dogged As Does It"

Some of our friends will note, we hope, with much satisfaction that various of the Western manufacturers are taking the opportunity this month to present their claims even more strongly than usual through the columns of the Talking Machine World. This will be seen at once by anyone who will take the trouble to look through the Chicago pages adjacent to the columns in which this paragraph appears. Such manufacturers are simply showing that they realize with the greatest clearness the secret of good business in the midst of doubt and even pessimism. Instead of lying down and crying, they are standing up and shouting. They are shouting louder than ever and they are determined to place themselves at the top of the heap. In fact, from our observations we may say pretty definitely that those who are steadily plugging for business are steadily gaining business. That is just what we like to see.

E. C. the Inimitable

We noticed our good friend, E. C. Howard, who represents the Granby lines these days, permeating the local trade with his perennial smile. E. C. is a bright boy any way you take him, and one of the brightest of his qualities is his good taste. He has never been connected with a talking machine enterprise which has not from the start reflected the best of taste in design, architecture and general appearance as well as in workmanship and material. We have been looking at the Granby line and find that our old friend has not changed his methods. He is going to do fine work, we believe, in the new enterprise and we hope that he found all the Chicago dealers as kind to him in a business way as they certainly were from a more personal point of view.

De Jure, and De Facto

Here is a point worth considering, even if it has nothing directly to do with the talking machine trade. We say "nothing directly," but indirectly a good deal. At the Piano Club the other day the members were addressed informally by Master-in-Chancery Behan, who is a very well-known Chicago attorney and a very well-informed man. The Master made a witty and withal pungent little speech. Among other things he spoke about jury duty. He said that the weakest point in the administration of criminal justice (and for that matter in civil causes where jury trial is provided for) is to be found in the character of the jurymen themselves. Business men, said he, usually seem to do their utmost to escape jury duty, considering themselves lucky when they can satisfy the bench that they have a good excuse. But, said Mr. Behan, what is the result? Simply that the administration of justice becomes farcical when juries are composed of the least intelligent elements in the community. The speaker mentioned that during a recent trial of a damage suit against a local corporation it was discovered that the average weekly income per member of the jury was approximately eighteen dollars. Now, what sort of a jury could that have been in these days in point of intelligence? And why then should business men express annoyance when they find that they are treated to absurd verdicts in civil causes? A business house may at any time find itself the defendant in a suit for damages, or for what is technically called a "negligence" suit, brought by a customer, an employe or some other person, wherein the plaintiff alleges injuries physical or otherwise. When eighteen-dollar-a-week juries in this day and age (eighteen dollars to-day being worth nine dollars of, say, 1900) are rendering verdicts in negligence cases, the business man who finds that justice is denied has himself to blame.

The Merry Clubmen

Which again reminds us that the Piano Club of Chicago is to-day becoming a very hefty institution. It is not content to number amongst its members piano salesmen, merchants and manufacturers, but is now reaching out for the talking machine men as well. At a recent weekly luncheon we noticed the fair features of the Only William Wade, of the Wade Talking Machine Co., who, it appears, is a member in good standing and a hustler in all Club matters. At the annual meeting and dinner last month we had the pleasure of beholding also the classic features of L. C. Wiswell, of Lyon & Healy, whilst, if memory mistakes not, we have seen other talking machine men at various times sitting around the luncheon table. Now that the Piano Club has taken permanent station each Monday at the Illinois Athletic Club its meetings are better attended each time, and talking machine men who would like to join the very best bunch of fellows in the music industries of Chicago should not fail to get in touch with the energetic Jim Bristol (of Price & Teeple Piano Co., 218 South Wabash avenue), secretary of the Piano Club of Chicago. Dues, ten dollars a year, weekly luncheon meetings, daily luncheon table at the Stratford Hotel, monthly meetings and dinners with big program each time, six free seats in the best part of Orchestra Hall each week for the Saturday symphony concert: what more can you ask for the money? And the nicest lot of boys you ever met. Get in line, gentlemen, the Club wants all the live talking machine men it can get hold of.

Getting Close to the Musicmakers

Speaking of the Piano Club reminds us once more of Ray Miller, he of the six melody boys (the term "melody" being used in what might be called a Jazzwickian sense). It was Ray Miller who supplied the "noise" at the annual meeting of the Piano Club last month. And when we thought of the one the other just naturally done come to mind. What we find to say about the gentleman and his five colleagues just at present is based on a remark we heard him make the other day. He was saying that although jazz had made success for him he had concluded that the whole thing had pretty nearly gone far enough. Music, in a word, thinks R. M., will have to be "dejazzified" gradually. To this end the six are playing their music now so that not more than one instrument at a time is jazzing a melody, whilst the others carry the tune and the harmony in the legitimate manner. This is a step in the right direction and we hope our friend will carry it out further. But this is not all. We propose to say a word here about this matter of presenting the personality of performers to the buyers of records. The Millers have been giving concerts in the stores of dealers who sell Pathé, Okeh and Gennett records. The idea is good. Now, on the artistic plane, the Victor Co. takes a very good deal of trouble to keep its dealers informed of the concert-tour routes through the country of all the singers and instrumentalists who make Victor records. The intention, of course, is to bring before dealers the opportunities they have to put on special sales of Victor records made by some artist when the latter comes to town to sing or play. All this sort of work tends, of course, to associate the otherwise cold and lifeless record with the living thought of the artist whose creation it is. Naturally our buoyant friends, the Millers, are not being thrust into a class with the Carusos and the Galli-Curcis and the Florence Macbeths, Elmans or Kreislers, but in their way they are doing a work of considerable value to the trade. Let the people see the men and women who make the records which the people buy, and if possible let them see and hear those men and women in the music which they have previously engraved on the wax of the recording machine. It is a great scheme. May it be more and more taken up.

STEGER

The finest reproducing phonograph in the world

Model 506 $295.00

Model 505 $220.00

Model 502 $145.00

Model 504 $200.00

Model 503 $165.00

Model 501 $115.00

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

It is an exquisite adornment of the home—and more. It is the soul of music.

The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone-arm and tone-chamber, triumphs of human ingenuity and skill.

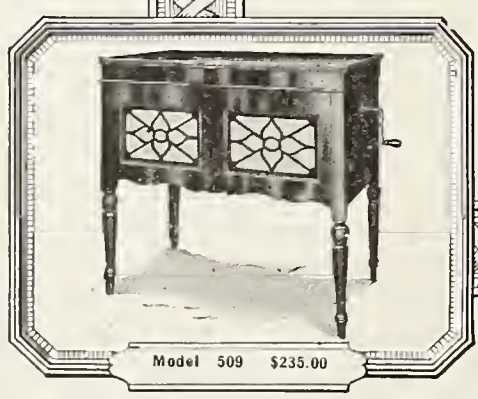
Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

You can make it a big asset of your business because of the quick turn-over—and because we can ship at once upon receipt of order.

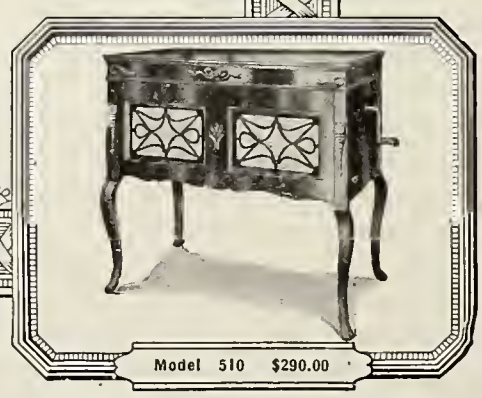
Desirable territory open. Write for the Steger proposition today.

STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill.


Model 509 $235.00

Model 500 $95.00


Model 510 $290.00

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

CHICAGO, ILL., November 8.—The long-awaited change of conditions in the retail talking machine field has come at last and there is a steady increase in the sale of instruments throughout the mid-West. The predominant characteristic of present-day trade in retail stores is expressed in the one word—value. The demand for talking machines has again returned, but it is a demand created by a discriminating public, who wants dollar-for-dollar value in everything it buys.

The surplus stocks that marked the trade thirty or sixty days ago are fast being eaten up. The special sales have accomplished much in the way of absorbing the cheaply made instruments which drugged the market a short time ago. To-day the manufacturer and dealer with a good, honest, legitimate line need fear nothing on the score of a diminishing market if the sales organization is functioning properly.

The attitude of the public all along the line has changed, and while the change has not been marked by any sudden resumption of the wild buying of a year ago, it has, nevertheless, been noticeable throughout the mid-West trade.

State street is Chicago's great retail trade barometer. Here October showed a steady increase—in fact, it has been one of the largest months in the year. While the talking machine business has not shown the decided changes noticed in other lines of merchandise, still the effect has been felt in a small way, and if we are to judge by the other commodities sold by State street retail stores, the sale of talking machines points toward a steady increase.

The consuming public, which went on a purchasing "strike," so to speak, when prices were at the peak, is now buying more generously. The trade reports much discrimination on the part of customers—they are after good goods at good prices, and it is value above everything else that they are seeking.

As to prices. The wide variations that exist in other lines have succeeded in bringing the public to greater buying. Although the price of talking machines has not gone down and probably will not, at least for some time to come, the fact that prices have gone down in other lines of merchandise is having its effect on talking machine sales. The public is commencing to get the impression that prices in all lines are being reduced. Of course, the public is not very familiar with talking machine costs, nor does it know that the materials entering into the manufacture of talking machines have not gone down appreciably in cost.

It is to be hoped that there will not be the disorderly deflation in the talking machine industry that has been evidenced in other lines of merchandise. Price deflation so far has been jumpy and jolty for the retailer. One of the head executives in Marshall Field's makes the following statement: "We have all heard much of orderly deflation. As a matter of actual fact, there is no such thing as orderly deflation, and we are to-day going through a period of very disorderly deflation in many lines of merchandise. For example, in the desire to realize cash with which to pay their bills and to pay their banking indebtedness many retail merchants throughout the country are selling merchandise at less than cost to produce and at less than its replacement value. This is what I call disorderly deflation, because the immediate result of such action is to frighten the manufacturer into reducing or curtailing his production at a most inopportune time."

Columbia Artists Here

The Chicago office of the Columbia Graphophone Co. during the past few weeks has been honored by the presence of a number of record artists who have had occasion to be in Chicago of late. The office was visited by Al Jolson, who played in "Sinbad"; Margaret Romaine, who came in from Lafayette, Ind.; Hulda Lashanska and her accompanist, Miss Rose Borne; Max Bradfield, manager of Yerkes "Happy Six," playing in George White's "Scandals," and Art Hickman, who stopped long enough to say hello while en route for San Francisco.

Wyman Buys Out Babb

Wyman, Babb & Co., retail talking machine merchants, with offices in the Republic Building, Chicago, have dissolved partnership and Mr. Wyman has bought out the interests of his partner, Mr. Babb. This concern maintains branches in Austin, Ill., and Hammond, Ind., and for a number of years has done an excellent business in talking machines. Mr. Wyman will continue in business in the three above-named locations, under the name of the Wyman Piano Co. Mr. Babb has announced no plans for the future as yet.

Newspaper Co-operation

Chicago newspapers of late have been carrying quite a number of classified talking machine advertisements. Some of the papers have been calling attention to the classified pages by small articles run on the feature page of the paper. One of these is entitled "Phonograph Nights" and reads as follows: "Phonograph nights are here; get pleasure insurance by having a phonograph ready to cheer, amuse or instruct you. See to-day's display classified ads."

This sort of thing is getting results in Chicago, and if the newspapers in other cities are not giving similar co-operation it's up to the dealers to suggest the above little stunts.

New Music Rolls on Market

The Columbia Music Roll Co., 16 South Peoria street, this city, is out with an initial announcement and a first-of-the-month bulletin of Columbia player rolls. The November bulletin lists a large number of word rolls and also a fine selection of instrumental dance hits, instrumental marches and instrumental blues. At the present time the catalog is made up almost entirely of popular musical comedy hits and no doubt a great deal of attention will be given to the higher types of music in the near future.

Woodard With the Paramount

C. J. Woodard, who for the past year and a half has covered the Central Western States as special representative for the Emerson Phonograph Co., has resigned his position and is now connected with the firm of E. R. Godfrey & Sons, of Milwaukee. Godfrey & Sons are jobbers for both the Paramount records and talking machines and represent this company in Iowa, Wisconsin, Illinois and Michigan. It is the intention of Mr. Woodard to open an office for Godfrey & Sons in Chicago and establish local warerooms. In his new connection Mr. Woodard will cover Indiana, Illinois and Michigan. He will also carry a stock of from 10,000 to 20,000 records, as well as a full line of phonographs, in order to accommodate emergency business that may arise as time goes on.

(*Continued on page* 143)

FIRST AND BEST

Sometimes the first in the field does not maintain the position of first in quality and prestige.

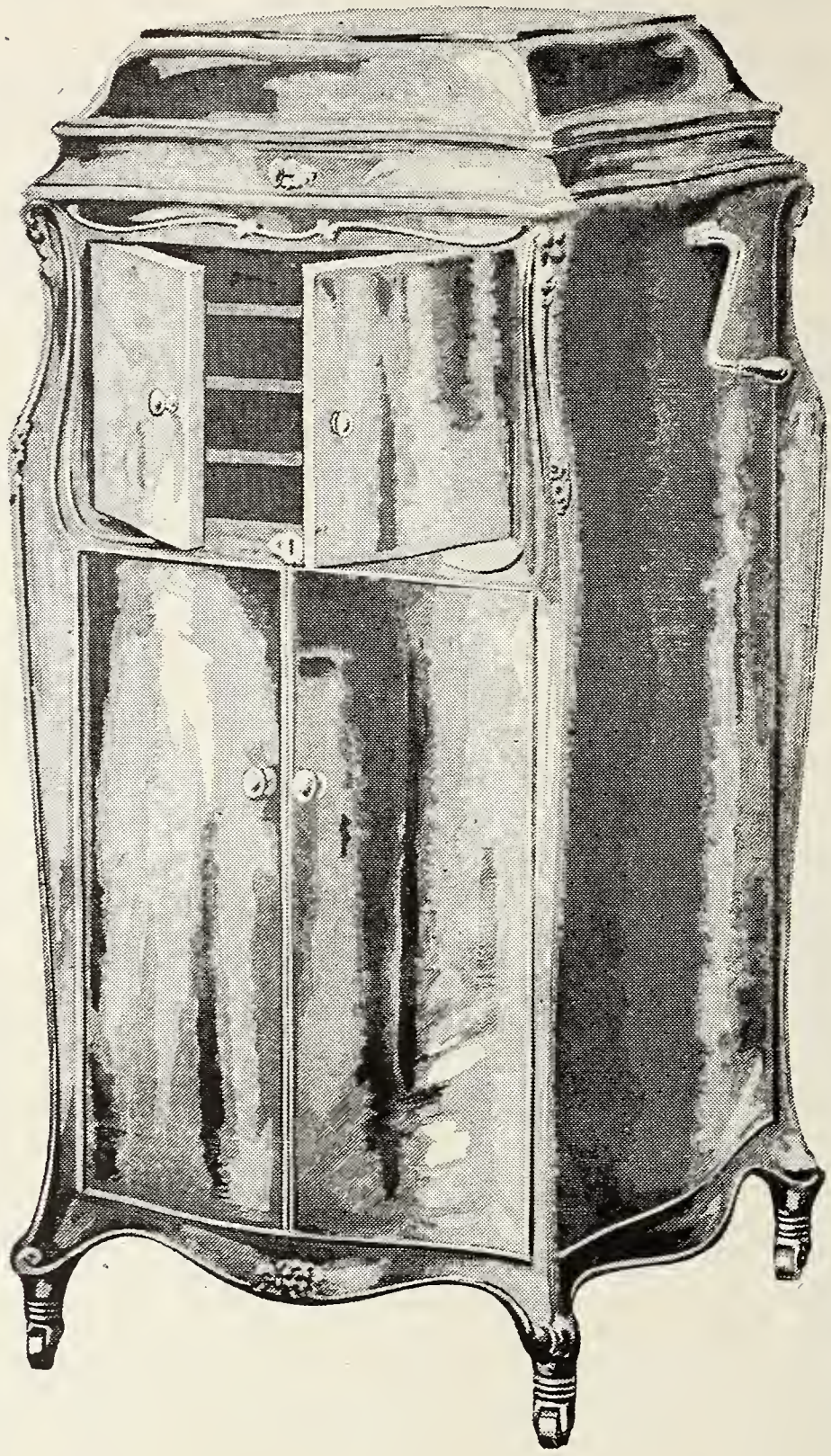
Such is not the case with the *Wade Fibre Needle Cutter.*

It was the first on the market but has been steadily improved and maintains today the dominant place it occupied years ago.

The Wade is made in our own factory, a fact insuring uniformity of product. It is literally the cutter of no regrets.

WADE & WADE

3807 LAKE PARK AVENUE CHICAGO, ILL.



The Supremacy of the Victrola

Victor supremacy is a recognized and long established fact. So well recognized that to some the Victrola is synonymous with all makes of talking machines. There is no stronger evidence of this truth than the frequency with which customers enter a store other than that of a Victor dealer and ask to be shown Victrolas.

This exalted position in the public esteem has been won solely upon the merits of the Victrola as a superfine musical instrument.

The success enjoyed by Victor retailers eloquently testifies that the Victrola is supreme.

Lyon & Healy service to Victor dealers is worthy of the Victrola. It is of the same high quality, the same integrity, the same versatility. It, too, gives complete satisfaction.

LYON & HEALY

VICTROLA DISTRIBUTORS **CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

It is understood that the Paramount people in the future will confine their "hit" releases to a few numbers only, instead of a long list which is generally the case. The purpose of inaugurating a short list is to eliminate any possibility of the dealers becoming overstocked each month with a bunch of non-hit records, and it is believed that this policy will also enable the Paramount Co. to give its dealers a 100 per cent service on released records. Mr. Woodard states that it is the intention of Godfrey & Sons to launch an extensive campaign in all of the principal cities covered by their territory. This campaign will begin in Chicago papers about November 1.

New Saal Catalog

What ranks as one of the very finest talking machine motor catalogs yet produced has just been issued by the H. G. Saal Co., of Chicago. Printed and embossed on two heavy cover pages and containing some forty or more pages, it lists all of the parts of all Saal motors in actual wash-drawing illustrations. The Johnson electric motor is also displayed and pictures of the Saal Chicago factory shown. As its introduction states, its purpose is "to serve adequately and effectively those who may be interested in the best which can be produced in our lines. It is our ambition to become an important contributor to the betterment of the phonograph and to this end we shall bend our every effort, employing the accomplishments of seven of accumulated experience."

The part of the booklet which deals with the Saal factories will be read with interest by the trade. The Saal plant includes five main factories and two small factories, which are devoted to the manufacture of hardware specialties and experimental work. The main building is devoted principally to the machining of motor parts, making of dies, jigs, tools and so forth. It is well lighted and the arrangement permits each part to travel uninterruptedly until it arrives at the point of inspection, ready for assembling. The equipment is composed almost entirely of automatics. The total area of the floor space in this factory, including offices, is something over 34,000 square feet.

Factory number two is a modern building of approximately 20,000 square feet, where an up-to-date nickel and gold plating plant has been installed, which greatly facilitates the production of Saal motors.

Part of this building is devoted to the punch press department, which includes presses of all sizes and capacities. The largest jumbo press weighs over 66,000 pounds and has a pressure capacity of over 2,400,000 pounds. This machine is used to stamp out Saal turntables.

Number three is the die-casting plant. Factory number four is a modern building having a floor area of about 20,000 square feet and is used mostly for storage of steel and raw material.

Columbia Party Visits the East

A party of Columbia dealers left the city last month in a special car to visit the Columbia Graphophone Co. manufacturing plants in Bridgeport, Conn., for the purpose of getting first-hand knowledge on the subject of record and motor manufacture, as well as to visit the executive offices in New York. The morning following the arrival of the party in Bridgeport a tour was made through the east plant, followed by luncheon at the Stratfield Hotel. In the afternoon the party went through the west plant. After a tour of the whole factory, the party journeyed to New York, where accommodations awaited them at the Pennsylvania Hotel. The next morning Widener's Grafonola Shop, one of the best talking machine establishments in the country, was visited. H. E. Speare, manager, showed the party through his store, explaining the details of his business.

At the executive offices the dealers were greeted by F. S. Whitten, H. L. Willson and G. W. Hopkins, president, vice-president and general sales manager, respectively. In the afternoon of the second day the recording laboratories were visited and the dealers had an opportunity of hearing Frank Crumit recording his big hit, "Early in the Morning." A banquet was held at 5 p. m. at the Pennsylvania Hotel, at which time Mr. Hopkins addressed the Western dealers. After the banquet the dealers enjoyed a theatre party at the Hippodrome.

Those present in the party representing the Chicago office at the Columbia Graphophone Co. were: John McKennon, manager; Ed Blinke, city salesman; L. L. Sebok, foreign representative; M. M. Marrin, Michigan salesman, and J. Kapp, of the record department. The dealers in the party were: Mrs. A. J. Kunde and Miss Weis, of Milwaukee, Wis.; Mr. and Mrs. White, of Manistee, Mich.; Miss Sadie Rosenblatt, of St. Louis; Mrs. Knott and Mrs. J. E. Sterling, of Benton Harbor, Mich.; Charles Hess, of Elmhurst; Miss Jacobs and George Jacobs, of Ft. Wayne, Ind.; C. Seiple, of Muskegon, Mich.; Mr. Dornbos, of Holland, Mich.; Mr. Blumberg, of Waukegan, Ill.; Mr. Volckman and Miss Hummelgard, of Clinton, Ia., and Mr. and Mrs. Joe Sherman, Arkonenig; H. Passovoy, M. Kupferberg, Frank Soler, Charles Jarian, all of Chicago.

Manages Pathé in West

C. S. Tay, of the Interstate Phonograph Co., has been made manager of this company's Western office, located at 1018 S. Wabash avenue. The Interstate Phonograph Co. is a Pathé distributor and only recently opened its Chicago office. Mr. Tay has been in the talking machine industry for some fourteen years and is well equipped to successfully handle the Pathé line in this territory. He was previously connected with the Interstate Phonograph Co. at its Philadelphia office.

Produce New Stop

The Lakeside Supply Co. is manufacturing a new automatic stop which eliminates the trouble of setting the stop for each individual record

(*Continued on page* 145)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

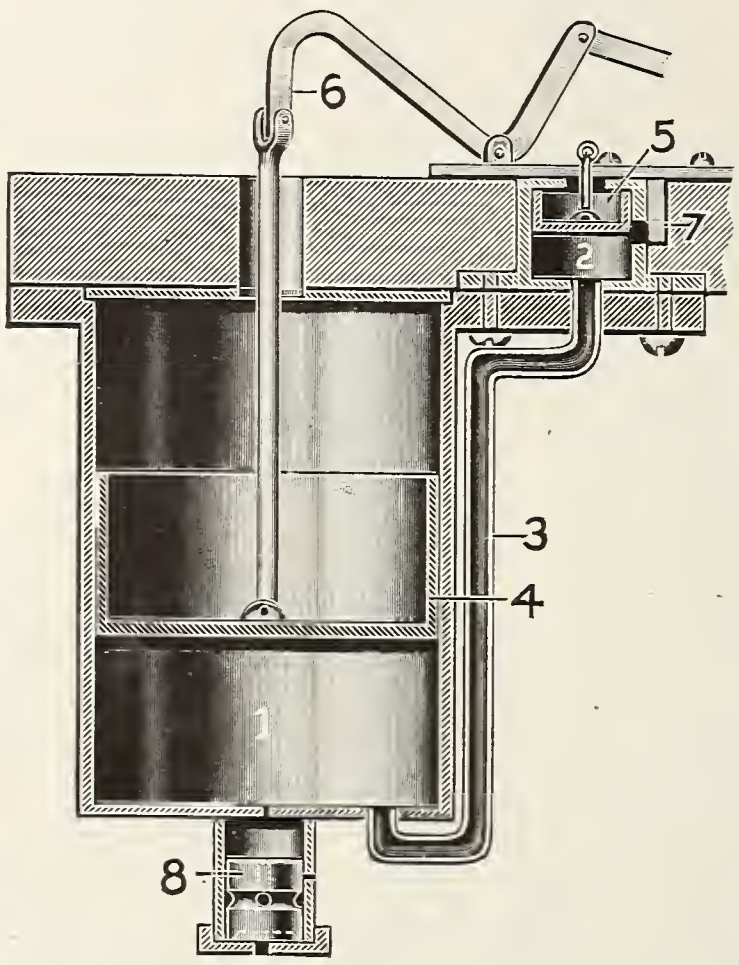
No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

The Only *Non-Set* Automatic Stop

Based on the Pneumatic Principle



Method of Operation for Automatic Stop

Lever 6 is connected with tone arm and through connecting rod with piston 4. When tone arm moves in, piston 4 is pushed downward, and air in cylinder 1 is pushed through the tube 3 into cylinder 2, which in turn moves piston 5 upwards, and, being connected with brake, either opens brake or keeps it open, as long as piston 4 moves downward. Whenever tone arm stops moving inward, no additional air being supplied to cylinder 2, piston 5, on account of leakage of air between cylinder and piston, starts to move downward, and, being connected with brake, closes same, and thereby stops the motor. Any excessive amount of air can escape through port 7, which makes it possible to play any record, irrespective of its size, or its number of grooves, per inch. Figure 8 designates the intake valve, which lets the air come in. When the tone arm is swung outwardly, piston 4 in turn is moved upwardly. The pistons must fit loosely as a certain amount of air has to escape between the walls of the pistons and the cylinders.

The stop operates with air, at atmospheric pressure, and derives no power from the grooves of the record. It needs no attention after it is once installed; it need not, in fact, should not, be oiled.

which **starts** and **stops** the motor without previously setting it. It can be used on any machine except the Edison, and with any records, and is so simple to operate that no instructions are necessary.

This pneumatic principle, used here for the first time in an automatic stop for phonographs, has made it possible to design a stop at once simple in construction, and yet very sensitive and reliable in operation.

Patents have been allowed in the United States and foreign countries, and since this is the first automatic stop based on the pneumatic principle, it is well protected by basic claims.

An Opportunity

This is an exceptional opportunity for a big manufacturing organization which has the facilities and financial strength to handle a proposition of this size.

The demand for phonographs which can be automatically started and stopped will become universal as soon as the public is acquainted with this feature and no progressive phonograph organization can then afford to expend its efforts in attempts to sell an out-of-date machine.

Why manufacture against competition, when monopoly on a scale like this awaits you?

Patents for Sale Outright, or on a Royalty Basis

For further particulars, address **J. BRANDSTETTER**

4100 Lincoln Avenue **Chicago, Ill.**

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself

The ALTO

Retail Price **$1.00**

DISTRIBUTORS

THE AMERICAN SALES CO.
825 Hennepin St., Minneapolis, Minn
I. W. BECKER & CO.
226½ Peachtree St., Atlanta, Ga.
MASON & WEIDENSAUL
Care of Daniels & Fisher Stores Co.
Denver, Colo.
LOUIS MERKI
150 Post St., San Francisco, Cal.
JAMES L. OLD
354 Chapin St., Toledo, Ohio
LOUIS A. SCHWARZ
1265 Broadway, New York City
Territory open for distributors

ALTO MFG. CO.

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

selection. It is adjusted by setting a pointer at a number on the stop which is supposed to correspond with a similar number written on the record. It is quite simple in operation and easily adjusted. Ray Foute, of the General Phonograph Corporation of Illinois, is the inventor and is to be given the credit for having produced one of the best automatic stops of the day. Production has only recently been obtained, but a large number of orders has already been received. The stop seems destined to score considerable popularity.

Favorite Songs

The Chicago Tribune has a department called "The Inquiring Reporter," wherein every day a single question is asked on some subject of general interest. Last week the Tribune put the question, "What Is Your Favorite Song?" One would suppose that the answers to this question would include popular songs of the day, but this was not so. The majority of answers were old standard selections.

Club Activities Outlined

The Chicago Piano Club, which now contains in its membership list quite a number of talking machine men, has outlined an ambitious program of activities for the coming year. The club has taken a number of season tickets for the Chicago Symphony Orchestra concerts and every Saturday night a group of the piano men can be seen at Orchestra Hall. The dues have been raised from two to ten dollars per year. Most of the members have already sent in their checks. Those who have not, or who wish to, become members of the club should mail their applications to R. E. Davis, 1200 Kimball Building, Chicago, Ill.

The Talking Machine in Americanization

L. L. Sebok, of the foreign record department of the Columbia Co., has some decided opinions on the possibilities offered to the talking machine dealer in cultivating foreign trade. Last month he had an article in these columns which went into detail on the subject of increasing sales of foreign records. His ideas are sound, for the reason that he has himself made good in this work, and we now take this opportunity of giving his further views on the interesting subject of the part the talking machine can be made to play in Americanization. "It may seem absurd," he says, "that talking machine dealers possess opportunity greater than any other one set of people to help powerfully the idea of Americanization. There are dealers who claim that the foreigner should learn our language and listen to our music and that it is unpatriotic to sell him records in foreign languages. These arguments are hypocritical. It is true that America is considered the melting pot of all nationalities, but does the melting pot melt automatically? Can we expect that foreigners should be Americanized by the very act of living here? As a rule, they are living isolated where they are compelled to speak their own language and are surrounded by their foreign customs and habits like a Chinese wall. We let them be exploited by industrial parasites and send them to the deepest mines to work. Certainly they are entitled to whatever pleasure they can obtain from music in the home, whether it be American or otherwise. We despise and ridicule them and never appreciate that from far distances they brought their own music, their own culture, which, added to ours, would give new impulse to our own ideas. Can we blame the foreigners, if, disappointed by our indifference, they continue to dream their own dreams, follow their own ideas, and speak their own language? Americanization is a slow process which cannot be hastened. Is there any weapon more powerful than music to make them understand our ideas? If the dealer is tolerant and attempts to sell him his own music he will be surprised to see how fast the foreigner switches over to the American melodies.

Edison Attachment Popular

The Jewel Phonoparts Co. states that its Edison and Victor universal attachments are increasing in popularity throughout the trade. There seems to be quite a demand for the playing of lateral-cut records on the Edison machines and for playing Edison records on machines made for lateral-cut records only. The Jewel Phonoparts Co. recently issued a folder to its dealers throughout the country describing the Blood mute in the Universal attachments.

Victor Men Here

A number of men from the factory of the

(*Continued on page* 147)

TRANSFER NAME-PLATES

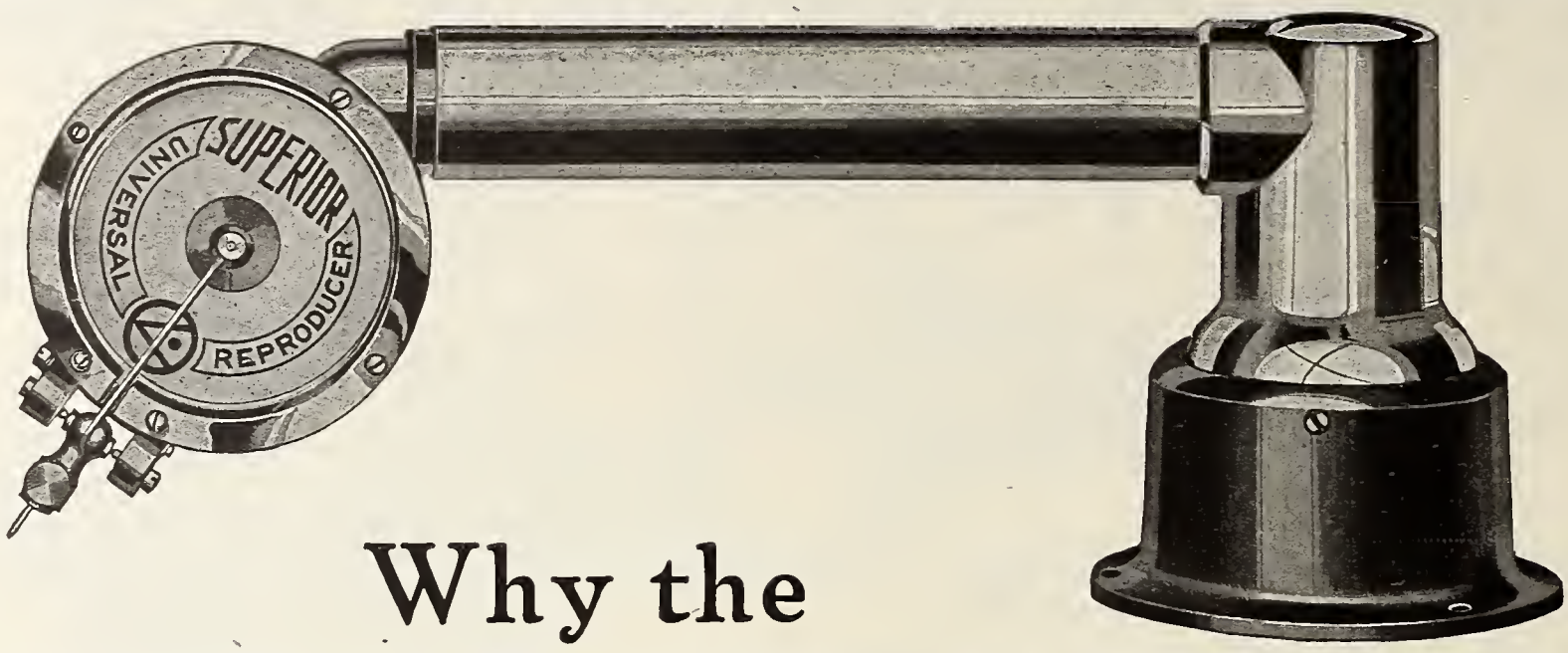
We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates



Why the Scotford Tonearm is Different

The straight tube of the flute, the oboe or the clarionet gives a sweeter, purer tone than the blaring notes of the curving cornet, the trumpet or the trombone. In the straight Scotford Tonearm the sound waves travel in the straightest, most direct line possible in a tonearm.

The square turn of the Scotford Tonearm offers less resistance to the passing of the sound waves than is met with around the curving turns of the traditional tonearm design, which imitates the shape of the larger wind instruments, ignoring the fact that in a phonograph tonearm there is no air pressure to force the sound around the curves.

Upsetting pet theories to the contrary, the straight tube and the square turn of the Scotford Tonearm give tone results of superior quality. The proof is in the playing. None of the overtones are lost in the passage, but the tones are delivered outward in full power and clarity. None of the usual phonographic sharpness and thinness of tones—but rich, warm tones of genuine musical quality.

Plays All Makes of Records

and in turning the Reproducer from one positon to the other, the needle remains on exactly the same point, at the same and only correct angle. Get a sample and test the Scotford in comparison with others. Decide for yourself, if you know music—but if you are not sure of your own judgment—call in someone on whose authoritative opinion you may safely rely. The average phonograph man has heard the other kind—the thin metallic tone—so much that nothing else may sound quite right to him. Remember "The familiar tone is the best-liked tone." He may like his old familiar out-of-tune piano, but in the language of Goldberg this "Doesn't mean anything." The trained ear would condemn it, and the unprejudiced public will not choose the phonograph of the sharp metallic tone when a comparison is made on the dealer's floor.

You May Safely Use the Scotford Tonearm

Your cabinets will sell readily and bring repeat orders galore if you will build the amplifying chamber to harmonize with the distinctive shape of the tonearm. We are prepared to furnish specifications for building an inexpensive amplifier which exhaustive tests have shown to give ideal results. We can help you to make yours a phonograph which will get the decision in any contest.

It Need Not Cost You Anything to Test the Scotford Inventions

Samples of the Tonearm and Reproducer will be submitted on the following conditions: If you are not rated, send remittance with order to cover the sample prices stated below, which include postage. We refund the full price if the samples are returned within a reasonable time. If you keep the samples and order a quantity, the sample price will then be readjusted at the rate of your quantity order. Quantity prices will be named to quantity users. We suggest that orders for samples specify one Tonearm and Reproducer with Mica and one extra Reproducer with Micompo, so as to compare the two diaphragms. State whether Reproducers should have the regular "Superior" nameplate or plain gilt face.

	With MICA Diaphragm	With MICOMPO Diaphragm
Sample Nickel Scotford Tonearm and Superior Reproducer .	$9.25	$8.50—Gold $2.00 Extra
Sample Nickel Extra Superior Reproducer	5.75	5.00—Gold 1.00 Extra

Exclusive Designs for Large Users

We have Design Patents pending on several variations of the Scotford Tonearm standard model illustrated above. These new designs are distinctive and artistic in appearance, and afford attractive ornamental effects pleasingly in harmony with the best cabinet styles. All embody the patented mechanical and acoustic principles of the regular Scotford Tonearm. Our Die Casting department is prepared to produce the necessary special dies, and we can arrange to manufacture as finished products for the licensed exclusive use of large concerns. Particulars may be had on request

SUPERIOR PRODUCTS SINCE 1868

Barnhart Brothers & Spindler

Monroe and Throop Streets
CHICAGO, ILL.

Makers of Superior Specialties for Phonographs

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

Victor Talking Machine Co., of Camden, N. J., were visitors to Chicago last week. Messrs. Royal, Staats, Freeman, McDonald, John, Cooper, Clarke and Lack made up the party. The first-named five were from the Victor factory and the last three were from England, where they represent the interests of the Victor Talking Machine Co. in Great Britain. The party was entertained here by the Chicago Talking Machine Co. and Lyon & Healy, Victor jobbers in this territory. They stopped off at a number of cities on the way to Chicago and went on from here to the Coast. The party is making an analysis of general conditions in the country.

Dealers Aid Stars

The Central Concert Co., which started in last season putting on concerts, featuring well-known stars of the musical world at Orchestra Hall, is co-operating with the Rudolph Wurlitzer Co. and other dealers to bring about increased attendance of talking machine owners at the Orchestra Hall concerts. Rosa Ponselle, Nicola Zerola, Giovanni Martinelli, Kittie Beale, Anna Case and Sascha Jacobson are some of the opera stars who appeared. L. E. Noble, manager of the talking machine department of the Rudolph Wurlitzer Co., reports that dealers are selling quite a number of tickets for the concerts and are finding as a result that their sales of operatic records are increasing.

New Columbia Representative

R. M. Reilly, who has been for many months with the Columbia department of the Central Piano Co., recently succeeded Harry Schoenwald as Columbia's loop representative in Chicago. Mr. Reilly is one of the most enthusiastic Columbia workers connected with the Chicago branch of that company, and much credit is due him for the masterful way in which he has helped to build up the talking machine business of the Central Piano Co., which, by the way, is one of the largest talking machine accounts in Chicago and is said for its size to do more talking machine business than any other store in Chicago.

Mr. Schoenwald, whose position is now being filled by Mr. Reilly, has gone over to the Melodee Roll Co.'s Chicago branch and is looking after Chicago and Milwaukee territories for that company.

They Make Hiawathas

The accompanying two illustrations show the superintendent and foreman of the cabinet room

Joel Lindholm, Sup't

Foreman of Cabinet Department

in the Hiawatha Talking Machine Co.'s plant at Geneva, Ill. Joel Lindholm, superintendent, has been successful in attaining a remarkable output during the past year and has simplified a number of manufacturing operations in the plant. The Hiawatha factory is at present working at capacity producing machines for the holiday trade.

Sell World Co. Business

An order was issued in the United States District Court in the middle part of October for the sale of the assets of the World Phonograph Co., recently petitioned into bankruptcy. A. H. Kraus & Co., Inc., were the purchasers at the receiver's sale and are now in possession of the stock in the building at 4925 South Halsted street. Kraus & Co. will establish an assembling plant in Chicago and will maintain a factory at Princeton, Ill.

Ysaye at Bloomington Store

Eugene Ysaye, director of the Cincinnati Symphony Orchestra, recently appeared at the W. H. Roland Music Salons on a day when he appeared at the Amateur Musical Club of Bloomington. Before a large audience Ysaye listened to a talking machine reproduction of his old exclusive Columbia records, together with several recorded by the Cincinnati Symphony Orchestra.

New Store in Nakomis

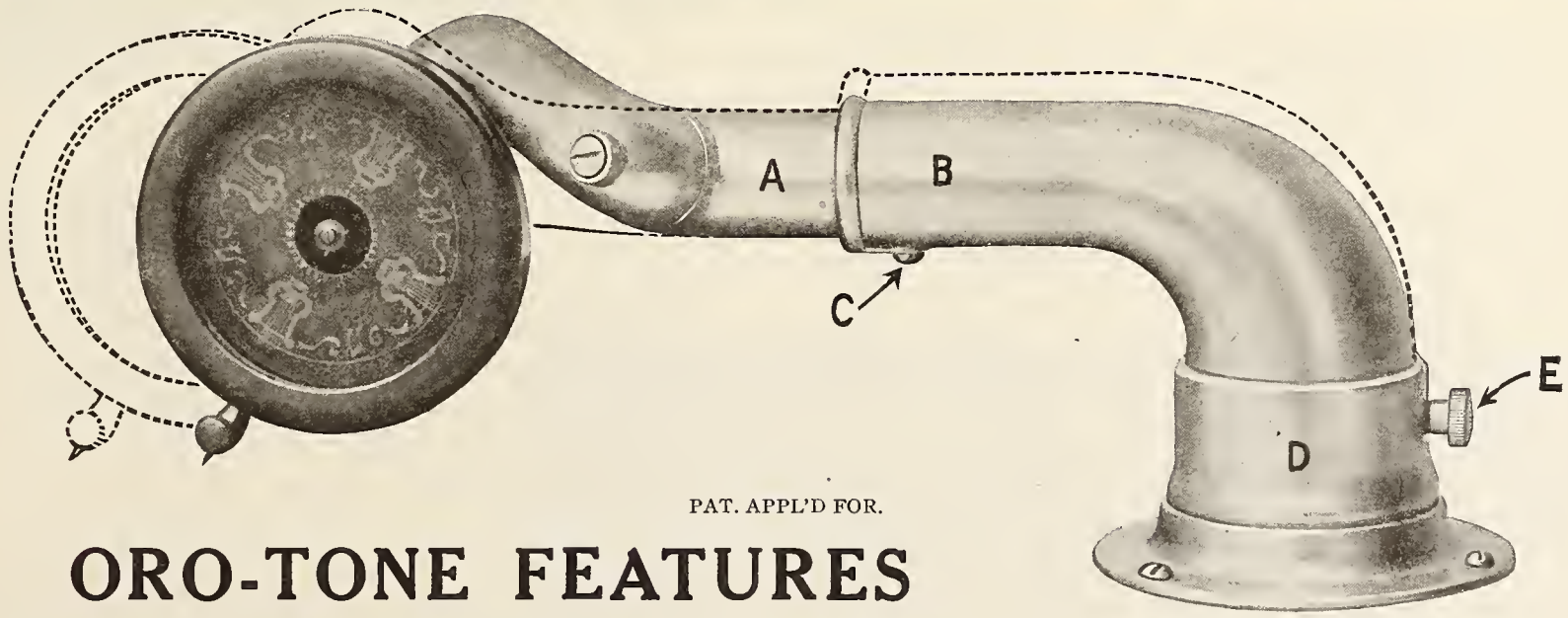
The M. E. Rubinowitz Music House is opening a music store in Nakomis, Ill. Homer Fraley will be in charge of the new store. The location in Nakomis had been leased for some weeks past, but the opening was delayed until recently. Mr. Fraley was previously connected with a Detroit music concern.

Meet on License Matter

The matter of licensing retail music establishments of the city was taken up at a meeting of the License Committee of the Chicago Piano & Organ Association and a committee from the City Council which is looking after this matter. The representatives of the Association were called together by Adam Schneider, of Julius Bauer & Co., and a conference with the city officials was entered into. The matter was discussed at length but nothing definite regarding schedule was decided on at this meeting.

James I. Lyons Opens New Store

James I. Lyons, who quite recently turned over his wholesale Amberola business to his



PAT. APPL'D FOR.

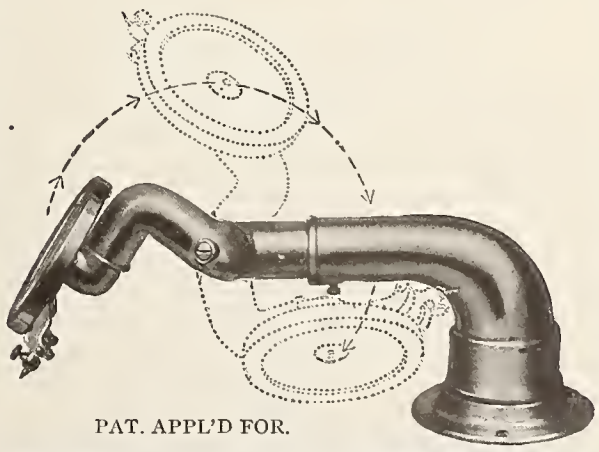
ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits fractional height adjustment of large elbow in base ring D. Releasing locking screw E entirely, permits tone arm to be removed from base ring D for packing separately before shipping if desired.

Ask for illustrated and descriptive catalog which will acquaint you with the excellent features incorporated in Oro-Tone Tone Arms and Reproducers, which make the Oro-Tone the most scientific and highest grade combination offered.

The Oro-Tone Co. QUALITY FIRST

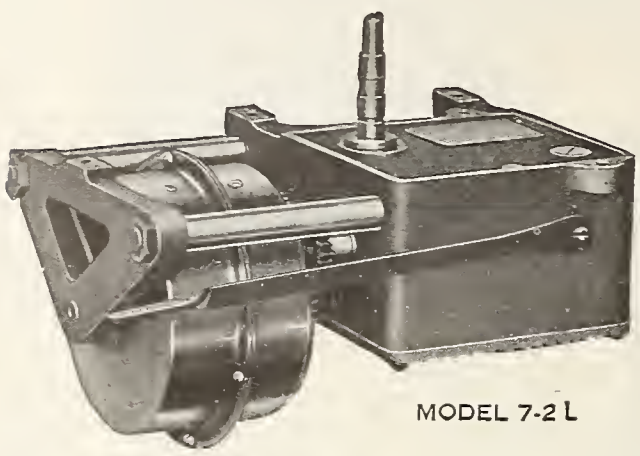
1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS



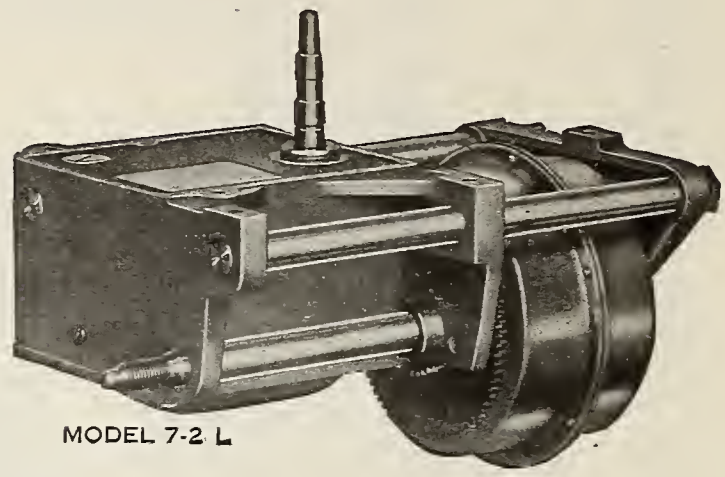
PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—fineness.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing —PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

son, William H. Lyons, announces that on November 15th he will open a retail store at 4813 Kedzie avenue. This will be an exclusive Edison shop, handling both the Edison diamond disc and the Amberola models as well as records. The new location is in Albany Park, where a large number of new dwellings are being built, and there is a good market for talking machines and records. Mr. Lyons has been in the business for over twenty years and is well equipped to make the new venture a success.

Issues New Catalog

The Cole & Dunas Music Co., jobber in supplies and accessories as well as in machines for the dealer, has issued a new wholesale catalog in which appear many new items as well as quite a number of price changes. This is a new merchandise issue and the company calls it a pre-war catalog, claiming that it gives pre-war prices.

W. P. White With Brunswick

W. P. White, formerly with the Victor Talking Machine Co. as traveling representative, and more recently with the Paramount Talking Machine Co. as sales manager, is now connected with the Brunswick-Balke-Collender Co. and will have charge of the accessory department, dealer record service and sales promotion in connection with the record department. He will also have something to do with the publicity end of the phonograph division and will make his headquarters at the Chicago offices of the company. In Mr. White the Brunswick-Balke people secure a live promotion and publicity man who has created quite a reputation for himself during the years he has been connected with the phonograph business.

W. P. White

Six Best Sellers

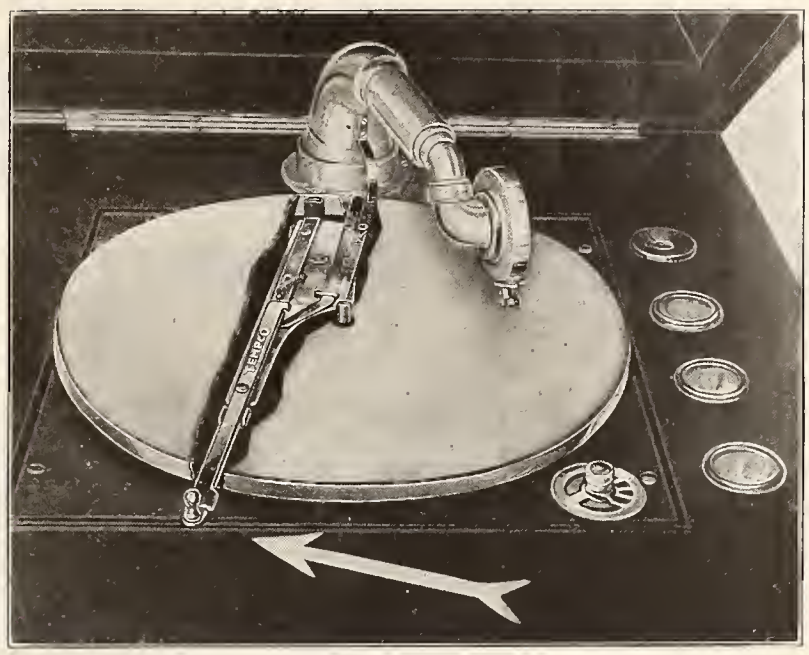
The six best Victor sellers are "Love Nest," "Lullaby from Erminie," "Thank God for a Garden," "That Naughty Waltz," "Whispering," "Japanese Sandman," played by Paul Whiteman and his Ambassador Orchestra.

The six best Columbia sellers are "That Naughty Waltz" and "Your Eyes Have Told Me So"; "Avalon" and "Old Pal, Why Don't You Answer Me?"; "Save a Little Dram for Me" and "Lonesome Alimony Blues"; "My Little Bimbo Down on the Bamboo Isle" and "She Gives Them All the Ha-Ha"; "Idol Eyes" and "In the Land of Rice and Tea"; "Cuban Moon" and "In Old Manila."

The six best Edison sellers are "Shade of the Palm" and "Tell Me, Pretty Maiden"; "Lassie Waltz" and "Young Man's Fancy"; "La Veeda" and "Stop It"; "Karzan" and "My Sahara Rose Medley"; "Daddy, You've Been a Mother to Me" and "Hiawatha's Melody of Love"; "Close to Your Heart" and "Good-bye, Sunshine; Hello, Moon!"

The six best Brunswick sellers are "Broadway Blues" and "Chili Bean"; "Japanese Sandman" and "Koolemoff"; "Avalon" and "Wishing"; "Fair One" and "Sultan"; "Bring Back the Golden Days" and 'When You and I Were

(*Continued on page* 151)



TEMPCO

the perfect phono stop solves your stop problems. Simple to attach. Simple to operate.

SETS STARTS STOPS

From same point as indicated by arrow

The Tempco auto stop meets a long-felt want for a simple and efficient stop. Try the Tempco and be convinced.

WRITE FOR PRICES Sample $1.50 postpaid. Special Quantity Discounts to Dealers and Jobbers.

Manufactured by the

TEMPCO MANUFACTURING CO.

2227 OGDEN AVE. CHICAGO, ILL.

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY

Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

Automatic Cabinet

THE PERFECT FILE

Records easily seen
Safe and accessible

Use with Table Models or as Auxiliary Cabinet

Two Styles—100 and 200 Records

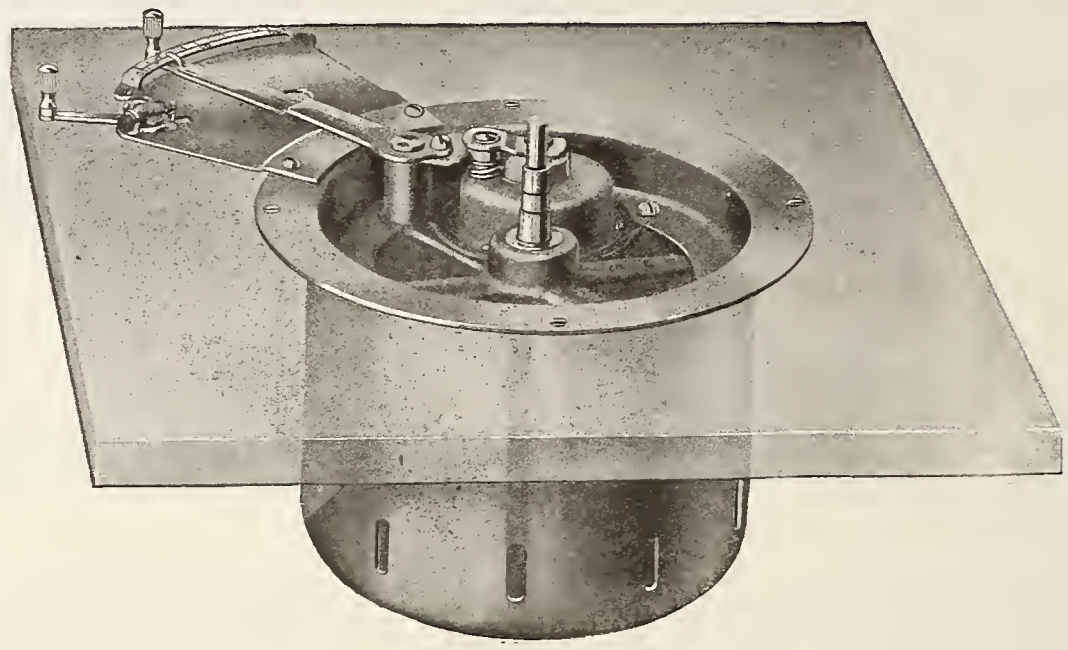
Dealers and Jobbers order now for the Holiday Trade

AUTOMATIC CONTAINER CO.

437 N. Dearborn St., Chicago

Manufacturers: Equip your Talking Machines with this pleasing sales feature

UNIVERSAL
MASTER MOTOR No. 20



MR. MANUFACTURER:--

During these critical times in the phonograph industry, the phonograph manufacturer must have real talking points and must inject real "pep" into his arguments if he expects to make a success.

There are many tired bank rolls among the dealers in your territory at this time which would hail with joy the wonderful **Universal** Enclosed Master Motor if you installed it in your machines. We know there are some manufacturers who are so infatuated with the Ingersoll type of motor that they overlook the golden opportunity afforded them by this latest achievement in phonograph engineering—the only real enclosed motor being manufactured today.

When comparison is made with other motors, one is impressed with the correct lines, the simple construction and the almost uncannily silent operation of this wonderful power plant.

Have you stopped to realize that if you placed your line of phonographs (equipped with Enclosed Master Motors No. 20) in a dealer's window alongside of any standard make of machine, with an Enclosed Master Motor mounted on a stand to demonstrate its superior features, that 95% of the sales would be machines equipped with this motor?

You may have the best cabinet in the world and a wonderful tone arm and tone chamber, but you must remember this: In order that the dealer may become an asset to you, he must have a motor that will not only bring back the first three payments, but the last nine.

The phonograph business of today is exactly what the individual manufacturer makes it. By installing the **Universal** Enclosed Master Motor No. 20 and telling the world about it, your machines will take on an atmosphere of class and distinction that will simplify your selling problem.

Let us send you a sample of this motor and let us quote you on your requirements for the balance of 1920 and 1921.

Send for Illustrated Folder

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

Young, Maggie"; "I Cannot Sleep Without Dreaming of You" and "Songs of Long Ago."

The six best Okeh sellers are "Whispering" and "Dreaming Blues"; "Japanese Sandman" and "In the Land of Rice and Tea"; "Cuban Moon" and "Granada"; "Crazy Blues" and "It's Right Here for You"; "Chili Bean" and "My Little Bimbo Down on the Bamboo Isle"; "June" and "Hold Me."

BRUNSWICK ART MODELS

Brunswick-Balke-Collender Co. Announces Five Beautiful Consoles in Period Design

CHICAGO, ILL., November 4.—Realizing the necessity and importance of period console types of

The Beaux Arts

talking machines, the Brunswick-Balke-Collender Co. some months ago started preparations

The Stratford

for the issuance of a complete line of period styles. The work has been completed and constitutes a beautiful example of the cabinet maker's art, as set forth in the five new period styles: "Beaux Arts," "Oxford," "Georgian," "Gotham" and "Stratford."

The five models have a wide range of appeal.

The Oxford

They will undoubtedly take their places as ready sellers in the warerooms of Brunswick dealers during the holidays and the coming year. They

The Georgian

have been issued at a most opportune time, when the period console is coming into its greatest popularity.

Brunswick dealers can take pride in recommending to their trade and to interior decorators these hand-wrought models. A few homes demand the lavish treatment of palaces. Yet there is a great number who can acquire the simple elegance of the smaller chateaux of France and a still greater number who demand the plain refinement of the manor houses of England. Aside from their classic richness there are other noteworthy and advantageous features.

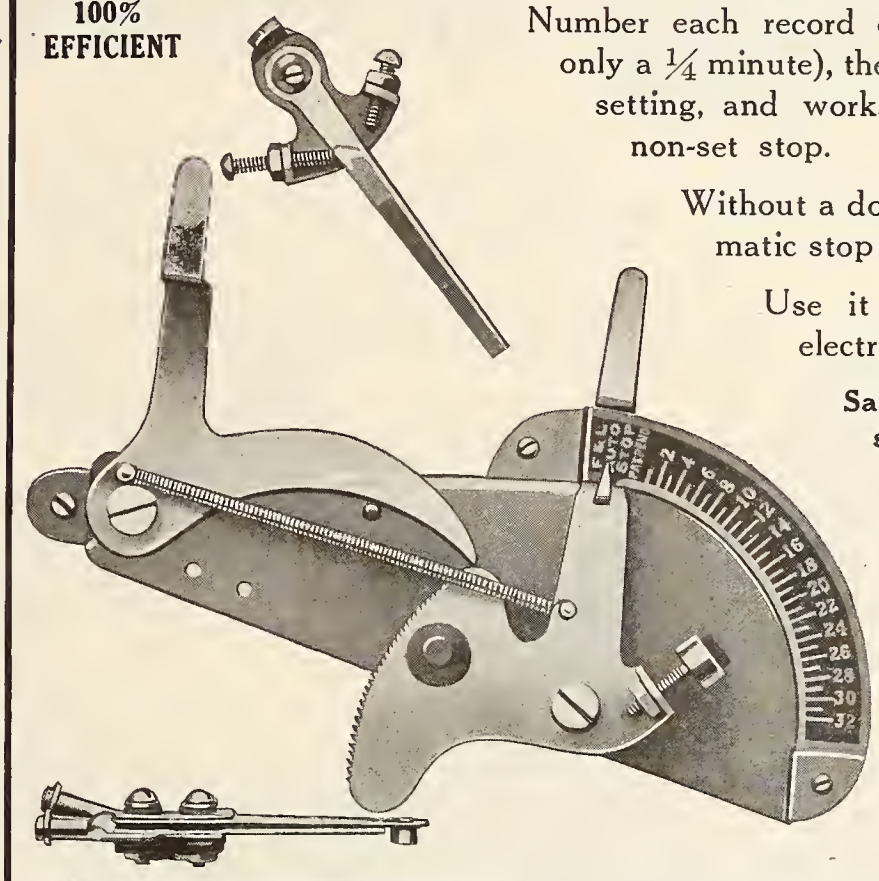
The Gotham

In each the phonograph is concealed and equipped with a new and improved electric motor, the top is stationary, permitting the use of art garniture. The finishes are of a rich and antique walnut color which will harmonize with either

(*Continued on page* 155)

LAKESIDE "F & L" AUTOMATIC STOP

100% EFFICIENT



Number each record once (which takes only a ¼ minute), thereafter it needs no setting, and works equivalent to a non-set stop.

Without a doubt the best automatic stop on the market.

Use it on any machine, electric or manual.

Sample with full instructions $1.75.

Add 50 cents for electric machines.

LAKESIDE SUPPLY CO.
416 So. Dearborn Street
CHICAGO, ILL.
Phone Harrison 3840

PACIFIC COAST BRANCH
WILLIAMS BLDG.
SAN FRANCISCO, CAL.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

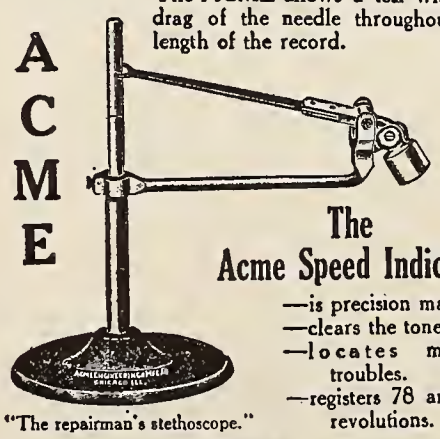
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

ACME



The Acme Speed Indicator

—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

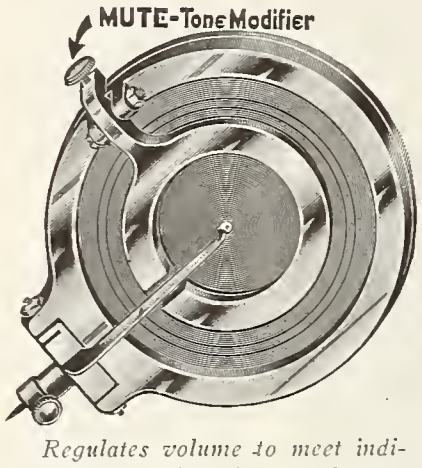
Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

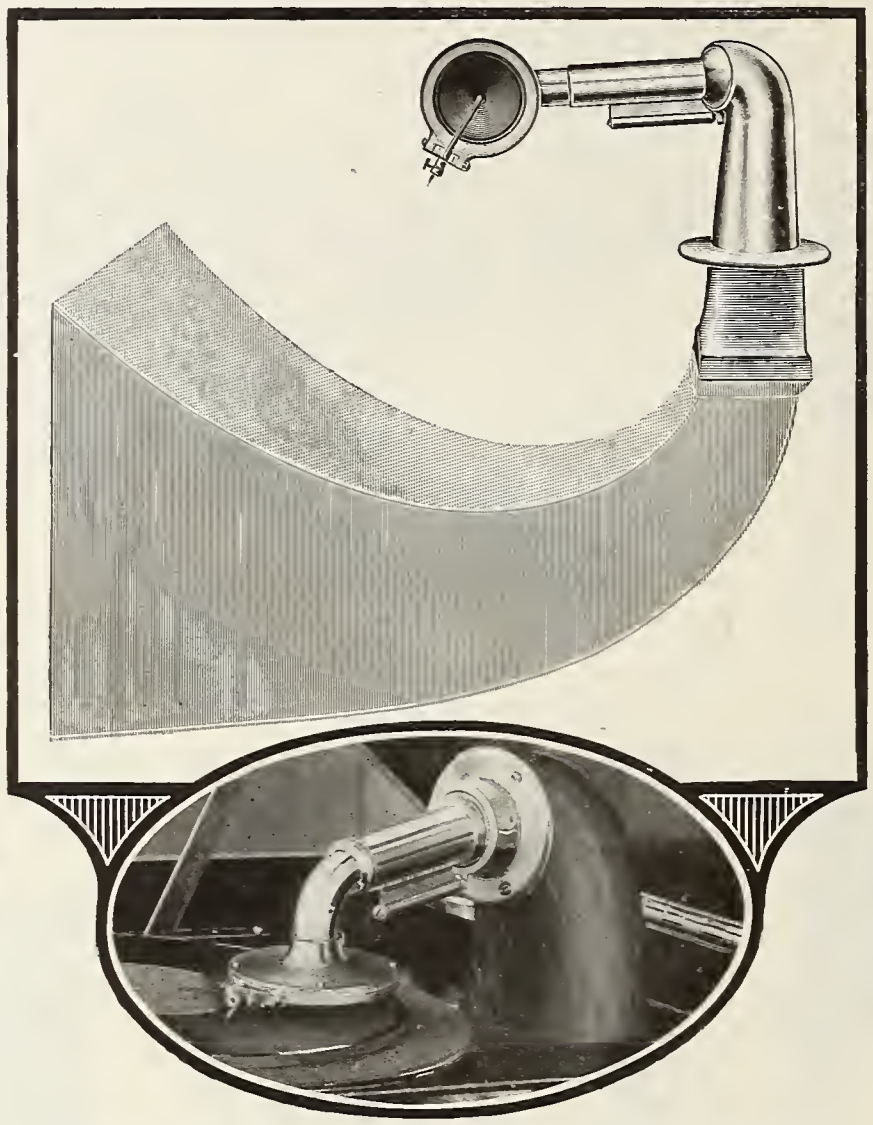
Blood Tone Arm & Reproducer

Of Interest to Every

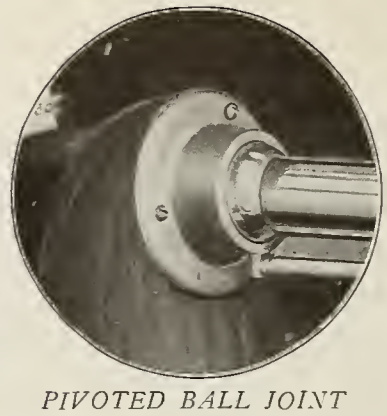
A NEW NON-TAPER NON-THROWBACK TONE ARM



Regulates volume to meet individual taste of audience and character of music.

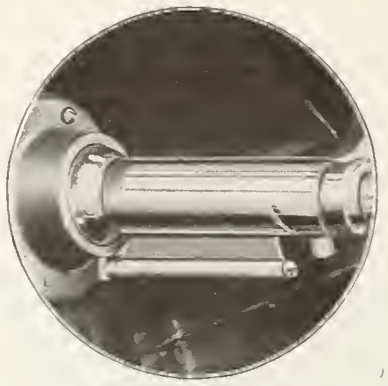


Shows application of new Blood Tone Arm to both the metal and wood tone chamber throat. Wood throat can be artistically finished to harmonize with the cabinet design.



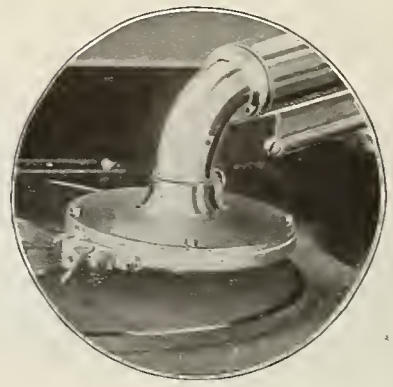
PIVOTED BALL JOINT

Insures perfect freedom of movement in horizontal and vertical directions.



WEIGHT REGULATING DEVICE

A slight turn of the set screw automatically adjusts the weight for the proper playing of all makes of records.



HILL AND DALE POSITION

Note position of reproducer. This is the correct EDISON position for playing all hill and dale records.

Acknowledged as the greatest musical instrument of all time, the phonograph plays an important role in our daily life. But a few years ago the phonograph was looked upon as being merely a "talking machine," a novelty, because of the unnaturalness and imitative quality of the tone produced. Today it has been developed to the point where it is no longer referred to as a "talking machine," but as a musical instrument of the highest order, reproducing every note, vocal and instrumental, in all its original clearness and beauty. The quality of this reproduced tone at times is so natural and life-like that it is impossible to distinguish it from that of the living artist.

These results have been brought about through the development and perfection of recording and reproducing instruments. In the past year we have perfected several features that have proven a big boon to the industry. The most important of these is the NOMIKA DIAPHRAGM, which will not blast, crack, split or warp, and is practically indestructible even under the most severe conditions. In addition, it is not affected by atmospheric conditions and is acknowledged by musical critics as being the greatest advance yet made in phonographic sound reproduction.

Another innovation that is acclaimed by every lover of good music is the MUTE-TONE MODIFIER, which makes possible accurate volume regulation to the individual taste of the audience and character of music. In principle it is the same as the mute as used on the bridge of a violin, in that the length of the vibrations is accurately controlled and the volume regulated to the minutest degree without in any way changing the character of tone.

The crowning feature of all is the Non-Taper, Non-Throwback Tone Arm Combination pictured above. Built along entirely new lines, perfect reproduction and maximum volume are insured because of the positively air-tight construction from needle point to front of tone chamber. Adjustable in length and weight on records, with a free, pivoted, ball-joint movement and centering in lateral and vertical positions, it plays every make of record and does it better than any universal tone arm on the market today. It will give your phonograph an enviable standing in the world of music and DEFIES COMPETITION.

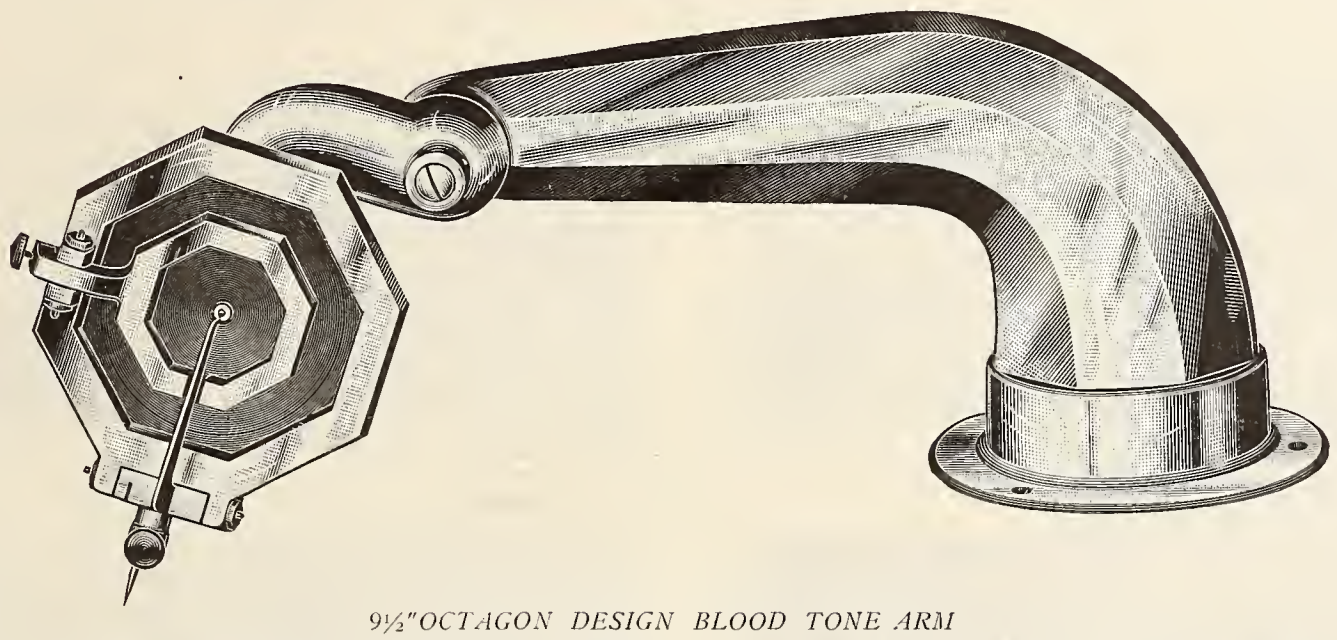
Delay is your loss—Act quickly

Jewel Phonoparts Company

670 W. Washington Boulevard : : Chicago, Illinois

Phonograph Manufacturer Blood TONE ARM & REPRODUCER

Tone Arms and Reproducers For Every Need and the new Blood Automatic Stop

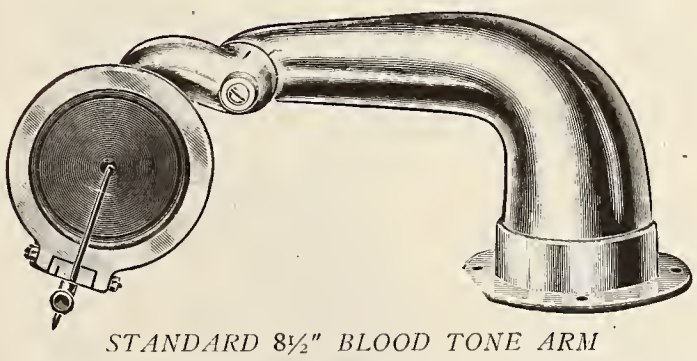


9½"OCTAGON DESIGN BLOOD TONE ARM

This new Blood Tone Arm is without a doubt the most attractive design on the market to-day. Designed especially for manufacturers of high-grade phonographs.

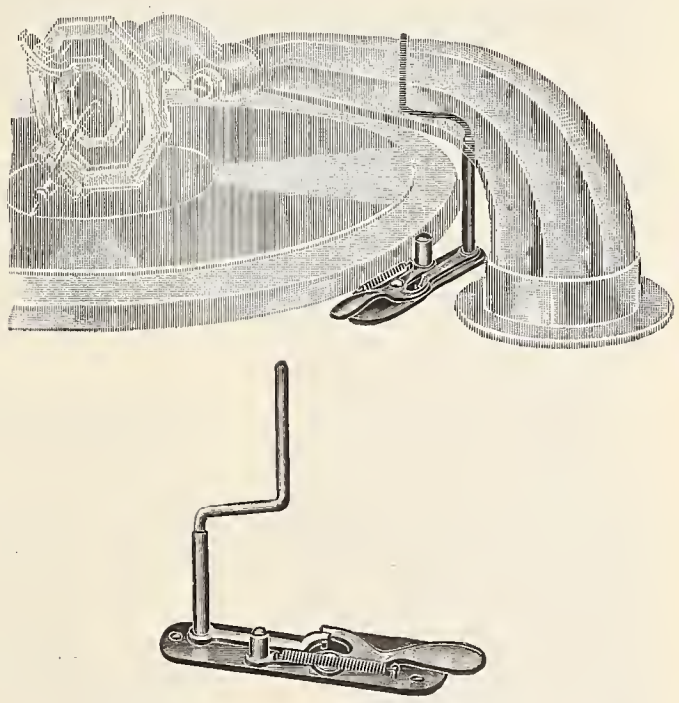
Has the same general characteristics as the product that has won such an enviable reputation for its soft, mellow tone and natural, life-like reproduction.

Made only in the 9½" length. Can be furnished with or without Mute-Tone Modifier, and with Plain or Octagon Design Reproducer.



STANDARD 8½" BLOOD TONE ARM

Known the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones. This tone arm on your machine spells Success, because of its high standing in the phonograph world. Made only in the 8½" length. Can be furnished with or without Mute-Tone Modifier, and with Plain or Octagon Design Reproducer.



NEW BLOOD AUTOMATIC STOP

Simplest and most effective Automatic Stop made. Watch-like in its accuracy, yet of the most substantial construction, perfect results are insured.

Can be installed in a moment, and on any make of phonograph.

No parts to get out of order.

Prepare for the Holiday Demand—Immediate Deliveries

Jewel Phonoparts Company

670 W. Washington Boulevard : : Chicago, Illinois

MR. DEALER:-

Here's a Rapid-Fire Sales Combination

You Benefit In

—Increased Profits
—Retaining Old Customers
—Winning New Customers
—Increased Record Sales

Blood REPRODUCER

With Attachments for Edison and Victor Phonographs

Your Customer Benefits

—Better Music
—Less Wear on Records
—Makes Phonograph Like New
—Complete Satisfaction

EDISON UNIVERSAL ATTACHMENT

Showing Blood Reproducer in position for playing Lateral Cut records on the Edison Phonograph. Note the simple construction and pivoted ball joint.

Showing Blood Reproducer in position for playing Vertical Cut records on the Edison Phonograph. Note the CORRECT Edison position, which insures perfect reproduction.

Retail Selling Price

Edison Universal Attachment complete with Blood Reproducer, Nomika Diaphragm and Mute.....$14.00

VICTOR UNIVERSAL ATTACHMENT

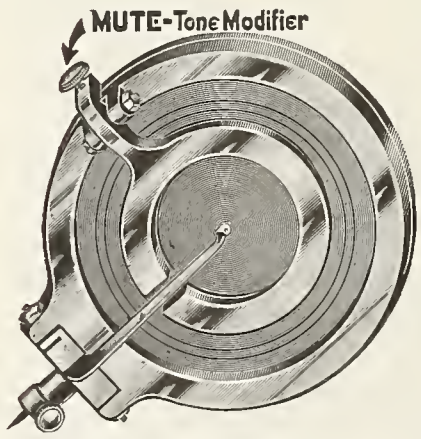
Showing Blood Reproducer in position for playing Vertical Cut records on the Victor Phonograph. Note simple design and correct Edison position. No adjustments necessary.

Showing Blood Reproducer in position for playing Lateral Cut records on the Victor Phonograph. Large diaphragm insures natural, lifelike reproduction.

Retail Selling Price

Victor Universal Attachment complete with Blood Reproducer, Nomika Diaphragm and Mute.....$12.00

LIBERAL QUANTITY DISCOUNTS TO DEALERS



Front View, Blood Reproducer (Half Actual Size)

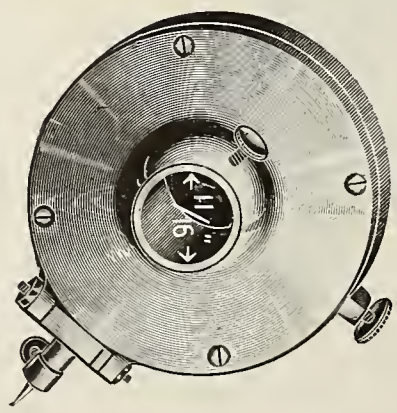
The Mute-Tone Modifier regulates volume to individual taste of audience and character of music.

Nomika Diaphragm does not blast, crack, split or warp.

FEATURES

1. Blood Mute, Tone Modifier, regulates volume to meet the individual taste of audience and character of music.
2. Indestructible NOMIKA diaphragm does not blast, crack, split or warp. It is acknowledged to be the greatest development in phonographic sound reproduction in recent years.
3. Plays ALL hill-and-dale records in the proper EDISON position. See illustration.
4. Air-tight construction and absence of complicated movable joints insure perfect reproduction and maximum volume of tone.
5. Pivoted ball-joint of Edison attachment insures perfect freedom of movement both vertical and horizontal.
6. Needle centers properly on record when playing either lateral or hill-and-dale records. This feature is not found in any other attachment.
7. No adjustments necessary when changing from lateral to hill-and-dale records. Merely reverse position of reproducer and change needle.

Write for Full Particulars.



Rear View, Blood Reproducer (Half Actual Size)

Standard construction adopted for back of Blood Reproducer, Center opening measures 11/16" *in diameter, which permits of its application to many different makes of phonographs.*

Jewel Phonoparts Company

670 W. Washington Blvd. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 151)

brown mahogany or walnut furniture. All moldings in the carvings have been treated in subdued polychrome and antique gold.

The Beaux Arts is a Louis Seize design and can be used with furniture of any of the French periods. The Oxford is an early English design and can be used in connection with English furniture of the early and late eighteenth century. The Georgian has been specially designed to match with furniture after the able Georgian masters such as Chippendale, Hepplewhite, Sheraton and so forth. The Gotham will interest those who are anxious to secure a cabinet that is individual in itself and that can also be used in combination with various styles and types of furniture. The Stratford is a Queen Anne console, particularly appealing to those who like the lower style period cabinet.

DEMAND FOR PERIOD MODELS GROWS

Campaigns Carried On by Furniture Dealers Educating Public to the Period Idea

(By R. J. Waters, of R. J. Waters, Inc.)

Chicago, Ill., November 6.—The talking machine dealer who does not now and then feature period types in large display advertising in his local newspapers is making a big mistake in futures. The trend is largely toward this style of instrument, and a few years hence it will be the period style that goes to make up the average sale, rather than the exception. People are commencing to buy their furniture by periods and are demanding talking machines to match. The demand is still comparatively small, but is increasing steadily. For the foresighted dealer who bases his business on future conditions there is nothing better than the period type of talking machine.

The larger and better furniture manufacturers are advertising the period idea in home furnishing in national campaigns. These are taking effect and more and more homes are seen with furniture of certain definite styles prevailing throughout the rooms. This sort of educational advertising is, of course, having its effect in creating greater demand for period talking machines. The retailer can turn the national advertising of the furniture houses to his advantage if he proceeds to emphasize the idea of period talking machines in his local newspapers. The idea is first sold in the newspapers. Advertising of this sort serves two purposes. It draws people to your store directly for the period types and has the effect of impressing every person who reads it with the high quality of the goods you sell. There is nothing better calculated to enhance the prestige of the retail talking machine dealer than extensive publicity given to high-class period style instruments.

The public wants the period types, but refuses to pay exceptionally high prices merely because they are period types. They look at the period models and then look at the others, comparing prices, and they form their own conclusions as to what fair prices must be on the former. In the past these styles have been far higher priced than the regular models. Now that the large furniture houses are putting out period furniture at prices within the means of the many, the same thing is happening in the talking machine field. The period talking machine business is one of the dealer's best bets.

"He wouldn't kill a fly" used to be a laudatory phrase. At present most people know that he to whom the phrase can be applied with literal truth is not an admirable person, but a public enemy, rather worse, if anything, than a pirate or a profiteer. For flies and the so-called filth diseases go together, and the former, though not exactly the causes, are the ever-busy distributors of the latter.

MANDEL BROS. VOCALION SALON

Big Chicago Department Store Gives Much Attention to Featuring Vocalion Phonographs and Records in a Most Energetic Manner

Chicago, Ill., November 4.—The house of Mandel Bros., which is the Chicago retail headquarters of the Aeolian-Vocalion, ranks among the foremost merchandising institutions of America.

Mandel Bros.' Establishment in Chicago

Founded in 1855, and consistently holding to the highest standards of merchandise and service, the institution to-day occupies a magnificent modern, block-long building at State and Madi-

(Continued on page 157)

QUALITY

OKeh Records

The season's most popular dance numbers.
Music that is a marvel of rhythm.
Artists that are the talk of the day.
Vocals that excel in brilliancy of tone.
These are the qualities of OKeh Records
These are the reasons why OKeh Records sell as soon as they are received.
Become a dealer—Write us for particulars.

C. J. VAN HOUTEN & ZOON, 140 Dearborn (South) St. Chicago, Ill.

An Advertising Service That Brings Results!

Here is a real service—the kind that puts pep and ginger into your sales department. MANDEL sales helps create an intensive interest in MANDEL Phonographs Good sales helps coupled with good salesmanship bring business to the aggressive phonograph dealer. The ad reproduced here is a specimen of a local newspaper ad used by MANDEL dealers. It is one of a large number of ads we have prepared and furnished free to all MANDEL dealers. Road signs, window display cards, descriptive booklets in colors, slides for movie theatres—all these sales stimulators are for the use of dealers in MANDEL Phonographs.

But good advertising must be backed by good merchandise. No sale is complete until the ultimate owner is satisfied. That's where the MANDEL comes in. Every claim of quality is based on facts founded upon our own experience as phonograph makers. For you, Mr. Dealer, the MANDEL is a "Safety First" line. It enables you to say to the prospect—

"We guarantee satisfaction. The MANDEL factories back up this guarantee."

If you are interested in developing your phonograph department

Write at once

Mandel Manufacturing Company

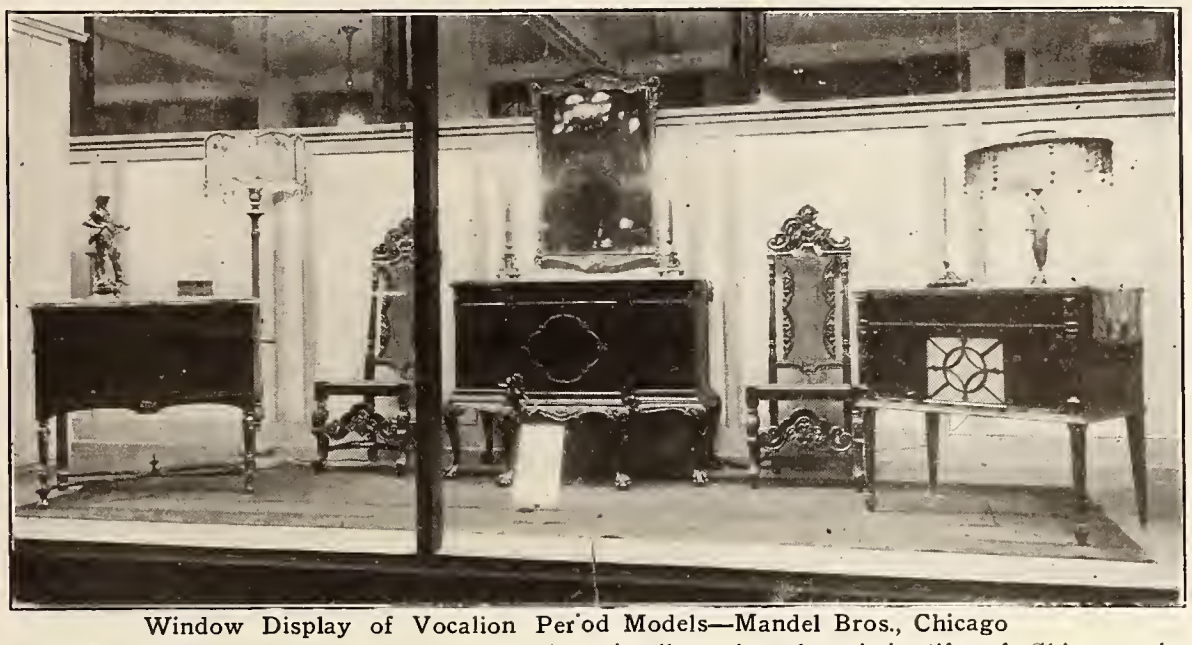
1455 West Congress Street

Chicago :-: :-: Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

son streets—"the heart of Chicago"—the busiest corner in the world.

The Aeolian-Vocalion salon is delightfully situated on the ninth floor of the State street building. The appointments are ideal and represent the utmost in artistic design and equipment for service. The atmosphere here is one of hospitality and good taste and thoroughly conducive to the proper display and demonstration of musical instruments of the high caliber of the Vocalion. There are twelve individual hearing rooms, each decorated in Grecian mode.



Window Display of Vocalion Period Models—Mandel Bros., Chicago

The new Vocalion records are also prominently featured and are finding favor with an ever increasing number of Mandel patrons.

The sales organization numbers twelve young men and women all of whom have had the advantage of the course of instruction in selling instituted by Manager T. W. Hindley. On Monday mornings—just at the threshold of each business week—conferences are held at which comparative sales methods are demonstrated and an opportunity given for the free discussion of timely topics—all of which have proved invaluable.

Mandel Bros. indeed, through the Aeolian-Vocalion, are contributing significantly to the intellectual and artistic life of Chicago—that great mid-Western metropolis of which Sir Philip Gibbs says, in his recent book: "There seemed to me in that great city an intense intellectual activity of conscious and deliberate energy. It is self-centered and independent, and out of its immense population there are many minds emerging to make it a center of musical, artistic and educational life, apart from the business dynamics."

Thomas W. Hindley, Manager

PLACE BUSINESS ON SOUNDER BASIS

Vitanola Talking Machine Co. Is Put Into Receivership in a Friendly Suit Filed in U. S. District Court on October 16

CHICAGO, ILL., November 4.—The Vitanola Talking Machine Co. has been made the party of a friendly suit filed by Arthur Henderson & Co., manufacturers of phonograph parts. The suit, it is said, has been filed in order to conserve the assets through the appointment of a receiver. The court acting in the case appointed W. W. Wheelock, a Chicago attorney, as receiver in charge of the company's affairs. Gesas, Epstein and Leonard are attorneys for the petitioner, with Newman, Popperheusen, Stern and Johnson acting for the receiver.

It is the hope and belief of the larger creditors that through the appointment of a receiver it will be possible to bring about a reorganization of the company and a continuation of the business on a sounder basis. The assets of the

(Continued on page 158)

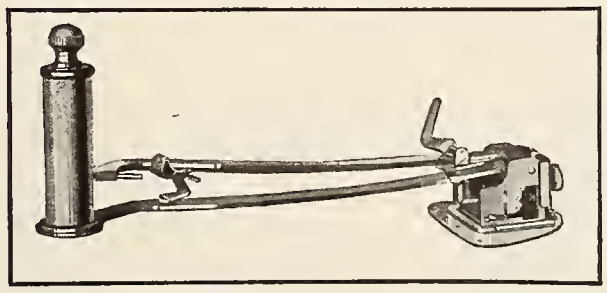
DEALERS—Your Chance for a Clean-up is Here NOW

There is no other, more desirable, acceptable or practical holiday gift than a REPEATER-STOP

THE BIGGEST SELLER ON THE MARKET

COLUMBIA DEALERS:

We have just developed a special model for operation on the Columbia. Thousands of present Columbia owners have been looking for it., Nine out of every ten will buy one upon demonstration. Order a stock now.



PATHE DEALERS:

It will be interesting to you to learn that we have just developed and are ready to put out a special Repeater-stop for the Pathé. Every live wire Pathé dealer realizes the opportunity for big turn-overs for this remarkable instrument. The sale of ten or more a day is easy—the profits derived more than doubly cover your overhead. Place your order for future delivery early.

Our Standard Victor Type gives perfect satisfaction upon such makes as the Aeolian, Sonora, Emerson, Paramount and hundred others which come equipped with the standard tone arm and reproducer.

At our present list price of $7.50 for the nickel-plated instrument, it will practically sell itself.—Every jobber of consequence handles it.—*If not, order direct.* In ordering, specify make of machine you handle.

REPEATER-STOP COMPANY

New York Office
1170 BROADWAY

115 So. Dearborn Street
CHICAGO, ILL.

Export Distributors
CHARMEL TRADING CO., Inc.
1170 Broadway, New York, N. Y., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 157)

Vitanola Talking Machine Co. are considerably over the known liabilities. Those familiar with the affairs of the company state that the present assets are ample to cover indebtedness but that due to the general conditions which have prevailed in the trade during the past few months it has been found impossible to liquidate all indebtedness at this time.

ESSENTIALS VITAL IN MAKING REPRODUCER

By BURR BLOOD,
of the Jewel Phonoparts Co., Chicago

Much time and money have been spent in an effort to find a suitable material for diaphragms for phonographs. I have made it a matter of considerable study for a good many years and have arrived at certain definite conclusions which our experiments have borne out, and I thought we might add a word that would be of interest to the talking machine industry in general.

What I believe to be vital in reproducer construction is the following:

1. A diaphragm should be of a substance as nonresonant as possible, so that when it is caused to vibrate by the stylus transmission it will not set up counter vibrations of its own.

2. It must be extremely light in weight to permit of a ready response without undue strain on the stylus.

3. It must be very resilient so that it will center properly. Another important feature in this connection is that a properly resilient material does not need the aid of springs in the stylus base to aid the proper functioning of the diaphragm.

4. The diaphragm must not absorb moisture to any perceptible degree or be affected by atmospheric conditions.

5. I have read many theories regarding the action of diaphragms which do not prove out in actual practice—such as the theory that certain tones are produced by certain areas on the diaphragm. This seems ridiculous, since all the vibrations transmitted by the stylus are carried to the centre of the disc in a composite vibration or sound wave in the air space back of the diaphragm. Now, if the diaphragm is of uniform thickness, the stylus acting on the center will move the disc a greater distance in the center than at or near the circumference; whereas, if the "bending point" of the diaphragm is near the circumference, the whole area will move, giving a uniform compression of air back of the diaphragm. Theoretically, the greater the displacement of air, the wider the sound wave; in like manner, the wider the sound wave, of equal frequency, the louder the tone and the freer it is from intense, contracted tones so common to reproducers. We feel that we have amply proved this theory to be true because our reproducers are constructed with this sort of a diaphragm. Musical critics all over the country have acclaimed it and large phonograph manufacturers have adopted it in preference to others.

We have found that while good results can be obtained with mica, diaphragms composed of a material that can be shaped, as described above, appear to reproduce more accurately and with greater volume—this has been demonstrated.

The best results are obtained by a complete tonal equipment that is non-vibratory and has a hard, smooth surface from the reproducer through the arm and at least to a point far enough into the tone chamber to develop a substantial sound wave,—one that is not distorted by the vibrations set in motion in this part of the equipment. And above all, as the diaphragm is the part that receives the vibrations in their inception, it should be of a material that responds to those vibrations without any resonance of its own. Mica, being highly resonant, has this one fault in particular. Besides this, it is of uniform thickness and cannot be molded or machined into the proper dimensions. Being composed of minute layers, it has a tendency to separate under strain, causing what is termed a "blast" in reproducers.

There are very many important features in a reproducer other than the diaphragm, such as the stylus, its proportions, length and material; the stylus base and its relative weight; the opening into the arm, its size in proportion to the area of the diaphragm, etc.

So vital are all of these points that a first-class equipment cannot be made without a knowledge of all these and their relation to one another.

LABOR TURNOVER INFORMATION

Because of the special interest manifested by members of The Merchants' Association of New York, the recent studies of its Industrial Bureau regarding labor turnover have been consolidated and published in pamphlet form.

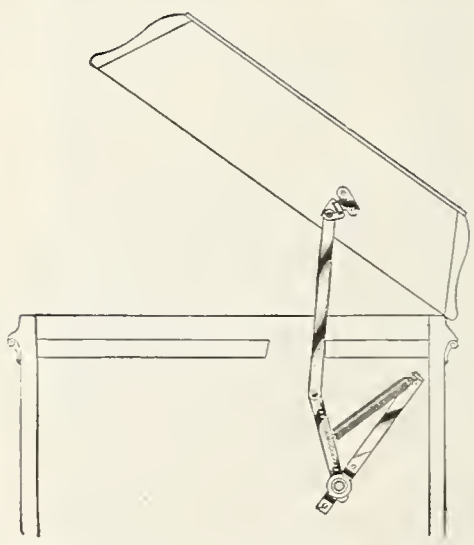
This pamphlet is now available for distribution in limited numbers upon request.

STAFFORD CABINETS

Attractively designed, are well made and finished, and produced by an organization of over thirty years' standing. We will be glad to tell you of our low prices either on the cabinet unequipped or the complete phonograph.

Write or call upon us for prices covering your needs this fall

E. H. STAFFORD MFG. CO.
218 SO. WABASH AVE. CHICAGO



THE FERRO SPRING-BALANCE COVER SUPPORT is the latest thing in phonograph cover supports.

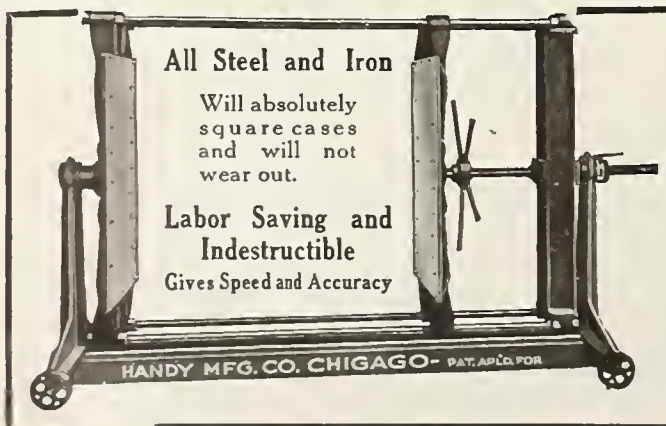
It is an innovation that will surely enhance the value of YOUR talking machine.

It is a convenience, as with it the cover can be kept in any position.

And last, but not least, it is a "safety-first" device. A child can operate it without the danger of the lid dropping down and injuring the hands.

Send for a sample and quantity prices

FERRO PHONOGRAPH PARTS CO.
1455 W. Congress Street, Chicago, Ill.



All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE
"HANDY" REVOLVING CASE CLAMP
WE ALSO MAKE IT STATIONARY

Nothing better made for Clamping and Squaring Talking Machine Cabinets.

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.
27 E. Madison St., Chicago, Ill.

Equip Your Phonographs With
Perfect Automatic Brakes

Samples $1.00 Each
Cash with order
State make of tone arm used

Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

¶ When the Eight Famous Victor Artists made their first tour of Illinois, the Putnam-Page Company booked the concerts through its dealers. The tour was a triumph.

¶ We point the way to Dealers' success and then work out the plan to the dealers' satisfaction.

¶ We lead in Victor Service in Central Illinois and its environs. And our dealers lead.

Putnam-Page Company, Inc.

Exclusive Victor Distributors

Peoria, Illinois

STONE MFG. CO. INCREASES CAPITAL

Talking Machine Manufacturers of St. Louis Expand Capital From $20,000 to $175,000—Lease Building to Meet Increased Demands

St. Louis, Mo., November 4.—The reorganization of the Stone Mfg. Co., maker of Supreme phonographs, which has just taken place, will enable the company to go into production heavily on its specialty, and to pursue a nation-wide selling campaign. The company has increased its capital from $20,000 to $175,000, of which $150,000 is paid up. It has a lease for a term of years of a large four-story building at 2621-23 Olive street, adjoining the present quarters. The upper floors will be used entirely for manufacturing and the main floor will be converted into beautifully fitted up wholesale and retail warerooms.

The Supreme phonograph has a number of unique features. The grill is of illuminated art glass, furnished in several attractive designs. Underneath the horn is a shallow velvet-lined drawer, which serves as a shelf for records while being operated, or can be used to make instantly available three or four of the owner's "pet" records. A touch of a button on the motor board illuminates the entire machine. One incandescent lamp floods the top of the machine, enabling the changing of records in the dark. Another lamp located in the horn illuminates the art glass grill and also lights the record drawer before mentioned. A third lamp located in the cabinet in the lower part of the machine lights the record shelves and the record index. M. J. Stone, the president of the company, to whom it is indebted for the patented features of the Supreme, is the inventor and manufacturer of the Stone airplane propellers and is a cabinetmaker and designer of experience. H. C. Edelman, vice-president of the company, who comes in under the reorganization and assumes the general management, is an experienced talking machine man. The other officers are J. J. Stone, secretary, and A. J. Kahn, treasurer. The company is already waging an aggressive advertising campaign in St. Louis through the dailies and street cars.

ISSUES NOTICE TO TRADE

The Geo. A. Long Cabinet Co., manufacturer of Long record cabinets, has advised the trade that it has taken an appeal from the decision which was handed down recently in the United States District Court in the suit of Beecroft & Blackman vs. The L. J. Rooney Co., a talking machine dealer in New York. The Geo. A. Long Cabinet Co. defended this suit for this dealer, and has advised its trade that it will protect all purchasers of Long cabinets from any litigation.

There are times when the most eloquent spokesman is silence.

MAGNAVOX HEARD IN NEW ROCHELLE

Announces Election Returns and Gives Concert at Evening Standard Office in That City—Campaign Records by Candidates Interest

The White-Moorey Music Co., New Rochelle, N. Y., secured some excellent publicity for the Magnavox on election night. The election returns were displayed on a screen at the Evening Standard office and to entertain the crowds musical selections were played and made audible many blocks away by means of the Magnavox. An interesting feature were the campaign records of the Nation's Forum and speeches by both candidates were given as the returns came in for each. In spite of the rain the crowd was kept in a happy mood by the concert and speeches, and many compliments were heard for both the Magnavox and the enterprising music house.

INSTALLING MODEL DISPLAY ROOMS

Van Veen & Co., Inc., are completing the installation of the model warerooms at the headquarters of the New York distributors of the Columbia at 121 West Twentieth street. Similar installations are also being made at the headquarters of all other distributors of the Columbia line throughout the country. This new equipment should prove extremely popular and valuable.

REPEATER-STOP EXECUTIVE IN EAST

Sales Manager Hartenstein Tells of Expanding Business—Bringing Out Repeater-Stop to Fit Pathé—Visits New York Headquarters

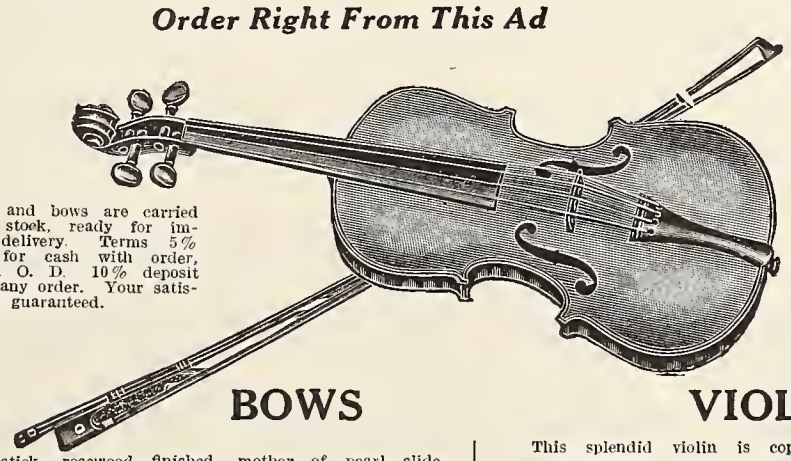
R. P. Hartenstein, sales manager of the Repeater-Stop Co., Chicago, Ill., was a visitor to New York recently, making his headquarters at the Eastern offices of the company, 1170 Broadway. Mr. Hartenstein conferred with the Eastern division regarding general conditions in this territory, and was instrumental in closing several important distributing contracts.

In a chat with The World he stated that the demand for the Repeater-Stop is steadily increasing, with the dealers reporting that this repeater and automatic stop is giving splendid service and satisfaction. The Repeater-Stop is now being handled by dealers from coast to coast and Mr. Hartenstein has made plans whereby these representatives will receive maximum service and co-operation during the coming year. Mr. Hartenstein made the important announcement that his company will have a Repeater-Stop to fit the Pathé machine ready for the holiday trade. This means a broadening market for this interesting and invaluable device.

The man who comes to the office too late misses the big chance. The Lucky Man gets it. Be prompt.

A Big Profit in Musical Instruments

Order Right From This Ad



Violins and bows are carried right in stock, ready for immediate delivery. Terms 5% discount for cash with order, or net C. O. D. 10% deposit to accompany order. Your satisfaction is guaranteed.

Cash in on the unusual demand for musical instruments. Progressive dealers, even those that never handled them before, are reaping a handsome profit from our special offerings. They practically sell themselves. A small window display, a little advertising and you are bringing entirely new faces to your store and new profits to your cash register. Here are some special values for quick sale—that you cannot afford to pass by.

BOWS

Round stick, rosewood finished, mother of pearl slide and eye, nickel silver ferrule and slide. Nickel silver mounted button with mother of pearl eye. Leatherette grip. Retail Value, $2.00 **95c**

No. 707G—Price each $1.25
No. 708G—Lots of 6 to 11, each 1.10
No. 709G—Lots of 12 or more, each ..... .95

An unusual value in a violin bow, made of Brazilian Tource wood; octagon stick; ebony frog; pearl inlaid eye; pearl slide; full lined; silveroid buttons. Retail value, $3.00. **$1.50 up**

No. 704G—Price each $1.65
No. 705G—Lots of 6 to 11, each 1.60
No. 706G—Lots of 12 or more, each 1.50

Write for 24 Page Bulletin

Our new 24 page bulletin shows everything in Phonographs, string instruments and supplies. Many items listed at pre-war prices. It is FREE. Write for a copy Today, NOW.

VIOLINS

This splendid violin is copied from a genuine Cremona Stradivarius model; made with back and sides of selected maple; back beautifully flamed. Top is straight grained spruce; edges inlaid with black wood; ebony fittings. It is an instrument for professional or student..... **$5.95 up**

Retail Value $14.00

No. 700G—Price each $6.60
No. 701G—Lots of 6 to 11, each 6.40
No. 702G—Lots of 12 to 23, each 6.20
No. 703G—Lots of 24 or more, each 5.95

Cole & Dunas Music Co.

52 W. Lake St. Chicago, Ill.

BRITISH SAILORS WANT VOCALION

Choose This Instrument to Furnish Music to Cheer the Long Evenings in the North

The following interesting tribute appeared in the September 8 issue of the London Sketch and shows how much two sea dogs cared for their Vocalion:

"Do go to the Aeolian Co., New Bond street, and choose us a Vocalion—we are so dull in the evenings." Who do you think the commission came from? A house full of young people wanting to dance? No; a couple of matured captains in the "King's Navee" who are partners in a small shooting far away North. If it had been a hard task I'd gladly have undertaken it for two of the men who saved us. Far from this, it was sheer delight to hear those wonderful instruments play glorious music gloriously. Not a hint of hardness or mechanism in the tone; soft, full, and sweet it is; and the Graduola device gives the player a delicate control and produces real artistry. My naval friends are now quite happy, and they, being generous like all sailor men, give an outdoor concert in fine weather. They say the people just love it, and walk miles to listen.

E. W. MILLER GOES WITH HAYNES CO.

Joins Staff of Richmond Edison Jobber as Traveling Representative

E. Weston Miller, until recently manager of the Edison Department of the Stoll Blank Book and Stationery Co., Edison dealers in Trenton, N. J., has joined the staff of the C. B. Haynes Co., Inc., Edison jobbers in Richmond, Va., and will act in the capacity of traveling representative.

Mr. Miller recently spent a week at the Edison Laboratories, acquainting himself more closely with the Edison products and with

E. W. Miller

Edison policies. He has traveled extensively, in addition to having spent some years as an instructor in several well-known colleges, and enters the Richmond jobbing organization well equipped to assume his new responsibilities.

VICTOR ACTIVITIES IN SOUTH

Philip Werlein, Ltd., Making Shipments as Fast as Goods Are Received From Factory

New Orleans, La., November 5.—In a recent chat with The World, J. D. Moore, manager of the Victor division of Philip Werlein, Ltd., Victor distributor, stated that business conditions seem to be very good throughout the South, with the exception of some sections in the rice and cotton districts. The rice farmers are somewhat pessimistic, and although the cotton crop was somewhat of a disappointment, there is a feeling of optimism regarding the future.

The company is shipping all of the goods that it receives from the Victor factory, and at the present time is many thousand dollars behind orders. There has been such a rapid development of the Victor industry in the South that Philip Werlein, Ltd., has advised the factory that it can very easily use substantial quantities of Victor product in its territory.

ATTRACTIVE STORES IN BROOKLYN

Baim Bros. & Friedberg Now Have Three Victor Establishments in That City

The newly equipped store of Baim Bros. & Friedberg, at 1525 Pitkin avenue, Brooklyn, is one of the most attractive Victor stores on the further side of the river. Some time ago these three young men purchased the building and built an extension which permitted an enlargement of ten demonstration rooms, together with self service and quick service counters, office and foyer. The windows have been entirely rebuilt. Three stores in the Brownsville section of Brooklyn are now run by these enterprising young men who deserve great credit for the way in which they have built up a substantial business.

STODART

PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects
Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table. Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

STYLE AA

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out *how* and *why* this Leader can *make money* for you.

Write right now.

STYLE D

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, *General Manager*

Bush Terminal Sales Building

130-132 West 42nd Street NEW YORK

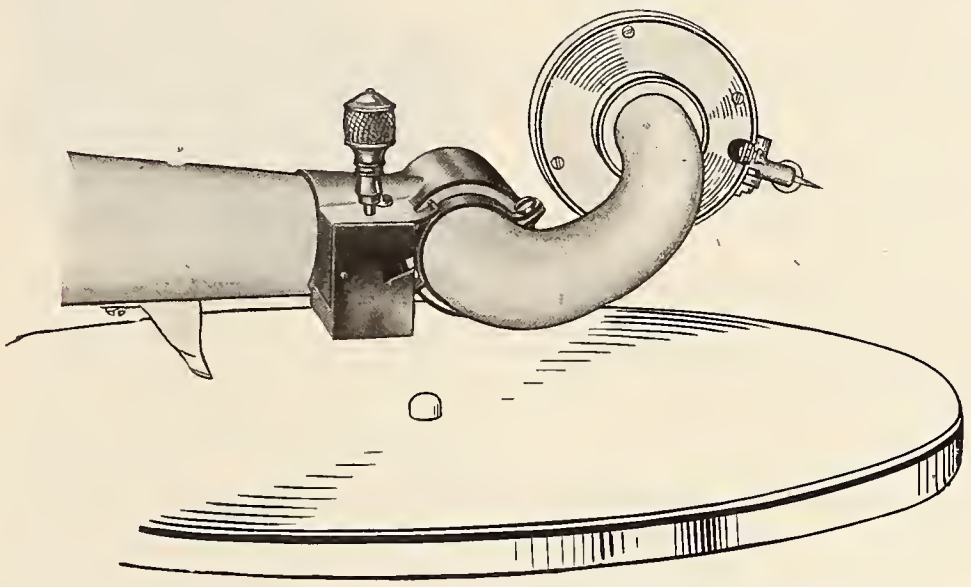
FOR VICTOR JOBBERS AND DEALERS

The HUGHES Safety Sound Box Controller

Manufactured by the HUSTYLUS CORP., Philadelphia, Pa.

Designed Exclusively for VICTROLAS

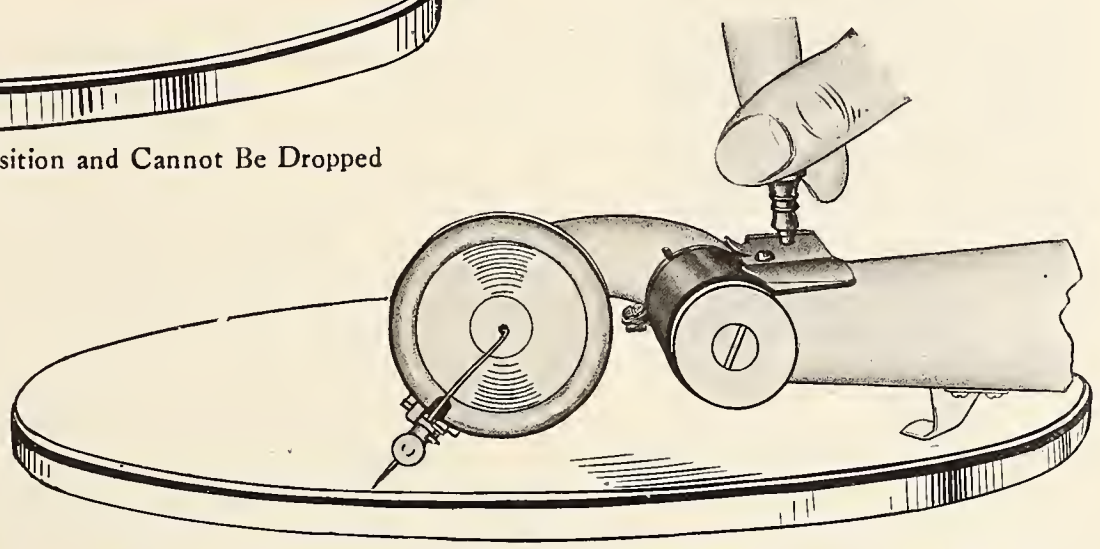
THREE MODELS TO FIT ALL TYPES



It Holds the Sound Box in Any Position and Cannot Be Dropped

Saves Records
Saves Tungs-Tone Needles
Sound Box CANNOT
Be Dropped

Simple
Fool Proof
Durable
Guaranteed



By a Turn of the Knob, It Is Gently Lowered, and is Free to Float When Needle Touches Record

Very Liberal Jobber and Dealer Propositions

AN IDEAL CHRISTMAS GIFT

HERBERT & HUESGEN CO. :: 18 E. 42nd St., New York

SOLE SALES AGENTS

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

The State of New York, Special Classes for Exceptional Children, has adopted Victrolas and Victor records for use in the training of these little ones and has purchased through Landay Brothers, New York City, a complete working library of records for the whole State system.

Columbia Graphophone Co., Educational Department has had Mrs. J. M. Dorey as its representative at several State educational meetings. Mrs. Dorey was formerly head of the English Department, Trenton (N. J.) High School, and is an authority on the Correlation of Music and Literature.

Princess Watahwaso, Indian mezzo-soprano, so well known to Victor folk in this country, is making a tour of New York State cities in November and Northern New Jersey cities in December before beginning her nation-wide trip to start after the Christmas holidays. Her bookings are in charge of Franklin G. Durham, Metropolitan representative of the Victor Educational Department at 4 West 43rd street, New York City.

Vocalion records as produced by the Aeolian Co. are receiving special attention in regard to interesting demonstrations on Sound-Wave Lengths being given before Vocalion dealers by Thos. E. Ratcliff.

James K. O'Dea, progressive Victor dealer of Passaic and Paterson, N. J., has just supplied two M-XXV Victor school instruments for use in the Physical Training Department of the schools in the latter city.

The current issue of the "Musical Monitor" is devoted to school music. Mrs. Frances E. Clark, chairman of the Education Committee, National Federation of Music Clubs and for successive terms president of the National Music Supervisors' Conference, now Educational Director, Victor Talking Machine Co., appears on the full-page frontispiece as Mother of School Music in the United States.

Jobbers' Service Departments in the trade of various talking machine companies are in charge of educational directors, trained to give service not only to dealers but also to schools, libraries and all institutions of learning.

BOLWAY REPORTS ACTIVITY

Frank E. Bolway & Son, Inc., exclusive jobbers of the New Edison, located in Syracuse, N. Y., report the very best of conditions existing among the dealers that they serve. A few weeks ago the firm sent to its many dealers throughout its territory a chart giving each dealer a quota for the month which was one hundred per cent increase over the previous quota allowed him. At the end of the month nearly 50 per cent of the dealers exceeded their 100 per cent increased quota by a very wide margin, and practically every dealer exceeded the quota given him earlier in the year.

ORIGINALITY IN WINDOW DISPLAY

There is always a great amount of material available to dealers for display purposes and this year more than ever the chances for novel and original treatment for the holiday time are legion. Given a good window and attractive display material the clever dealer can work wonders in a short time. The effectiveness of the display can be judged from the sales made. Remember that the manufacturer gives you the opportunity but it is up to you to carry the thing through to its logical end. Suit the needs of your community by your arrangement of your store windows.

The PIKNIK, A Gift Phonograph

Size 9x13x15 Patented in U. S.

Reasonable in price yet as handsome in design and finish as any phonograph.

A home machine easily converted into a genuine portable carrying any size and playing any make record.

Equipment equal to any phonograph retailing at one hundred dollars.

Every prospect for an instrument costing under a hundred dollars can be sold a PIKNIK.

If you hope to handle the PIKNIK for holidays write for particulars now.

Western Distributions through
James H. Cumming, Wilmette, Ill.
New York State and Metropolitan District
M. M. Roemer Sales Corp., 1123 B'way, N. Y.

New Jersey
Zeigler, Baker & Johnson, 100 Chambers St., N. Y. City
Export Distributors
Delpheon Sales Co., 25 Church St., N. Y.

Melchior, Armstrong & Dessau, 116 Broad St., N. Y.
Charmel Trading Co., 1170 B'way, N. Y.

PIKNIK PORTABLE PHONOGRAPH, Inc. **Lakewood, New Jersey**

JOHNSON OFFERS CAMDEN $100,000

President of Victor Talking Machine Co. Wants Civic Center for City and Makes Offer to Chamber of Commerce at Its Last Meeting

PHILADELPHIA, PA., November 5.—The offer of a gift of $100,000 as the nucleus of a fund to establish a civic center for Camden, made by Eldridge R. Johnson, president of the Victor Talking Machine Co., at the last meeting of the Camden Chamber of Commerce, has aroused the members of this body to energetic action. Mr. Johnson has already given Camden a $350,000 free library building in Johnson Park and in outlining the purposes for which his new gift is intended he laid out a tentative program which the chamber will promptly take up with vim. President William J. Strandwitz announced that a committee will be named at once to formulate the plans, of which nothing definite will be determined until further consultation with the donor.

Mr. Johnson made no specific suggestion accompanying his offer, which carried the members almost by storm, except that he would like to see organized a civic body as an auxiliary to the chamber to take up purely civic matters and to arouse the interest and co-operation of all the citizens in projects for the general betterment and beautification of the municipality. He believed it might be possible to purchase from the Pennsylvania Railroad Co. the triangular plot at the terminal, between Market and Federal streets, now in some dispute because of the traffic congestion, upon which might be erected an imposing and commodious building for the use of the Chamber of Commerce and other civic bodies as a community center. He said visitors to Camden are now far from favorably impressed by the first view they get of the town as they enter from the ferries, and many decline to make return calls. None of the other approaches to the city have been embellished with a view to making them attractive and all the beauty is confined to sections removed from these approaches.

"Does It Play All Records?"

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

***MAGNOLA* "Built by Tone Specialists"**

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

HEADED BY STRONG EXECUTIVES

Racine Phonograph Co. Establishing Dealers Throughout Country—Executives of Company Well Known in Industrial Circles

RACINE, WIS., November 5.—The Racine Phonograph Co. of this city, manufacturer of the Blandin talking machine, is meeting with pleasing success in the marketing of its product. The executives of the company are all well known in this section of the country and include Senator Geo. L. Buck, vice-president of the American Trades and Savings Bank and president of the Racine Iron & Wire Works. Milton W. Jones, vice-president of the Racine Phonograph Co., is treasurer of the Belle City Manufacturing Co.

F. F. Blandin, president and general manager of the Racine Phonograph Co., was also responsible for the development of the Racine Manufacturing Co., and H. M. Thomas, assistant sales manager, is connected with the J. I. Case Threshing Machine Co. S. W. Blandin, secretary and treasurer, is the owner of the Worko Co. L. J. Breylinger, cashier of the Farmers and Merchants Bank, is also interested in this talking machine company, as is P. J. Myers, of the firm of Thompson, Myers & Kearney, attorneys.

One of the leading stockholders of the Racine Phonograph Co. who is also an acknowledged musical authority, is Roy A. Goppelsroeder of Chicago, graduate of the Chicago Conservatory of Music in piano, and who has on several occasions accompanied Galli-Curci and other famous artists. N. R. Williams, well-known pipe organist of Racine, is also a stockholder.

The Blandin phonograph is being handled by representative dealers throughout the country, who are taking advantage of the general sales co-operation that is being extended by the manufacturers. One of the unique features of this co-operation consists of a patented shipping case for the Blandin machine which enables the dealer to unpack the instrument in two minutes and display it on his floor without a scratch or mar of any kind. This case also protects the talking machine from dust and dampness.

CHINESE LIKE THE NOISY RECORDS

According to the testimony of a member of the Department of Commerce who has recently returned from China, that country would be a fine place for some of these loud records often relegated to the ash can. Chinese buyers like cheapness and seem to enjoy the scratching of the needle. They do not care for foreign records except those of laughing songs and instrumental selections featuring the bugle and drum.

FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Distributors of the Arto Music Rolls and Arto Phonograph Records.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

Introducing

U-SAV-YOUR

(Reg. U. S. Patent Office)

CLEANSER *and* DRESSING

Especially Made for the

VICTROLA

"Charmed with the beautiful finish"

Restores the original finish like when the instrument was new—U-SAV-YOUR removes *all* marks and blemishes that result from continued use and maintains a finish equal to the original.

It contains no *wax* or paraffin
to build a false finish.

SOLD ONLY BY VICTOR DEALERS

COLLINGS & COMPANY

DISTRIBUTORS FOR THE

Victor Talking Machine Company

PLUM BUILDING
CLINTON & BEAVER STS.
NEWARK, N. J.

October 18th, 1920.

U-Sav-Your Mfg. Company,

Warren, Mass.

Gentlemen:- Attention Mr. B. D. Perkins.

There is no question that your product is the best of its kind on the market. We are pleased to say that we have developed a splendid repeat business in U-SAV-YOUR-DRESSING, which tells us that it is going to be a great success with the Victor dealers.

We have a number of letters on file from our dealers, who say it is the finest dressing they have ever used and they find it a very profitable accessory.

We are confident that the advertising you are undertaking, will be the means of developing a big trade for you.

Yours very truly,

COLLINGS & COMPANY

L. W. Collings
General Manager

LWC/V.

Carried in stock by the following Victor Distributors:

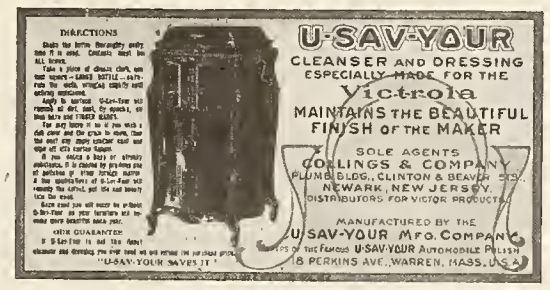
Florida Talking Machine Co., Jacksonville, Fla.
Collings & Co., Newark, N. J.
Ross P. Curtice Co., Omaha, Neb.
Talking Machine Co., Birmingham, Ala.
Wm. H. Reynolds, Mobile, Ala.
Horton-Gallo-Creamer Co., New Haven, Conn.
Emanuel Blout, 108th St. & Broadway, New York City
Silas E. Pearsall Co., 10 East 39th St., New York City
Mickel Bros. Co., Des Moines, Iowa
Schmelzer Arms Co., Kansas City, Mo.

Read What Collings & Co., Victor Wholesalers, Say

Dealers:—

You owe it to your customers as well as yourselves to learn all about this "highest grade dressing in the market". Write to your jobber.

YOUR NAME ON LABEL IF ORDERED IN LARGE QUANTITIES, LIKE THIS—



LABEL MEASURES 7½" x 4"

Discounts attractive, clean policy and repeat business guaranteed

Retail price offer: 4 oz. 30c., 8 oz. 50c.,
16 oz. 85c., 32 oz. $1.25

Slightly higher West of Mississippi River

U-SAV-YOUR MFG. CO.

33 PERKINS AVENUE

WARREN - - - - - MASS.

Trade Mark Registration Applied for

Experienced Operators of Talking Machines Use Fibre Needles.

The B & H Fibre Needle owes its present widespread popularity to the fact that it has recruited thousands upon thousands of enthusiasts upon its own merits, discovered by talking machine owners in their own homes through actual tests.

Find the dyed-in-the-wool talking machine owner and you will find a user of B & H Fibre Needles.

Need more be said?

Your success as a merchant depends upon your ability to *sell satisfaction.* Failure to recommend the only needle that will not injure the record—no matter how many times played—weakens your position in the eyes of a customer who later finds it out.

B & H Fibre Mfg. Co.

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

UNEVEN CONDITIONS PREVAIL IN THE CINCINNATI TRADE

Purchases of Machines Stacking Up Due to Unseasonable Period—New Roll Concern Opens Up —Aeolianites Pleased at Record Production—Ohio Talking Machine Co. Reports Progress

Cincinnati, O., November 4.—For the first time since Armistice Day in 1918 local jobbers of phonographs whose territories reach outside of the State proper have been receiving cancellation of orders from dealers, mainly in the larger towns, where there were sudden increases in population due to the world war.

The situation, however, at this time, is not in the least alarming, for there are other merchants who have been shy on stock and it can be stated with authority that these have been taking up goods rejected by their competitors in other towns.

Some of the jobbers believe that the unusual Fall in the Middle West has had something to do with the cancellation situation. It certainly was not favorable to the coal baron and the clothing artist. So far as the weather was concerned it was just one series of days each more pleasant than the other. It was only during the past week that rain has set in with a tendency towards cooler weather. This condition, some of the jobbers believe, will have a beneficial effect on the general market, including records.

Three salesmen will shortly be traveling out of Cincinnati for the Sterling Roll & Record Co., incorporated during October with a capitalization of $50,000. It starts in, from a talking machine standpoint, with the Okeh record as well as one of the principal agencies for the Motrola with side lines such as the Brilliantone and Wall-Kane needles and record envelopes. F. F. Dawson is the active principal in the new concern, which has secured quarters in the Willis Building, 137 West Fourth street. He was until recently manager of the Cincinnati branch of the Columbia Graphophone Co.

Cincinnati's streets, for a short time in October, sounded like a miniature midway, due to some of the enterprising merchants in the talking machine field stationing machines, equipped with amplifiers, near their doors. These played continuously and across the street the tune of the largest machine could not be identified. Energy of this kind became a nuisance and caused one of the leading newspapers to indulge in an editorial protest. Since then the free "concerts" have been eliminated.

Ben Brown, manager of the Indianapolis branch of the Columbia Graphophone Co., and his traveling representatives were in Cincinnati the latter part of October, consulting with G. W. Hopkins, general sales manager, who was looking over the local territory.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., is happy over the October showing of his department. In speaking of this he said:

"The month of October proved to be the best wholesale month that we have had for a long time. Many dealers, realizing the fact that Christmas is only a few months off, have stocked up and will be in better shape this year to take care of the demand which there will be for Victrolas and records than ever before.

"Record sales showed somewhat of an increase, but not what we had anticipated, for our October shipment did not arrive until late in the month. We look for exceptional record business during the month of November.

"We received a few of the latest period model Victrolas, and they are now on display in special rooms we have provided for them. By the time the holiday season rolls around we feel sure that a number of these models will have been sold to people of discriminating taste."

The pleasant news from the factory, announcing the addition of twenty-five new record presses, was received during the past week by the Cincinnati branch of the Aeolian Co. The increasing demand for the new Red record has made it necessary to install these additional presses. This, said Dan Stephens, manager, will be a message of unusual satisfaction to dealers in the territory. The Graul Piano Co., Cincinnati, is among the recent dealers added to the Vocalion list in the district.

The Aeolianites are very optimistic regarding the Fall and Winter business and feel that the Vocalion dealers will enjoy a larger amount of business this season than heretofore. One aid to this is a continuous advertising program in the better motion picture houses of the city.

By the way, Geo. P. Gross, operator of several stores in Cincinnati, is running a catchy advertisement in theatrical programs, one that covers phonographs, records, player-pianos as well as rolls. Just now he is urging Thanksgiving buying.

The Ohio Talking Machine Co. is now able to make satisfactory shipments, being in a position to supply the pressing wants of its followers. W. T. Haddon, president, who went East last week to bring his family to Cincinnati, is due to-morrow. C. H. North, secretary, is in New York City on a business mission, leaving A. H. Bates, vice-president, on the job. During the past week he entertained Wayne Wright, dealer at Maricttta, as well as Renato Zanelli, a Victor artist.

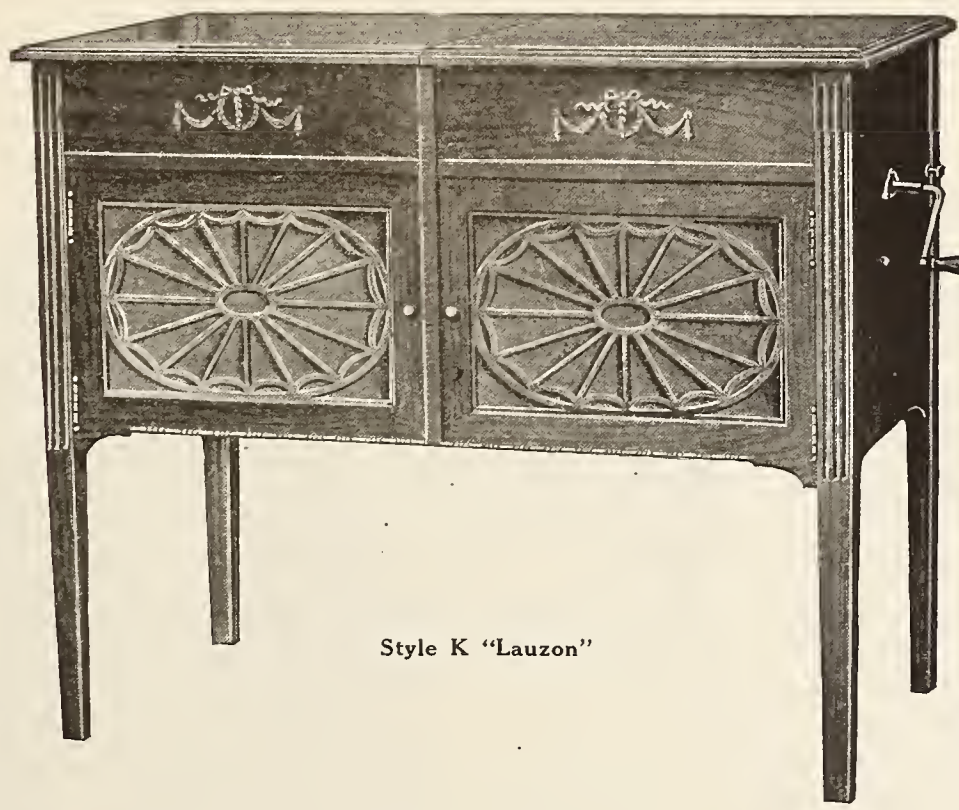
The Phonograph Co., handling the Edison, is reaching a point where it is giving the old-time satisfactory service to its dealers, due to improved shipping facilities from the East. Manager Oelman is well satisfied with reports from different parts of his district.

A NEW VOCALION TRAVELER

The Acolian Co. announces that Mr. H. G. Sheldon has joined the ranks of Vocalion travelers. He is already on the road and is traveling in Massachusetts. Mr. Sheldon is most enthusiastic about the merchandising possibilities of the Vocalion and he knows Massachusetts from end to end.

Legs often make up for brains in getting orders but each is an asset to the other and both are required to accomplish the best result.

Built Upon 25 Years' Phonograph Experience



Style K "Lauzon"

Men who make Lauzon have been selling talking machines from the very birth of the industry.

They know jobbers' problems; they know dealers' problems.

They have stressed the strong points of quality phonograph manufacture and avoided the weak spots.

A priceless heritage of talking machine merchandising experience comes to you with the well-made Lauzon.

Line up with a leader—link up to Lauzon!

Seven upright and two console models. *For available territories address*

Michigan Phonograph Co.

Office Address: National City Bank Building
Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS : : : : MICHIGAN

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10-inch records, $4.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records. $5.50; with 12-inch turntable, $5.75.

No. 6—Double-spring, $6.85.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{1}{8}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 In., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.

No. 135—Price $135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	11c
Hundred Lots	9c
Thousand Lots	8c
5-Thousand Lots	7c

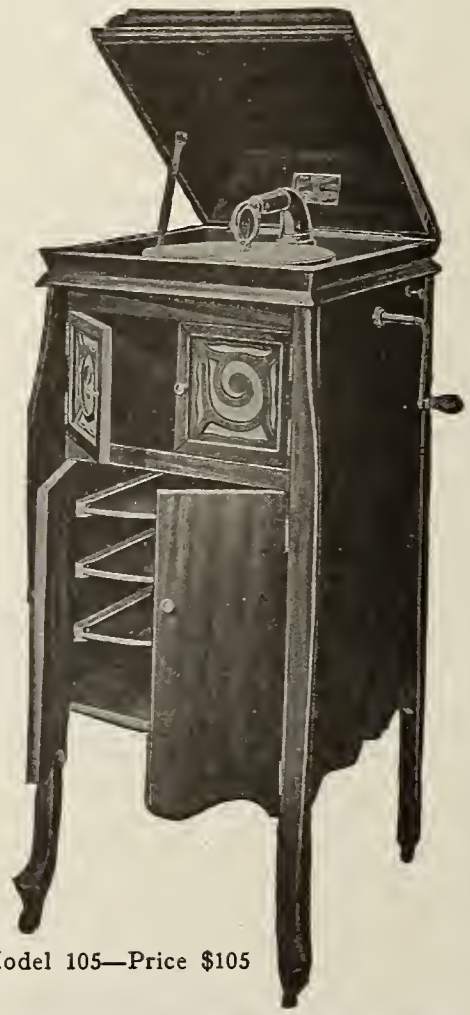
SAPPHIRE POINTS

	Each
Dozen Lots	12c
Hundred Lots	10c
Thousand Lots	9c
5-Thousand Lots	8c

GENUINE DIAMONDS

	Each
Dozen Lots	$1.00
Hundred Lots	.90
Thousand Lots	.75

Model 175—Price $175



Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

503 East 19th Street

310-312-314 Avenue A New York, N. Y.

HANDSOME MUSIC SUPPLEMENT

Dallas Music Dealers Fill Fourteen Page Section of Daily Paper With Notable Ads—Many Lines of Musical Instruments Carried

One of the best music supplements we have seen in some time is that which appeared in the Dallas Daily Times Herald in its Sunday edition of October 10. The Texas State Fair, which opened on October 10 and lasted until October 24, was the occasion for which this supplement was issued. Fourteen full pages were devoted exclusively to things musical, a goodly part being advertisements of the various talking machine and piano houses in the city. The front page of the supplement contained a handsome illustration similar to those used by the New York papers during their special music sections at the time of the National Music Show and Music Week last February. A glance through the pages of this supplement is sufficient to make it easy to see why Dallas has won such a prominent place in the musical world. The music merchants of that Texas city are awake to the possibilities of their industry and lose no opportunity to spread their message to the public at large.

The lines advertised in this supplement are many and include the best in musical instruments. Although the majority of the advertisements are devoted to talking machines, pianos and players are also much in evidence.

As for the talking machine side of this supplement, the Victor line was advertised by the Bush & Gerts Piano Co. of Texas, the W. A. Green Co., the Lester Gunst Co., the Field-Lippman Piano Stores, Sanger Bros. and Will A. Watkin Co. The New Edison is to be found at the Edison Shop and Texas-Oklahoma Phonograph Co., wholesale distributors. Among the houses advertising the Columbia were the Riddle Phonograph Co. and the Leyhe Piano Co. The Brunswick phonograph is carried by the Riddle Phonograph Co. and Thos. Goggan & Bros. A full page was given by Sonora Distributing Co. of Texas, wholesale and retail distributors of Sonoras and Okeh records, to the merits of their product. The Sonora Shop advertised notable musical events arranged for in the near future. G. H. Jackson, wholesale distributor for the Starr Piano Co., displayed Starr phonographs and Gennett records. The Vitanola Distributing Agency of Texas also took a full page for the Vitanola. The D. L. Whittle Music Co. took a page in advertising a sale of player-pianos and musical instruments.

The reading matter in this supplement was devoted entirely to musical topics and a feature was made of the growing realization of the value of music in industry.

HARMONY SHOPPE, INC., IS OPENED

A. Raoul Silber Head of New Corporation Which Will Feature the Vocalion

Springfield, Mass., November 1.—The Harmony Shoppe, Inc., 10 Harrison avenue, this city, has just opened for business. A. Raoul Silber, president of this corporation, was formerly connected with the L. M. Pierce Co. of Springfield. Since the early part of last Fall he conducted a phonograph shop on Worthington street and it has been his ambition to become a Vocalion dealer ever since he severed his connection with the Pierce Co. Several months ago he joined hands with Max Bassin, a local man, and they formed a company resulting in the opening of the Shoppe. These people will also handle pianos, sheet music, etc.

One of the leading motion picture houses of Ottawa, Ont., is seriously considering the use of a phonograph to provide music for all performances in place of the piano soloist now employed. This has been tried elsewhere with great success.

RECORDS SOUND ON METAL THREAD

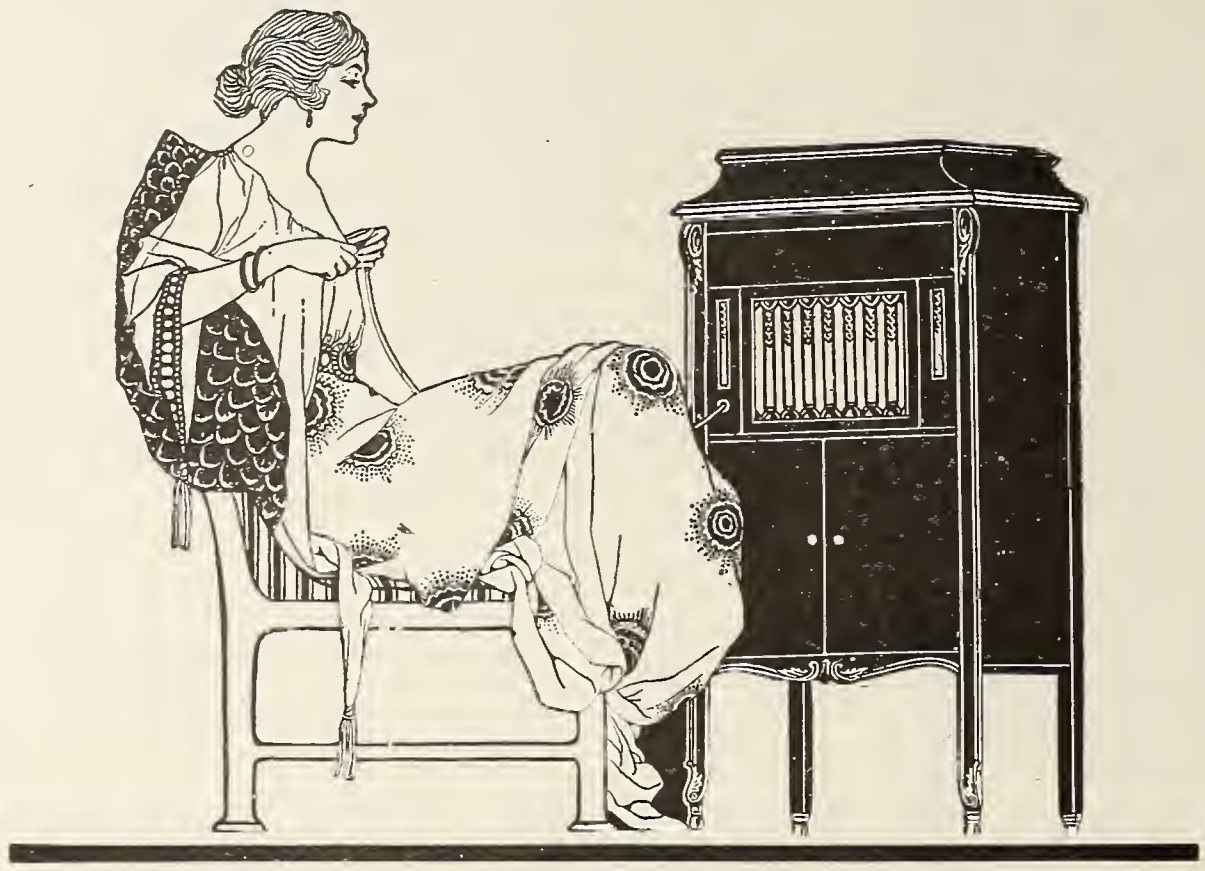
New Invention Displaces Usual Disc or Cylinder Record by Filament of Metal

A few years from now a Presidential inaugural address or an entire opera may be carried in the vest pocket if the inventive claims of E. Steiger are substantiated. His invention consists of a process whereby sound is recorded upon a metal thread instead of the usual disc or cylinder. In the present model of the new recording instrument, the thread is wound on a reel from which it passes under the tube into which the speaker talks. Here the sound waves are recorded upon the wire by a sapphire point in a manner similar to that now employed in making ordinary records. When it is desired to reproduce what is recorded the wire is passed through the machine in a similar way. Among the advantages claimed for this system of recording is economy, for 50,000 feet of wire could be obtained for a moderate sum and would be long enough to record important trials or speeches. The records could be sent by mail in an ordinary envelope and would be practically unbreakable. The inventor claims that his recording machine can be made to sell for from $60 to $70.

QUALIFIES AS VOCALION DEALER

Chas. Cagan, Well-known Violin Maker of Beverly, Mass., to Handle That Line

Charles Cagan, the well-known violin maker of Beverly, Mass., and who maintains a shop in an excellent location in that city, has just qualified as a Vocalion dealer and has installed a line of machines and records. Mr. Cagan opened a small shop about nine years ago, and in addition to making violins carried a line of small goods. He won a wide reputation for his cleverness as a workman, and his success in repairing a Strad violin was the subject of articles in the trade papers.



"You can vary the tone-color of each record, giving the music a freshness and spontaneity possible to no other phonograph"

You are not getting the maximum RESULTS *from your phonograph department if you are not selling the*

AEOLIAN-VOCALION

Rosa Raisa, the leading soprano of the Chicago Grand Opera and other famous artists, speaking of the fascinating expression device—the GRADUOLA—says: "With the GRADUOLA I not only can shade the tones to the most delicate pianissimo, but can introduce the subtle tone-gradations with which a singer always varies his or her actual performances."

Write today for Exceptional Agency Proposition

STONE PIANO COMPANY

MINNEAPOLIS, MINN. :: FARGO, NORTH DAKOTA

Aeolian-Vocalion and Mel-O-dee Player-Roll Distributors

E. A. GEISSLER NOW HEADS LOS ANGELES ASSOCIATION

Prominent Talking Machine and Piano Man Succeeds G. S. Marygold—New Victrola Period Models Admired—Columbia Managers Meet—New Stores Make Their Debut—Other News

Los Angeles, Cal., November 3.—A banquet was held early in October on the occasion of the annual meeting for the election of officers of the Music Trades Association of Southern California. The new officers elected were E. A. Geissler, vice-president and general manager of the Geo. J. Birkel Co., as president; W. H. Richardson, president of Richardson's, Inc., as first vice-president; Irving Andrews, of the Andrews Talking Machine Co., as second vice-president; Harold Jackson, of the Wiley B. Allen Co., as treasurer. A. G. Farquharson was re-elected secretary.

G. S. Marygold, retiring president, who nominated E. A. Geissler as his successor, said that he appreciated the loyal support which had been given him by the members. He believed that this Association was in many ways in the lead among music trades associations. A number of very important resolutions had been adopted during the past year which had proved of the greatest value, and although many of these seemed of advantage primarily to those who were engaged in the retail business, they were also of value—in many cases of equal value—to the wholesalers and manufacturers who, as members, had lent their loyal support and co-operation on all occasions. E. A. Geissler, in assuming his position as president, thanked the members for the honor which they had paid him in electing him president. He looked forward to the same loyal support which his predecessor had received. The year 1921 doubtless holds many problems which it will be necessary to face, and the usefulness of the Association would be appreciated more than ever.

Barker Bros.' New Store in San Diego

Under the management of Earl Dible, Barker Bros. have leased new and elegant quarters at 1165 Fifth street, San Diego. The Aeolian-Vocalion line has recently been added. Business has been excellent, both with the sale of Sonoras and Aeolian-Vocalions.

Emerson Wins Prize at Fresno

A very attractive exhibit was made of Emerson phonographs and records under the direction of I. Lessor, special representative of the Western Jobbing & Trading Co., at the Fresno Exposition, which was held early last month. Mr. Lessor returned to Los Angeles the proud recipient of a first prize, which was awarded to Emerson phonographs and records for quality, tone and superior finish and design.

Famous Film Folk Favor Period Models

Columbia period models were recently sold by Richardson's, Inc., to Reginald Barker and Tom Moore, of the Goldwyn Studios. Both of the instruments were purchased to adorn the interiors of these gentlemen's beautiful homes in Beverley Hills. Mr. Parker is the famous Goldwyn director who was responsible for Geraldine Farrar's screen pictures while she was in the West. Tom Moore is the well-known Goldwyn star whose recent pictures, "Officer 666" and "The Poor Simp," have proved so popular.

Columbia Representative in Hospital

Charles Mack, the popular Columbia representative and city salesman, has been laid up in the hospital for the last two or three weeks after an operation which he was obliged to undergo. Latest accounts indicate that he will soon be back again on the job and helping to swell Columbia sales in his territory.

Starr Has New Phonograph Manager

H. L. Nolder, general manager of the Starr Piano Co. for the Pacific Coast, has appointed F. L. Valentine as retail phonograph manager of the Los Angeles store. Mr. Valentine was well known in the talking machine business in San Francisco and was already known by many Los Angeles people, who are pleased to see him locate in this city.

First Arrival of Victor Period Model

The first Victor Victrola of period model design to reach Los Angeles is on exhibition at Sherman, Clay & Co.'s wholesale showrooms. It is of Gothic design and has been admired very much by the favored few who have had the opportunity of viewing it, not only for its beautiful finish and workmanship, but on account of its remarkable tonal qualities and extraordinary reproduction of records. Charles Ruggles, manager for Sherman, Clay & Co., will have some difficulty in allotting this instrument and others, which are expected very shortly, among the many dealers who have orders on file.

Columbia Managers Hold Convention

A convention of Pacific Coast managers of the Columbia Graphophone Co. was held in San Francisco early last month. Los Angeles Branch Manager Wm. F. Stidham attended, and while there was the recipient of a telegram from the general sales manager, Geo. W. Hopkins, congratulating him on the business of his branch for the month of September.

Sonora Sales Manager in Los Angeles

James L. Loder, sales manager of the Sonora phonograph division of the Magnavox Co., San Francisco, Pacific Coast distributor of the Sonora phonograph, visited Los Angeles last week and spent some time at Barker Bros., the Los Angeles representatives.

Victor Representative Here

O. L. May, of the Victor Talking Machine Co., has been making his headquarters in Los Angeles for some time. He finds conditions here in excellent shape and looks forward to a much improved record service and supply.

New Dealer in Bakersfield

Arrangements were recently made by E. R. Darvill with the Hochheimer Co. for the installation of an exclusive Aeolian-Vocalion department in its big store. F. F. Stricklin has been appointed manager of the department. Mr. Stricklin is well known in San Diego, where he managed the phonograph department of the Bledsoe Co.

Albert D. Wayne Returns to Los Angeles

Albert D. Wayne, who was very well known in Los Angeles and one of the former proprietors of the Talking Machine Shop, has arrived in Los Angeles from Chicago and is taking up a position with Barker Bros. in their music department, probably as assistant to General Manager Boothe.

MAIN-SPRINGS

For any Phonograph Motor

Best Tempered Steel

1 in. x 10 ft. for Columbia	Each	$0.50
1 in. x 13 ft. for Victor	Each	0.50
1¼ in. x 18 ft. for Victor	Each	0.75
1 in. x 12 ft. for Heineman	Each	0.60
⅞ in. x 10 ft. for Col. Pathé-Heineman	Each	0.50
1⅜ in. x 16 ft. for Heineman	Each	1.20
1 x 16 ft. for Saal or Silvertone	Each	0.90
1 in. x 10 ft. for Saal or Silvertone	Each	0.60
1 in. x 16 ft. for Sonora or Brunswick	Each	0.90
¾ in. x 10 ft. for all small type machines	Each	0.45
1½ in. full size for Edison Disc	Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.

Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House

1000-1002 Pine St. St. Louis, Mo.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yeuell.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

MARKETS NEW CABINET DRESSING

U-Sav-Your Mfg. Co. Introduces Cleanser Designed for Talking Machines

Warren, Mass., November 3.—The U-Sav-Your Mfg. Co. of this city has recently introduced to the talking machine trade a specially prepared cleanser and dressing for talking machines. Although only recently marketed an excellent distribution of the product has already been made. Many of the leading talking machine distributors are handling the polish with remarkable results and the U-Sav-Your bottle is rapidly taking its place in the accessories departments of the dealers. B. D. Perkins, president of the company, has devoted much of his personal time to the perfection of the product and is backing his faith in it by a guarantee to take back unsold stock from dealers—provided this unexpected condition should prevail.

VOCALION IN HAVERHILL, MASS.

The Atherton-Peoples Furniture Co., Haverhill, Mass., are new Vocalion dealers and this makes two connections at this point for the Aeolian Co., the other being Fred W. Peabody. These people have opened an attractive department on their first floor and are looking forward to a good volume of business being closed before January 1.

HAS NEW AMPLIFYING HORN

Frank Winterrath, 405 Evergreen avenue, Brooklyn, N. Y., recently announced to the trade a new amplifying horn. This product has great resiliency and is light in weight. It can be designed to meet the plans of any manufacturer and its cost in large quantities is under the usual figures for similar products. It is understood that several large firms are investigating the merits of this product and during the past season it has been used exclusively by a Southern concern.

BRUNO

People say there is a limit to everything. Not so. Sales of Victor records have no limit.

BRUNO

Columbia Records Grafonola

When Rosa Ponselle sings "Kiss Me Again," the waltz song, you feel the yearning emotion of this wonderful song. Order big. Columbia 49869.

Columbia Graphophone Co.
NEW YORK

LOOK FOR A BIG HOLIDAY BUSINESS IN NEW ORLEANS

City Trade Keeps Large in Volume, but Recent Slump in Cotton, Rice and Sugar Has Hurt Country Business—New Edison Dealers—Grunewald Opens New Store—News of Month

New Orleans, La., November 3.—Nothing seems to affect the talking machine business in New Orleans itself, but a recent slump in cotton and the menacing of rice and sugar has hurt the country business. Every New Orleans talking machine retailer says business is much better than at the same time last year and that the holiday business promises to break all records.

An entirely different tale is heard from those merchants or wholesalers doing business in the country surrounding New Orleans. Not in years has money been held onto so tightly. The price of cotton has dropped below what is claimed to be production cost and rice and sugar men are also worrying.

The Diamond Music Co., managed by L. T. Donnelly, reports its business better than the same time last year due solely to the sales promotion work begun the first of the year. The firm does not deny that the volume of business would be something enormous if it was not for the cotton, rice and sugar condition.

Capt. John J. Callahan, sales supervisor of the Edison Co., is in New Orleans for two weeks. He has been in Texas.

New dealers reported by the Diamond Disc Co. are: L. L. Denson, Bay Springs, Miss.; R. A. Felder, Liberty, Miss.; L. E. Lide, Columbus, Miss.; G. C. McKinnon, DeFuniac Springs, Fla.; D. W. Ruff & Son, East Point, La., and Teche Music Co., Franklin, La.

The Diamond Disc Shop, the retail department of the Diamond Music Co., reports its business good, with "Love Nest," "Barcarolle," from "Tales of Hoffman," and "So Long, Oo Long" as the best record sellers.

Grunewald talking machine saleswomen are proud of themselves and declare they can qualify as interpreters. A negress went into the store last week and said to a clerk:

"I want to hear that phonograph piece called 'You Need Rest.'"

Instead of turning to the index of religious records and hunting for the record misnamed by the negress, the clerk looked up the number of "Humoresque," played it for the negress and had guessed it the first time. The negress bought it. It was what she had meant to ask for. Her mistress had it and she had heard it while working about the house.

Grunewalds will open a branch store soon and will have five talking machine hearing rooms in it. This is the first firm to open a branch music store in New Orleans.

E. L. Estes, salesman for the Columbia branch in New Orleans, recently talked before a meeting of the Calcasieu Parish Teachers' Institute and gave a demonstration of how to teach music in school with the aid of a Columbia. There were 175 teachers at the meeting.

A. B. Creal, manager of the Columbia branch, recently returned from a trip to the executive offices in New York.

PARHAM WERLEIN A BENEDICT

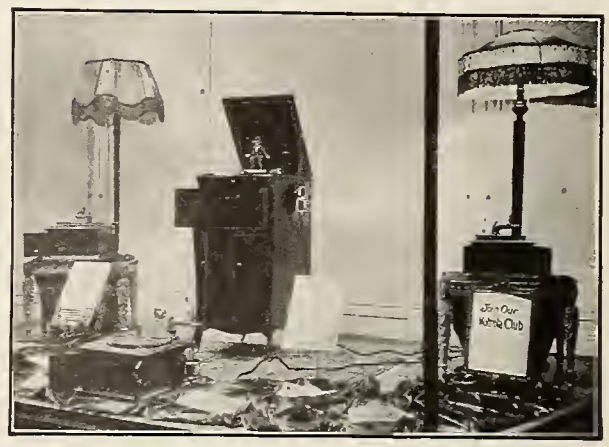
New Orleans, La., November 3.—Parham Werlein, president of Philip Werlein, Ltd., was married to-night at 8 o'clock to Miss Isabel Orme, a beautiful and talented descendant of one of New Orleans' oldest families. The wedding was at Trinity church, followed by a reception at the home of the bride's parents, Mr. and Mrs. Gordon S. Orme. Mr. Orme is one of the largest rice millers in the South. Mr. and Mrs. Werlein left on a tour which will include Hot Springs, Ark., and Pinehurst, N. C.

Utilize your trade association and make the most of its advantages.

ATTRACTS THE PASSING CROWDS

"Ragtime Rastus" in Window of Chamberlain-Johnson-DuBoise Co., Atlanta, Proves Big Attraction to the General Buying Public

Atlanta, Ga., November 3.—The subject of attractive window display has always been given careful attention by the Chamberlain-Johnson-DuBoise Co., Victor dealers of this city. As a result, their windows usually cause passersby to pause. One of the most recent displays, and



"Ragtime Rastus" in Window Display

which is shown herewith, created considerable interest. In the midst of an unusually attractive setting, "Ragtime Rastus," one of the phonograph toys made by the National Co. of Boston, danced continuously upon the turntable of a Victrola. This dancing figure drew large crowds and stimulated not only the sales of the toy itself, but the entire line. The continuous dance was made possible by the Jones-Motrola electrical winding device which was attached to the Victrola.

August Anderson, manager of Jones Piano House, Fort Dodge, Iowa, reports exceptionally good Columbia record business along with an ever-increasing sale of Grafonolas.

Victor Service to the South

PHILIP WERLEIN, Ltd.

VICTROLAS VICTOR RECORDS - TUNGS-TONE NEEDLES
NEW ORLEANS

Elected!

25,000 music dealers throughout the United States unanimously pronounce the

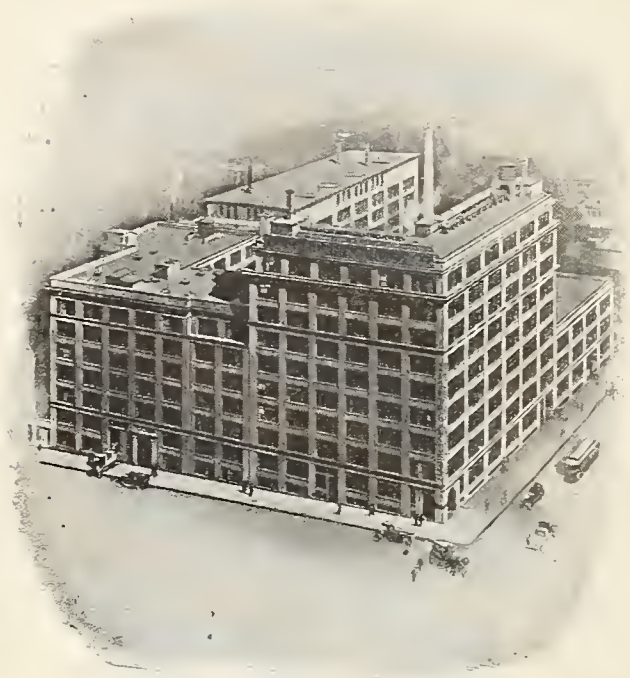
GRETSCH

musical instrument line the best and most profitable in the world.

For quick action, write for our up-to-date price list

FRED GRETSCH MFG. CO.

60 Broadway Brooklyn, New York



DOEHLER

Is DIE-CASTING HEADQUARTERS

When a manufacturer of a talking machine is seeking to cut the cost of production, in the face of rising costs for labor and material, and wishes to still maintain the quality of his goods, he comes to Doehler to die-cast parts for him.

When a manufacturer of small motors is seeking to speed production, by finding a substitute for sand-cast frames and kindred parts, to keep down the cost and yet produce a better motor, he comes to Doehler to die-cast them for him.

When manufacturers of hundreds of other things are hunting a solution for many of their problems related to economy, quality and quantity of production, they come to Doehler to die-cast for them.

For Doehler

IS DIE-CASTING HEADQUARTERS

for America's most discriminating manufacturers.

Perhaps you have a problem which we can help to solve.

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. — CENTRAL PLANT TOLEDO, OHIO. — WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

NEWS FROM THE TRADE IN ST. LOUIS

(*Continued from page* 173)

manager of the Artophone Corp. Mr. Peters was formerly in another line of work.

James Dick, for the past two years Columbia traveler for Arkansas, Kentucky and Tennessee, has resigned to travel all over the country for the Fern-o-Grand Co., manufacturers of Cincinnati, O. Lawrence Bauer has been assigned to the Arkansas territory for the Columbia and R. O. Pierce to the Mississippi territory.

The J. S. Rudy Co., Paducah, Ky., has discontinued the two lines of talking machines that it has been carrying and is now handling the Columbia.

Oliver H. Smith and Miss Grace Judlin have been added to the sales staff of the Silverstone Music Co. Mr. Smith is a well-known St. Louis tenor. Miss Judlin was until recently with the Edison shop at Chicago. Thomas J. Brannell, formerly with the Columbia Co., also has joined the Silverstone forces.

"The Japanese Sandman" and "Whispering" have been having a big run in St. Louis. It is claimed that the Okeh records of those hits were the first to arrive in the city. C. R. Salmon, in charge of the Okeh distribution for the Artophone Corp., reports opening agencies in St. Louis and in Memphis and Little Rock and other Southern cities.

The appearance of the eight Victor artists at the Odeon in October was a complete success. There was a large attendance and the audience demanded many encores. The appearance of the artists, Henry Burr, Fred Van Eps, Albert Campbell, John Meyer, Billy Murray, Frank Banta, Frank Croxton and Monroe Silver, greatly stimulated the sales of their records. The downtown and West End Victor dealers joined in a page announcement of the event.

Princess Watahwaso, Victor artist, appeared at the Scruggs, Vandervoort & Barney auditorium during October in a series of twelve concerts. Miss Blanche S. Rosebrugh, director of the Victor educational department, was accompanist. Many of the schools sent pupils and teachers. A request program was given also at the Webster Groves Armory, which was attended by about 2,000 children of the high schools and the upper grades of the grammar schools. Concerts were also given at the Maplewood High School and the Principia Academy. The sale of the Princess records was greatly stimulated, some of them being sold out.

Renato Zanelli, famous Metropolitan star, while appearing in concert in St. Louis recently, visited the service department of Koerber-Brenner and there met and talked to the Victor sales people of the city.

Mr. Zanelli proved an entertaining talker, telling of his experiences in South America and details of his record making at Camden.

Some expenses produce profits; some reduce them. If you are to consider a large reduction of expense, beware how you cut into the former class!

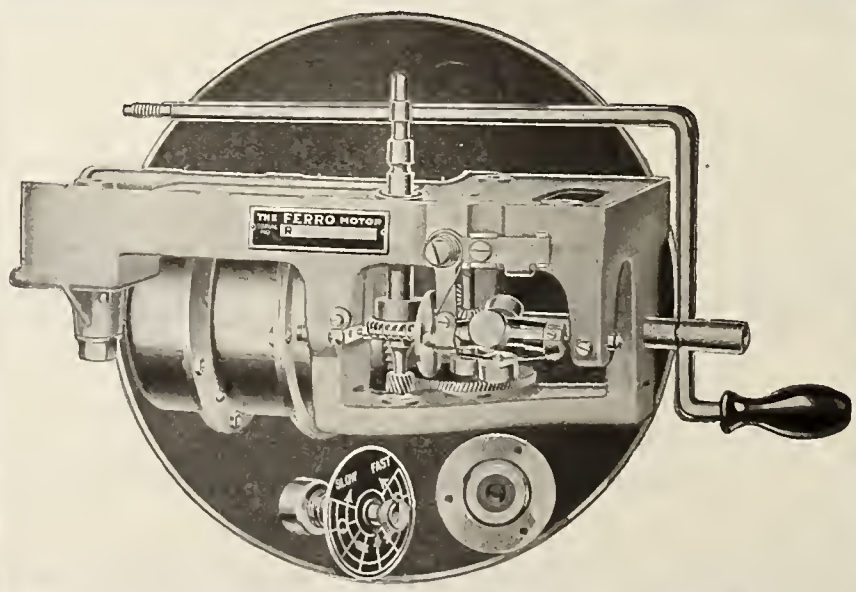
VICTOR CONCERT BY WIRELESS

Wurlitzer Co., in Cincinnati, Gives an Election Night Treat to Wireless Operators

CINCINNATI, O., November 3.—Last night the Rudolph Wurlitzer Co. took the opportunity for giving a free concert for amateur wireless operators, using a Victor talking machine for the purpose. Notice of the concert was given several days in advance in order that those who wanted music with their election returns might be prepared to enjoy it. The election returns were flashed from the Westinghouse plant in Pittsburgh and those who tuned their receivers to hear the returns also heard the music, which they greatly enjoyed.

"Mamma, what's that little rack on papa's cornet for?"

"Oh, that's to help your father to carry a tune, my son."—Yonkers Statesman.



The Powerful, Durable, Noiseless Ferro Motor

The FERRO motor is in a class by itself.

It is a quality product from start to finish.

It will eliminate YOUR motor troubles and enhance the value of YOUR phonographs.

A sample will convince you.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

Are You Looking Ahead!

Retail floor stock is going to be comparatively plentiful from now on—in fact is already so in many cases. Retail sales totals are going to move up and down at short intervals, the declines being caused principally by sensational price smashes in other fields where inflation and profiteering have been the rule.

The retail merchant who is going to make good from now on is the one who makes an intelligent effort to *sell* goods and who keeps up this effort without any relaxing.

The retailer, to succeed during the coming year, must spend money for good salespeople, and for good sales ideas. He must advertise. His representatives must make calls at the homes of his prospects and customers. He must write letters. He must use his windows. He must give up-to-date service. The retail merchant in the talking machine industry who doesn't do all these things is not going to win out.

So when we recommend your securing the franchise for the *Talking Machine World Service* in your city, we are offering you an opportunity to purchase the kind of brains and ideas for which you will have urgent need during the coming months. Our large staff of experts will prove a powerful help in enabling you to sell your goods intelligently through result-producing advertising, through a properly operating sales force, through appealing windows, and through letters that secure action.

The cost of our Service for a full year, you as a retail merchant, will pay many times during the coming year for just one good sales idea that will move stock for you on a profitable basis. For this same small investment, however, we will give you hundreds of tested ideas that will positively sell machines, records and accessories.

Perhaps you will not be wise enough to take our advice seriously and to act immediately upon our suggestion. All right—but as a favor, please clip this ad, put it in your files, and refer to it three months from now and again three months after that. You will find our prediction has come true. You will find you'll be glad to buy our Service at a very much higher price than we ask.

ONLY you probably will not be able to get it then. It is a strictly exclusive franchise proposition, one dealer in each city, and the truth of our prediction is going to dawn upon some merchant in your territory before many months are up. *You* had better be the live one.

This may sound like "strong talk," but when you *know* what you are talking about, you can't help being frank and energetic in what you say.

Look over your present inventory of machines and records—your stock is pretty large, isn't it? And there's plenty more goods in sight, isn't there? Your sales aren't entirely satisfactory, are they? The answer is—*you've got to plug for sales from now on.*

Fill out the attached coupon and we'll tell you why our Service is just what you need, and why it will give you the kind of help you cannot buy at any price from any other source.

Talking Machine World Service

For Retail Merchants

373 Fourth Avenue New York City

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE
373 Fourth Avenue, New York

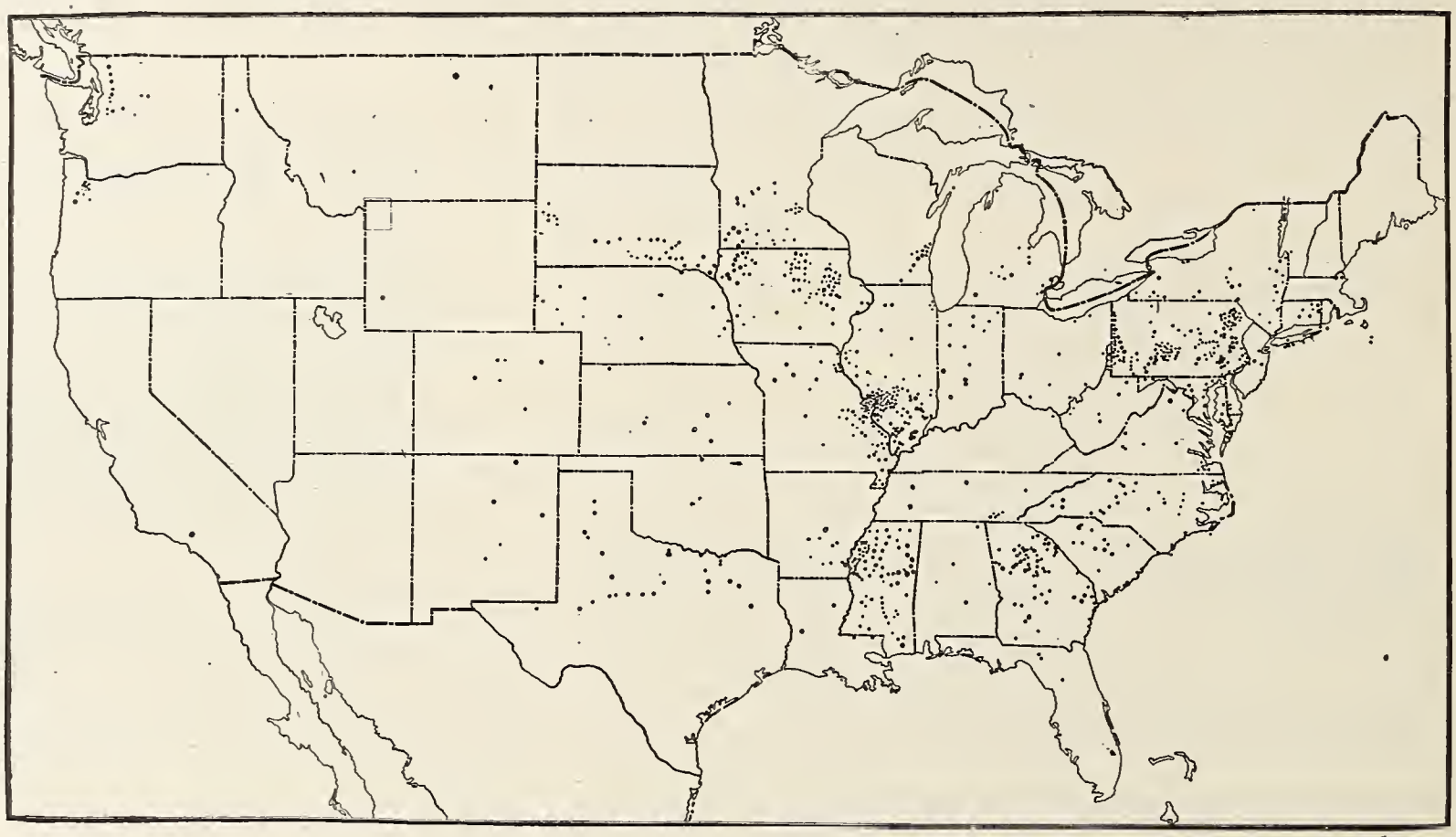
Without obligation to mé, scnd me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me thc price pcr month for exclusive use in my territory.

Population of my city is.....
I handle these instruments.....
Firm Name .....
By .....
Address .....

(W-13, 8-15-20)

The SERENADO
TRADE MARK
SERENADO MFG. CO.
CEDAR RAPIDS, IOWA

ORGANIZATIONS ARE BUILT ON SERVICE



THE PROOF OF SERVICE IS AN ORGANIZATION

There is a dealer under contract for the sale of The Serenado at each point shown on the map.

Some of those dealers are large, some of them are operating in a small way but each and every one of them contracted with us because The Serenado was recognized as standard and of high quality and our effective co-operation and the low prices made possible by our merchandising methods were desired.

They are continuing with us for the same reasons.

As states are opened the better class of dealers are taking on the line—isn't that a guarantee of service rendered?

SERENADO MFG. CO.
CEDAR RAPIDS, IOWA

All **the World's Artists play and sing their best for the Audience of *The Serenädo***

SATISFACTORY OUTLOOK IN THE DETROIT TRADE

Business Holding Up Well—Brunswick Line With J. L. Hudson Co.—Important Adora Changes—"Talker" Men Interested in Merchants' Bureau—Other News of Interest

DETROIT, MICH., November 5.—Talking machine business is holding up splendidly this month and dealers look forward to a whopper business all through November and December. It was a little off in October, although collections were very good. There were few repossessions. Dealers often remark that the talking machine business as a whole would not be so good if it were not for the sales of records which are steady month in and month out.

The J. L. Hudson music store has just completed a deal with Manager P. J. Gordon, of the Brunswick-Balke Co., whereby it adds the Brunswick phonograph to its talking machine department. Not only is it adding the phonograph but also the Brunswick line of records, which gives the Hudson store five different brands of talking machines, as follows: Victrola, Cheney, Sonora, Widdicomb and Brunswick. And in records, the Victor, Emerson and Brunswick. The original order placed with Mr. Gordon was a whopper.

The Adora Phonograph Co. is disposing of its ten individual shops to individual owners, thus passing out of the retail field. The store in the Orchestra Hall has been taken over by Mr. Curry, who has renamed it Curry's Music Shoppe. He has taken on the Brunswick line, both machines and records, and has already inaugurated a big advertising campaign.

The Retail Merchants' Bureau of the Board of Commerce has divided its members into groups, and among those talking machine dealers represented in the music group are: Max Strasburg, F. P. Sadowski, Henry S. Doran, H. E. Gardiner, the new manager of the Columbia wholesale branch; J. H. Goldberg, Jay Grinnell, George D. Maddock, E. P. Andrew, R. D. Janney, Edward H. Jeffery, J. Henry Ling, R. B. Alling, Walter Moon and Bernard Hallis. The Bureau has many big and important plans under way for the betterment of retail conditions, such as an early Christmas shopping campaign, uniform weeks for displays, employment bureau, and dozens of other plans which will take time, of course, to work out. Right now the Bureau is anxious for new members.

W. H. Huttie, of the Starr Phonograph Co., and Frank Bayley, Edison dealer, are both still on the lookout for new stores to take the place of their present establishments, as both must move on or about the first of next May. Mr. Huttie recently leased property on the West Side for storage and repair work.

The Starr Co. of Canada is planning the erection of a large factory at London, Ont. This is the second American company to locate a factory in London, the other being the Edison Co., who moved there from St. Thomas.

Falling off of business attributed to the present depression has caused a receivership for the Saginaw Cabinet Co., of Saginaw, which manufactured phonograph cabinets for a Chicago company. The Security Trust Co., of Detroit, has been appointed receiver. Assets are approximately $650,000 and liabilities about $430,000. The receiver will carry on the business governed by the present demands upon it.

A. J. Kendrick, general sales manager of the phonograph department of the Brunswick Co., was a recent Detroit visitor. While here he held a sales conference, outlining the company's sales policy for the balance of the year. P. J. Gordon, Detroit manager for the phonograph division of the Brunswick, has recently added two new salesmen to his list, R. G. Dundore, formerly with the Pathé Co. in Chicago, and W. C. Zabriskie, who was transferred here from the Brunswick wholesale branch in Omaha.

Detroit jobbers say that goods are coming in in large quantities but that there are still some styles on which there is a shortage, especially the larger models—priced around $200 retail. As for period models, the retailers are not setting the world afire. True, they are selling, but owing to their cost they are a little slow in moving, although dealers believe they will all be gone by the time Christmas arrives. Practically all of the local dealers in the downtown section are showing period models.

Thomas McGuigan, Gratiot avenue, piano and talking machine dealer, is opening a branch store at 701 Oakland avenue, and will put in the Brunswick line exclusively. It will be attractively equipped.

W. M. Brown has opened a Detroit office at 83 East Woodbridge street to handle the Jones-Motrola motor.

Superior Workmanship
Superior Finish
Superior Service
→ Trade "SUPERCAST" Mark DIE CASTINGS

THE SUPERIOR DIE CASTING CO.
411 FRANKFORT AVE. CLEVELAND, OHIO

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
Pamphlets with fac-simile illustrations and prices mailed on request.
SMITH-SCHIFFLIN CO.
149 Church Street New York City

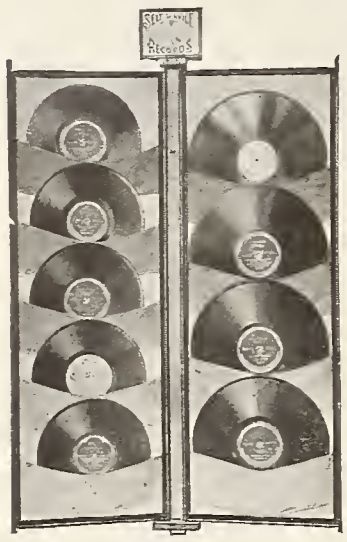
WANTS NAME FOR HIS INVENTION

Eugene F. O'Neill's Device for Demonstrating Several Records at Once All Ready for Christening—Shown at Foster & Waldo Co.

MINNEAPOLIS, MINN., November 6.—A snappy, catchy name for a phonograph selling device, which for lack of a better name is called "the quick service," is desired by the inventor, Eugene F. O'Neill, the globe-trotting phonograph man. His invention was described in the October issue of the Talking Machine World. It is already installed in the store of the Foster & Waldo Co., and arrangements are being made to place a similar counter in the new Cable Piano Co. store. By this device a small store counter is equipped with five or six sound proof boxes in which an equal number of phonographs may be placed. All can be played at once and the respective auditors will hear only the one to which they are connected by the ear phones. It is expected that one bright clerk may wait on several record customers, demonstrating the records all at the same time.

The quick service counter has been inspected by C. Alfred Wagner, of the American Piano Co.; L. M. Willis, of the Unit Construction Co.; George P. Bent, the big piano manufacturer, and others, and all agree that it is a winner. Mr. O'Neill has conveyed his patent rights to the Beckwith-O'Neill Co.

Universal Displayors—Talking Machine and Music Trades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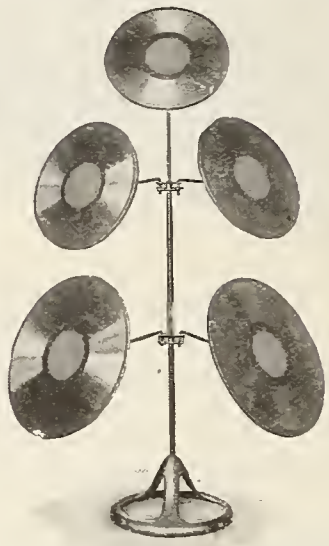
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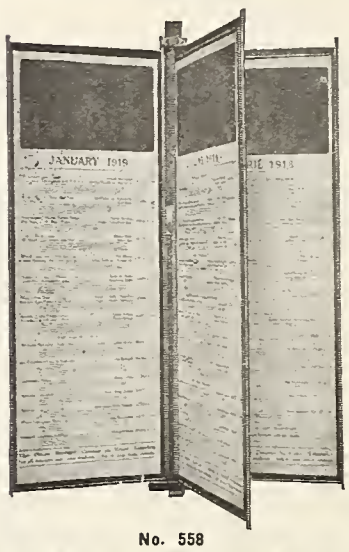
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WE MANUFACTURE OVER FORTY DIFFERENT MODELS

Order Through Your Distributors

Now is the time to increase your sales and cut out your overhead.

Make every bit of your store, booth or window space produce more business.

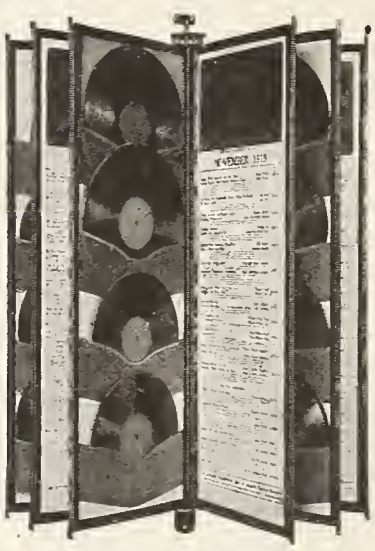
Universal Displayors are effective salesmen—they earn their cost in a week but they keep on earning profits for years.

We can make immediate shipment on all our models so that they will reach you in time to take care of your holiday business.

Dealers who find they have on hand a slow moving stock of records, rolls and sheet music will find Universal Displayors the means of boosting sales of all numbers of this kind. Every title is visible at a glance.

No. 563

No. 559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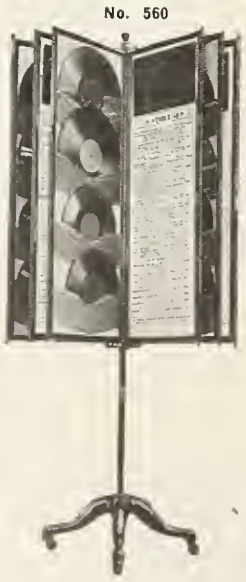
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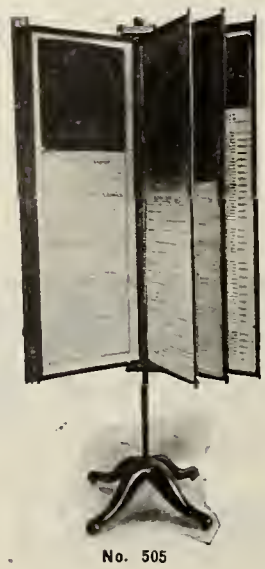
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Universal Fixture Corporation 133 WEST 23rd STREET NEW YORK CITY

DECISION IN CABINET SUIT

U. S. District Court Upholds Beecroft Patent Covering Special Moulding on Record Cabinet —Court Orders Injunction and Accounting

A decision of interest to the talking machine trade was handed down by Judge Hand in the United States District Court, Southern District, recently, in the suit of Beecroft & Blackman, Inc., 81 Reade street, New York, against the L. J. Rooney Co., a talking machine dealer of New York, and the Geo. A. Long Cabinet Co., for infringement of Beecroft Patent No. 1,244,944, dated October 30, 1917, covering a moulding for the top of record cabinets used mostly in connection with the Victrola IX.

This suit was defended by the Geo. A. Long Cabinet Co., Hanover, Pa., who claimed to have an irrevocable license to manufacture and sell cabinets with this patented moulding. The existence of any such license was denied by Beecroft & Blackman, Inc., and suit was brought, asking infringement damages and injunction.

Judge Hand in his decision upheld the validity of the Beecroft patent on all the grounds set forth by the plaintiffs, and gave an order for an injunction and accounting. He also denied the existence of any license privilege affecting the Beecroft patent.

W. H. C. Clarke and Geo. P. Luca, 2 Rector street, New York, were counsel for Beecroft & Blackman, Inc., and G. G. Siggers, Washington, D. C., and J. H. Griffen, 277 Broadway, New York, were counsel for the defendants.

WARSAW DEALER IN NEW LOCATION

Brewer & Burge, talking machine dealers of Warsaw, N. Y., have removed from the second floor of the Whitlock-Snow Building in that city and are now located in larger quarters at 16 North Main street.

Success is by no means a matter of luck. It is rather a measure of a man's ability.

THE MODERNOLA FOR JAPAN

Mitsui & Co. Introduce That Machine in the Flowery Kingdom Through Arrangements With Eastern Phonograph Corp.

The Modernola talking machine has invaded the Flowery Kingdom, George Seiffert, president of the Eastern Phonograph Corp., Modernola distributor, New York City, has announced that trade connections have been established with the well-known exporting house of Mitsui & Co. and that the first Modernola was recently shipped to Kobe, Japan. It is expected that the beauty of design of the Modernola will appeal strongly to the Japanese and that the volume of business with that country will grow rapidly. The Eastern Phonograph Corp., besides representing the Modernola in the Eastern territory, also has the export rights and reports that increased orders are being received for the Modernola from South America. Mr. Seiffert reports that the demand for the Modernola from all sections of the country has reached such a point that production will probably be one or two thousand machines behind in the month of December.

DINNER DANCE TO STOCKHOLDERS

San Francisco, Cal., November 5.—The Mercantile Finance Co., of this city, recently gave its third dinner and dance to its stockholders in the ballroom of the Palace Hotel. Over 400 guests attended and Frederick Stern, president of the company, gave a brief but interesting talk on the affairs of the company, calling attention to the very satisfactory showing which had been made. The company is now moving into its new home at 459-465 Montgomery street at the corner of Sacramento, and at the present time the most modern banking fixtures are being installed. This new home is located in the heart of the financial district in San Francisco and offers maximum conveniences to the company's patrons.

TO HANDLE VICTOR EXCLUSIVELY

Cleveland Talking Machine Co. Gets Advices to This End From Imfeld Music Store, Hamilton, Ohio—Pays High Tribute to Product

Cleveland, O., November 5.—The Cleveland Talking Machine Co., of this city, Victor wholesalers, received recently an interesting letter from the Imfeld Music Store, Hamilton, O., stating that this company had decided to concentrate its activities in the future on Victor products exclusively. This letter, which constitutes a signal tribute to Victrolas and Victor records, stated in part as follows:

"While we have anticipated this move for some time, we hesitated in taking the final step because of the shortage of Victrolas and Victor records, but now this obstacle is swiftly being removed, and we are sure that we can better ourselves in no other way."

JOINS EXECUTIVE ORGANIZATION

A. W. Fritzsch, formerly sales manager of the Michigan branch of the General Phonograph Corp., with headquarters at Grand Rapids, Mich., has joined the executive organization at 25 West Forty-fifth street, New York, as an assistant to W. C. Fuhri, general sales manager of the Okeh record division. Mr. Fritzsch will concentrate his activities on Okeh records and Dean steel needles, and his previous experience will undoubtedly enable him to co-operate to advantage with the clientele of the General Phonograph Corp., which now covers every section of the United States.

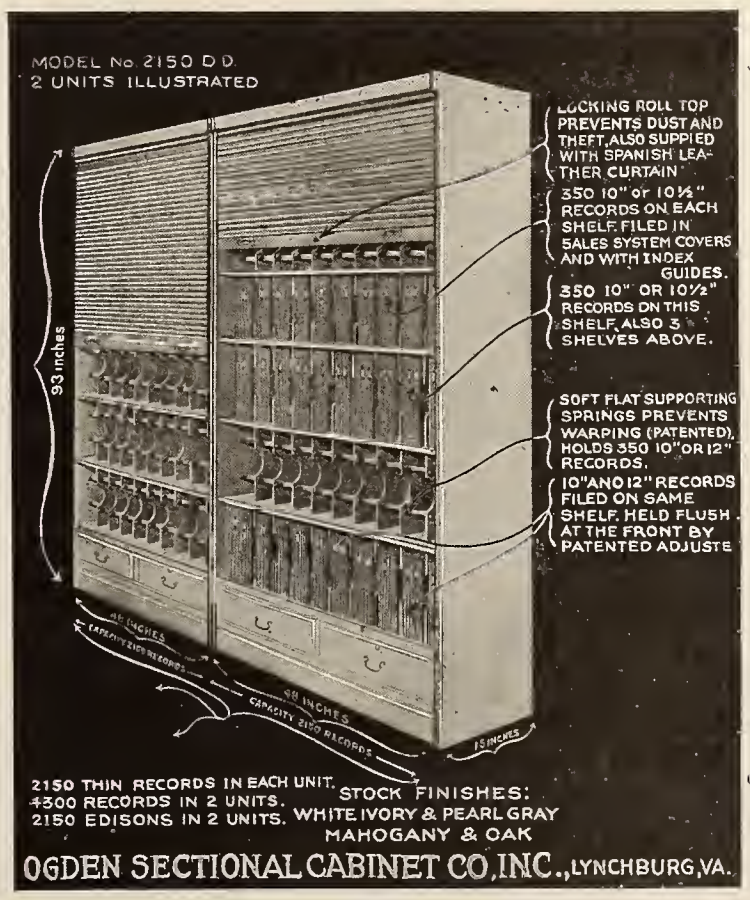
SOLOTONE ENTERS FIELD

The Solotone Phonograph Co. has secured a Delaware charter and will manufacture talking machines. The capital of the new company is given as $200,000 and the incorporators are F. R. Hansell, J. Vernon Pimm and E. M. MacFarland, Philadelphia.

File Your Records so you can find them and it's easy to sell them.

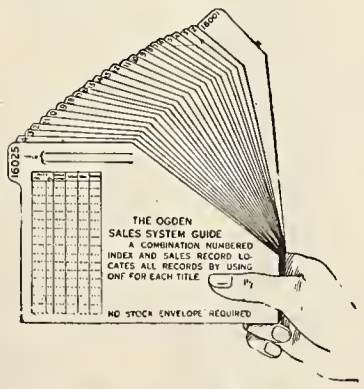
This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED



Immediate Shipments

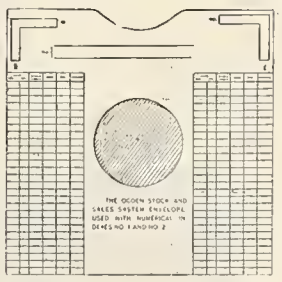
on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



Visible Tab Paperoid Index

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you.

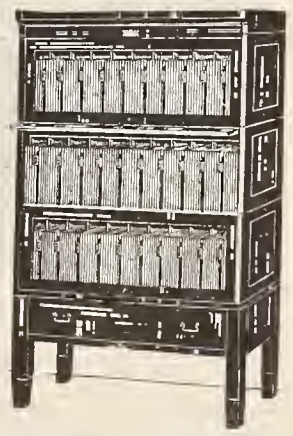
Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES

keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

Cabinets As Sales Builders

The progressive talking machine dealer realizes that every record cabinet sale means increased record business, for the purchaser of a record cabinet is a "live" prospect for regular record business.

LONG CABINETS

Represent the last word in cabinet perfection. They are the recognized leaders of the cabinet industry and are sold with an absolute guarantee as to quality and satisfaction.

Write for a copy of our new catalog.

The Geo. A. Long Cabinet Company
HANOVER, PA.

PITTSBURGH FACES HOLIDAY SEASON WITH CONFIDENCE

Optimism Prevails—Dealers Feel Extra Effort Must Be Made to Get Business—A. C. Mayer Talks With Dealers—Victor Dealers Visit Jones Store—Edison Tone-Test Interests—Other News

PITTSBURGH, PA., November 5.—Talking machine dealers in the Steel City and vicinity are facing the holiday season with supreme confidence in the assurance that the business ahead will show a marked increase over the same period a year ago. The various Pittsburgh dealers are in friendly and wholesome rivalry when it comes to displaying the various makes of talking machines that they handle and a visit to the various stores and a view of the different show windows revealed the fact that the public will have ample opportunity to inspect the various lines before they decide to make a selection.

The general sentiment among the trade is that the "business is here," but that it will require the use of good salesmanship to secure the desired results. All indications point to the fact that it is a "buyer's market" and that the wise talking machine dealer will so arrange his business plans as to get in touch with the "buyer." The search after holiday business is on, a number of the prominent advertisers of talking machines in the local newspapers having a sentence or a paragraph so arranged as to call attention to the utility of the talking machine as a Christmas holiday factor.

Wages still continue high in the Pittsburgh district and there is little chance for a revision downward of the wage scales for months to come. The iron and steel mills and coal mines are working steadily and have plenty of contracts booked ahead. As an instance of the high wages earned in some of the industries that have made the Pittsburgh district famous, it is pointed out that two miners in the mines near Avella, Pa., a short distance from Pittsburgh, for twenty-four days' work, together drew a pay check for $1,042.36. There are instances on record of laborers drawing as high as $80 to $90 for two weeks' pay. The general air of prosperity was never so pronounced in the Pittsburgh district and there is assured plenty of business ahead for the talking machine fraternity.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., with headquarters in New York, was a Pittsburgh visitor the past week and held a conference with Manager S. H. Nichols, manager of the Pittsburgh branch, and T. B. Niles, the assistant manager, and the sales staff. There was a frank interchange of views and the outlook for increased business as a result of the conference was said to be bright. The October business, according to Mr. Nichols, was quite flattering. O. F. Benz, sales manager of the Columbia organization, also spent a day in the Pittsburgh offices in conference with Manager Nichols.

John F. Henk, manager of the Columbia Music Co., exclusive Columbia dealer, stated to The Talking Machine World representative that business was increasing so rapidly that he was compelled to add a number of demonstration booths for the accommodation of his many patrons. Mr. Henk feels that the Christmas trade will be one of the best that he has ever experienced.

At the October meeting of the Talking Machine Dealers' Association of Pittsburgh an interesting talk was made by A. C. Mayer, Eastern sales manager of the Unit Construction Co. Mr. Mayer had with him a number of photographs of unit equipment installed in various talking machine shops in different sections of the country. Mr. Mayer gave a very forceful and interesting talk, emphasizing the fact that modern equipment in a talking machine shop or department will stimulate business to an unlimited degree. He showed by a number of illustrations that people will invariably patronize a clean and up-to-date music shop in preference to one that is slipshod and run on easy-going policies. Mr. Mayer stated that it was the modern-day dealer who "dressed up" his store who was bound to get the business. He said: "The time has come when the talking machine dealer must go out after business. For the past two or more years you were not selling goods, you merely took orders and delivered goods. Now a change is dawning and the live dealer who goes after business in the right manner is bound to win."

Under the guidance of Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., a party of Victor dealers, including P. S. Schrake, of Klein & Heffelman Co., and George C. Willie, of the George C. Willie Music Co., of Canton, O.; Wood Brown, of the Brown Music Co., of Kittanning, Pa., and J. H. Phillips, president of the Talking Machine Dealers' Association, of Pittsburgh, went to Washington, Pa., on October 28 to inspect the new establishment of the G. W. P. Jones Music Co.

The new structure is three stories in height and is given over to the exclusive use of music The talking machine department is located on the first floor. It is a model department, the equipment being installed by the Unit Construction Co. The firm handles the Edison, the Victrola and the Columbia Grafonola.

Mr. Jones and his associates received most hearty congratulations from the trade and the Victor Talking Machine Co. sent a handsome floral offering, which was displayed in the department. It was estimated that during the three-day opening festivities fully 25,000 persons passed through the talking machine section. Miss Ethel Blose Barr is the efficient manager of the record department, which is most admirably arranged for speedy service. F. H. Burbick and S. G. Elliott, of the Mellor staff, were also with the party, as was The Talking Machine World representative. The day following W. C. Dierks and H. H. Fleer, of the Mellor Co., visited the Jones establishment and extended their congratulations.

On Tuesday evening, November 16, the sales staffs of the various talking machine shops and departments connected with the Pittsburgh Association will participate in a dinner at the Hotel Chatham. Following the dinner there will be a series of salesmanship talks.

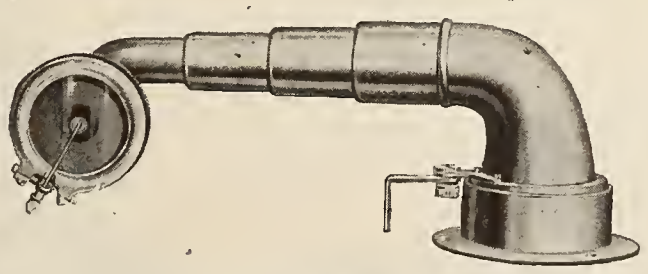
T. E. Shortell, manager of the talking machine department of the S. Hamilton Co., is much pleased with the sales that are developing of the Columbia period models and he anticipates a brisk sale for the holiday trade.

C. R. Parsons, manager of the Rosenbaum Co. talking machine department, Victor and Columbia dealer, has been made a member of the Pittsburgh Chamber of Commerce Quartet. Mr. Parsons, in addition to being a progressive talking machine department manager, is a talented singer.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, said to The World representative: "There is every indi-

(*Continued on page* 182)

The FERRO Tone Arm and Reproducer is the ideal sound reproducing unit. Its reproduction is true to life—its construction symmetrical—its appearance artistic, beautiful.



The FERRO Tone Arm is not a die-casting. It is made of the highest grade bell metal and drawn into shape by hydraulic pressure.

In short, the FERRO Tone Arm and Reproducer is just the thing for the high grade talking machine. Let us send you a sample.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

A List of Good Things

to Stock for the

Holiday Trade

Bubble Books
Cirolas
Record Cabinets
Record Albums
Record Envelopes
Stock Envelopes
Supplement Envelopes
Motrolas
Attachments
Phonograph Lights
Oils and Polishes
Motors
Tone Arms
Converto Cabinets
Music Roll Cabinets
Sectional Cabinets
Needles
Record Cleaners
Moving Covers
Name Plates
Stewart Phonographs
Badger Cabinets for Victrolas

The Cabinet & Accessories Co., Inc.

OTTO GOLDSMITH, President

145 East 34th St., New York

NEWS FROM THE PITTSBURGH TRADE

(*Continued from page* 181)

cation that the sales of Pathé machines and Pathé records this month and the next will surpass all previous business done by this house during the same period a year ago. Our roadmen are sending in good-sized orders and I feel that the Pathé line will be a record breaker this year."

George S. Hards, the Dormont Victor dealer, reports trade for the Victor line in the busy little suburb of the Steel City as most encouraging. Mr. Hards is a great believer in the use of printers' ink to promote business and his various methods to attract trade are both novel and productive of the results he seeks.

The Buehn Phonograph Co., distributor of the Edison Phonograph, reports trade conditions as exceptionally brisk and announces that business handled during October in the Edison line was the largest in the history of the company. The outlook for the holiday trade, according to A. A. Buehn, treasurer of the company, is exceedingly bright. During the past week Mr. Buehn, H. M. Swartz, assistant manager of the company, and J. K. Nichol, of the staff of traveling salesmen, were at Washington, Pa., and attended an Edison tone-test given under the auspices of the G. W. P. Jones Music Co. The singer was Madame Odette Le Fontenay, with Roger Barry at the piano. The test was held in the high school auditorium and was heard by a large audience. Madame Le Fontenay has been touring this section, giving a series of tone-tests, under the direction of the Buehn Co. and locally fostered by the Edison representatives. The list of engagements for the week of November 15 is as follows: November 15, Home Furniture Co., Braddock; 16th, W. F. Dufford Co., New Castle; 17th, Wilson Music and Art Shop, Ellwood City; 18th, Patterson Music Store, Beaver Falls; 19th, Purity Drug Co., Coraopolis, Pa.

President Goldsmith, of the Player-Tone Talking Machine Co., has made arrangements for a complete line of Player-Tone talking machines to be exhibited at the Jamestown Furniture Exhibition, Jamestown, N. Y., November 8 to 21. Mr. Goldsmith stated that the trend of business for the Player-Tone was very good and indicated that the holiday sales would be large.

Manager Scanlan, of the Pittsburgh offices of the Brunswick-Balke-Collender Co., manufacturer of the Brunswick phonographs, states that the demand for the Brunswick line was brisk and he was inclined to think that new sales records would be made as far as the Pittsburgh territory was concerned. Dealers, he stated, were eager to have certain styles of the Brunswick line and this alone, he declared, showed a decided boom for the Brunswick. Sales of Brunswick records are also large.

FINE PATHE EXHIBIT AT FAIR

Vinton, Ia., November 5.—Ralph R. Lent, the enterprising Pathé dealer of this city, drew much attention to the Pathé line at the recent county fair. He had a very attractive exhibit in the art hall of the fair from which he conducted a contest for which the award was one of the most attractive models of the Pathé line. The contest created much interest and received considerable comment in the local press. As a result of this contest, Mr. Lent secured the names of more than 3,000 prospects.

RECENT VISITORS TO BRUNO'S

Among the recent visitors at the headquarters of C. Bruno & Son, Victor distributors, was Harry Michlosky of the firm of Landau's, Victor retailers. Mr. Michlosky reports that both their Wilkes-Barre and Hazleton stores are receiving excellent patronage and the outlook for the holiday trade is very bright. This visit was a sort of a return of compliments; as Jerome Harris and E. G. Evans of the Bruno staff had previously visited Mr. Michlosky.

SAFETY SOUND BOX CONTROLLER

New Device Introduced for Use on Victrolas Exclusively—Sold by Herbert & Huesgen Co.

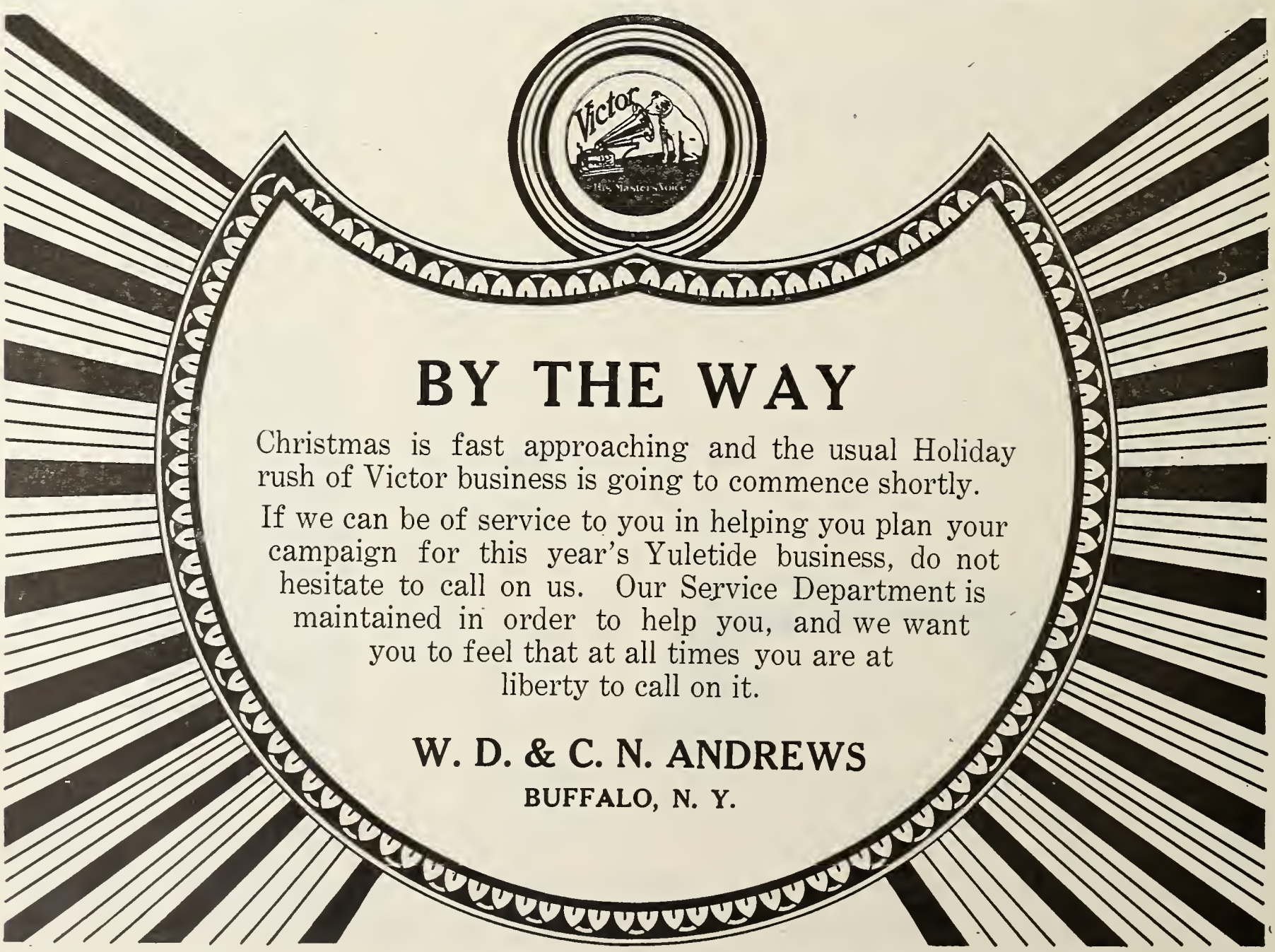
The Herbert & Huesgen Co., New York, has been appointed sole sales agent for the Hughes safety sound box controller, manufactured by the Hustylus Corp., Philadelphia. The company has started an energetic sales campaign in behalf of this device and the results to date have been very satisfactory.

The Hughes safety sound box controller is manufactured exclusively for use on Victrolas, and it has many distinctive features that have met with a ready welcome from Victor dealers. According to the inventors, this sound box controller saves the records and also prolongs the lifetime of tungs-tone and semi-permanent needles. It accomplishes these results by reason of the fact that when in use the sound box cannot be dropped on the record. It is simple and fool-proof and does its work under all conditions.

Chas. H. Huesgen, of the Herbert & Huesgen Co., left a few days ago for an extensive trip which will include a visit to Victor jobbers and Victor dealers between here and Chicago. The company plans to merchandise the Hughes safety sound box controller through the Victor trade exclusively, and three models have been prepared so that there is a model available for all types of Victrolas.

CAPITAL INCREASED TO $300,000

The American Talking Machine Co., Inc., of Bloomsburg, Pa., manufacturer of the Lyrolian talking machines and distributor of Lyric records, needles and other accessories, has recently increased its cash capital to $300,000. The business of the company has grown far beyond expectations, and with this increased capital it expects to greatly enlarge its activities along important lines.



KAUFMANN AND BAER COMPANY

PITTSBURGH PA Oct. 20 1920.

RECEIVED
A. M.
OCT 29 1920
Ans.
UNIT CONSTRUCTION CO.

The Unit Construction Company,
Philadelphia, Pa.

Gentlemen:-

We wish to express our appreciation to you for the service rendered by your sales and erection department during the installing of our new Talking Machine Department.

The department is simply beautiful and is all that could be desired in arrangement and appearance. During our formal opening, we were honored with the presence of many well-known men in the talking machine industry, and we are glad to say that each of them paid the department their highest compliments.

We are sure that the time is not far off when we must increase our department to 50 or 60 rooms, and we know that at that time we will receive the same service and attention from you.

Assuring you of our best wishes for continued success, we are

Very truly yours,
KAUFMANN & BAER COMPANY.
Per

These reproductions show the Unico installations as made for Kaufmann & Baer Company of Pittsburgh. We are pardonably proud that they consider their Unico department "beautiful and all that could be desired in arrangement and appearance."

We are now on a normal basis of production and, therefore, guarantee shipment of any of the standard Unico designs within 10 days from receipt of order.

Sales Value of Environment

"There's music in all things if men had ears," said Byron in his immortal Don Juan.... It is not alone the life-like reproduction of the human voice or the naturalness of the violin solo that attracts the casual hearer and transforms him into an actual customer.

Charm of environment and atmosphere directly influence the sale of musical merchandise. Perfect harmony in decoration as well as utmost efficiency in arrangement is achieved through the use of Unico Equipment. It is a proven fact that increased business follows the installation of the Unico System. Unico designs and constructions are patented; their flexibility allows of re-location and additions.

Unico Demonstrating Rooms, Record Racks, Counters and Decorative Treatment in standard designs and finish are now available for prompt shipment from stock. Unico Service with the correction of transportation and labor conditions is again operating on a normal basis of speed and dependability.

We suggest that you send us at once a rough floor plan and dimensions. We will submit recommendations. No obligations are incurred.

Unico Construction is patented.

Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

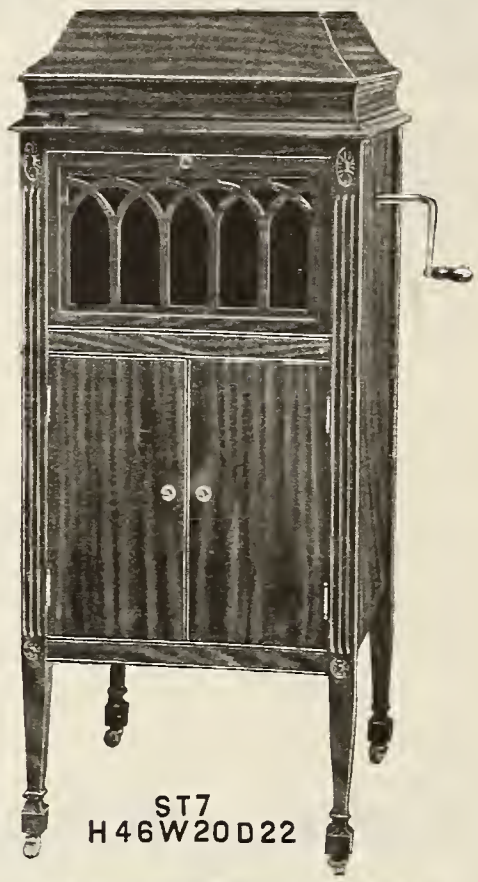
ANNOUNCING NEW ART MODELS

The "Natural Voice" Line has ever been noted for its quality. At the same time profits for the dealers have always been most liberal. Perfect, guaranteed machines with instant appeal and of quick salability.

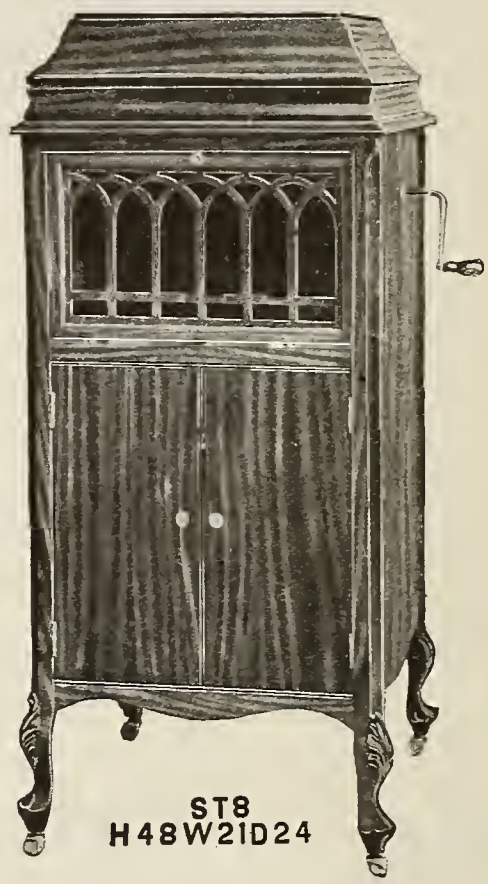
Therefore the announcement of the addition of art models to this line should command your attention.

ST50
H37W40D23

ST51
H37W40D23



ST7
H46W20D22



ST8
H48W21D24

ST52
H37W40D23

ST53
H37W40D23

ST6
H45W18D20

Art models of most original design and of the highest quality throughout; all meeting the high standards set by our products in the past.

To the trade desiring to place such goods on their floors we offer an arrangement of most liberal proportions.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, write today.

NATURAL VOICE PHONOGRAPH CO.

ONEIDA, NEW YORK

Distributors of This Line Wanted in Every State

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Christmas Is Coming! Are You?

If you're not "up and coming," business will be "going"

THE best advertising is not always that which offers attractive prices or terms. There is a sentiment which is held for or against certain stores, which is a more powerful influence than any other consideration. If you can build up good will, friendship and loyalty for your store you will have a foundation for sales that cannot be broken into by competitors. Therefore such items as Christmas cards or Christmas letters to all customers, expressing your good wishes for a Merry Christmas, and your thanks for the business with which they have favored you during the year, may do you more good in the long run than many an ad of strict merchandising character.

Make your Christmas card as elaborate or as simple as you wish, or, if you prefer, write a letter instead of using a printed card. The main thing is to express your appreciation for the patronage of your customers and make them feel that their business is valued by you. It is human nature to desire personal attention, and this little means of expressing it should not be overlooked. It is not a "frill" or a waste. It is sound advertising.

DECORATIVE borders for your ads unquestionably improve their appearance, but the expense of having these specially made by the artists is considerable. The usual result is that ads are set up with plain rules.

You probably do not realize that your local newspapers can supply you with borders from their own typographical equipment. The human tendency for the compositors on the newspapers is to follow the line of least resistance. To set up special borders for your ads requires an extra effort on their part. The rules are handy, are easy, and therefore are used.

Get from your newspaper a type book showing samples of the border designs which they keep in stock, then specify on the layout the border you want. Practically all newspapers have in stock the standard holly border which is used for Christmas ads, and this will help a great deal in giving the right atmosphere to the copy you send to the papers during December. A little attention to this detail will make your advertising pay better, look better and bring more business.

A WORD of warning—Do not at this time advertise prices on talking machines, pianos or records in such a way as to give the impression that "prices are coming down." You will find that this appeal will not create sales, but will cause the public to wait still longer, with the hope that prices will drop to lower levels. Under present conditions it is extremely doubtful that the prices can come down. To foster the mistaken idea that they will be reduced injures your business and the business of all in the trade.

THE general opinion among the business men is that the Republican victory is going to mean an increase in business activity. Against this favorable tendency is the undeniable fact that a buyers' market is here. The old conditions where there was one machine to supply the demand of three customers have entirely disappeared. Stock is more plentiful, and the public is not buying as carelessly and extravagantly as formerly. The reaction from the period of extravagance is in full force. People do not buy now without carefully considering the price they pay, and they are disposed to question high prices with a feeling akin to annoyance and irritation.

The newspapers have been full of talk of profiteering; the public feels that labor has been demanding an exorbitant return for its services, and is awake to the fact that the increase comes out of the public's own pocket. Under these conditions every retail talking machine merchant must realize that it is up to him to go after business with all the aggressiveness he can muster. He must advertise regularly and liberally. He must send out form letters, he must keep his windows as bright and attractive as possible. He must inject new vitality into his sales organization, and use every good merchandising idea with which to improve the service of his store.

Of all times of the year, now is the time to exert every sales effort. Christmas, 1920, should be as profitable as any in the history of your business. But unless you do everything you can to create this business and to draw it to your store and away from your competitors, you will fail to get all you could have.

In other words, you can't get business unless you go after it.

YOU can work up a lot of Christmas atmosphere by placing small signs at points of vantage through your store and also in each talking machine booth, bearing an appropriate Christmas message. These should all be the same in color scheme. White, green, red, gold and black are suitable for Christmas purposes. In each booth there should be a sign reading: "Give Records for Christmas," and this same suggestion should be displayed on your counters and in your windows. Another sign which always brings the best results is "Christmas Isn't Christmas Without a (Name of Your Machine)." Another slogan is "A Talking Machine Makes Every Day as Merry as Christmas"—another, "Make This a Musical Christmas."

THE new piece "Whispering" has taken most of the country by storm. A release of this number has been made by practically all of the record companies. Here is a little window display to give prominence to this number:

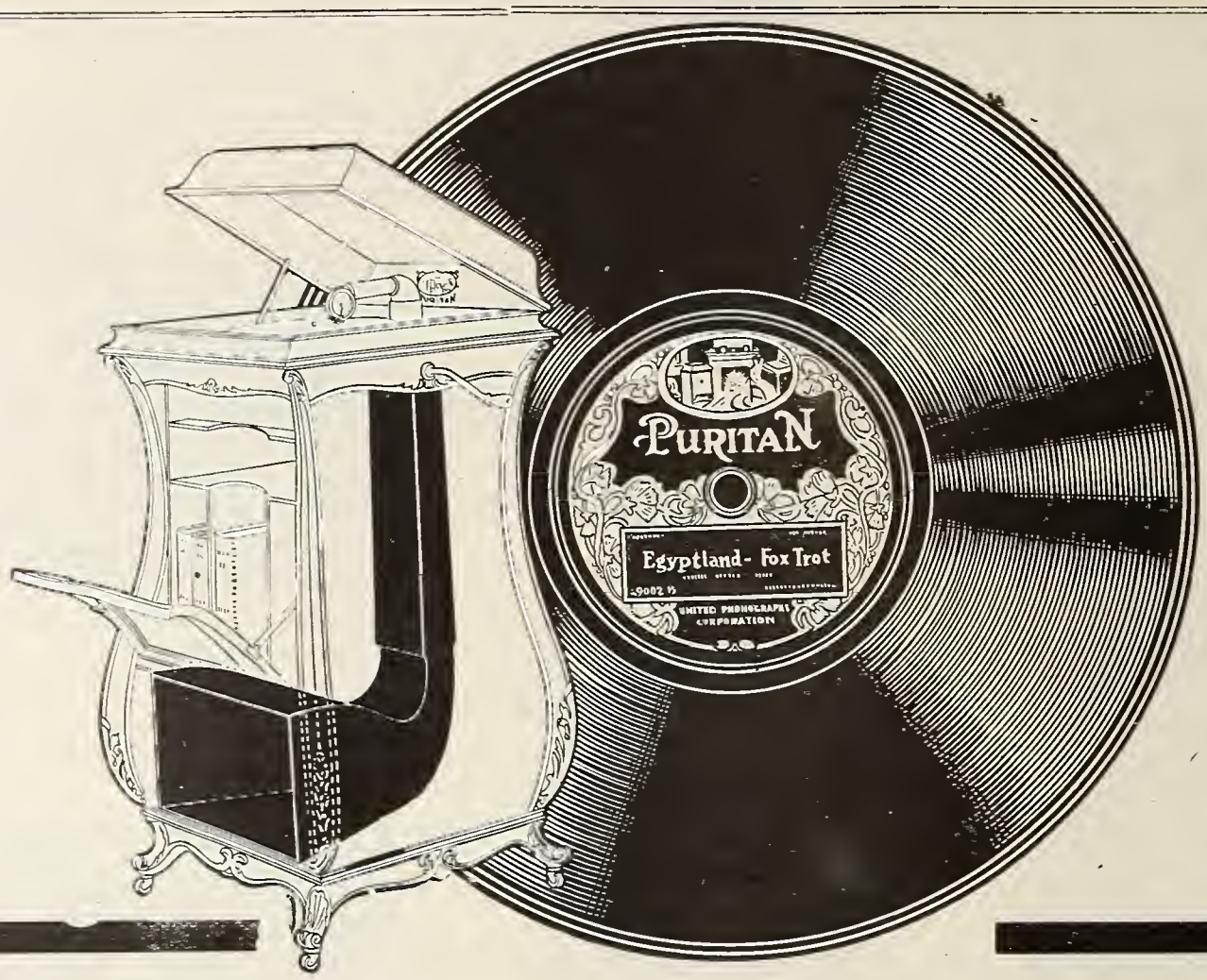
On the floor of your window, in the center, place a piece of velvet, preferably a dark color. Underneath the velvet make a slight rise. On top of the rise, place two Kewpie dolls, in such a position that it looks as if one of them is whispering to the other.

Place a large card in the back of the window just bearing a single word, "Whispering," with an exclamation mark after it. On a long, narrow strip, print the words "Whispering, a Splendid Sympathetic Strain, Executed by the Famous Orchestra of ——" (Change name to suit the maker of record handled.) This strip should be placed in the very front of the window, lying flat. Make two other cards, one bearing the word "Incomparable" and the other "Hear It." These should be placed flat, one on either side of the two Kewpie dolls.

Two records of this number should be placed on the floor of the window or on mounts either side of the central display.

You will be surprised the way this very simple window will draw attention—first, because of its novelty, and second, because of its inquisitive power.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.



The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

RECORD RECITAL FOR DEALERS

Large Crowd of Retailers Attend Advance Recital of December Victor Releases Given by Knickerbocker Talking Machine Co.

On Friday, October 29, the Kniekerboeker Talking Machine Co., Vietor wholesalers, entertained a representative gathering of Vietor retailers at an advanee reeital of the December rcleases of Victor records whieh was followed by an claborate luncheon. Practically all responded to the invitations mailed and by 10 a. m. every seat in the large coneert hall at Knickerbocker headquarters, 138-140 West 124th street, New York, was oecupied. The stage

Retailers Snapped at Knickerbocker Concert Hall

was attractively set with a complete group of the new grand opera figures produced by the Penn Phonograph Co., of Philadelphia.

During the course of the recital, Abram Davega, viee-president of the company, set forth a number of progressive suggestions on the subject of Vietor merchandising. In addition to the many dealers present the Vietor Talking Machine Co. was represented by Richard H. Nolan and J. J. Davin and O. H. Williams were present from the Reineke-Ellis Co.

At the elose of the reeital the Knickerboeker Talking Machine Co. played host to those present at a luneheon held at the Hotel Theresa. A rising vote of thanks was given to the Kniekerboeker staff for their entertainment and aeeepted by Abram Davega for the eompany.

PATHE MUSIC VIA WIRELESS

BURLINGTON, IA., November 5.—The Churchill Drug Co., Pathé distributor of this city, Cedar Rapids and Peoria, Ill., is featuring the Pathé Actuelle in an entirely novel manner. Every Thursday evening from 8 to 9 o'elock the amateur wireless operators within a radius of 100 miles of Rock Island, Ill., can listen in on a Pathé Actuelle concert by wireless telephone given by Young & McCombs, of Roek Island. The Churchill Drug Co. is spreading the news.

NEWS ITEMS FROM PORTLAND, ME.

Eight Victor Artists Meet With Enthusiastic Reception—Municipal Concert Series Opens—Andrews Music House, of Bangor, Remodeling

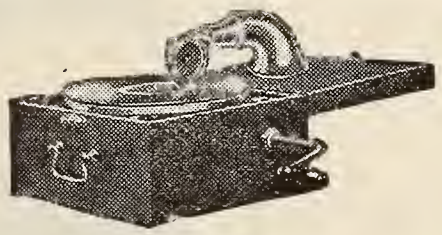
PORTLAND, ME., November 6.—The Eight Famous Vietor Artists gave their unique entertainment of musie and mirth at the City Hall on Friday evening, Oetober 29, before a large, enthusiastie and attentive audienee. Hundreds of people who were disappointed at not hearing them upon their first appearanee here last Spring took this opportunity of hearing these artists, who were brought to Portland through the efforts of Cressey & Allen, wholesale distributors; M. Steinert & Sons Co., of Portland, and Geary & Johnson, Westbrook, all of whom handled this enterprise in a most ereditable manner. Much of the sueeess of the eoncert was due to the energetic and eonscientious work put forth by C. B. Snow, wholesale manager of the Vietor department of Cressey & Allen, and J. Frank Conner, manager of M. Steinert & Sons Co.

G. L. Riehardson, representative of the Vietor Talking Machine Co., reeently spent a few days calling on the dealers in Portland and vieinity.

Andrews Musie House, Bangor, Me., has been making extensive remodeling on the entire front of the store, whieh when completed will present a very attractive appearance. They are now planning on a big installation of booths.

Musie lovers of Portland had the opportunity of hearing another Victor artist, Emilio De Gogorza, who appeared on the program of the opening of the municipal eoncert series, October 28, at the City Hall. The unpreeedented demand for his reeords, following this concert, leaves no doubt in the minds of the Victor dealers of his popularity.

C. B. Snow has just returned after spending several days at the Vietor faetory at Camden, N. J.



The New Portable CIROLA

ALL YEAR ROUND

Dealers who carry the Cirola find that the demand continues through Fall and Winter. There is always a demand for a portable machine.

Ideal for the Holiday Trade

The Cirola measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors. Write today.

Cirola Phonograph Corporation

Executive Offices:

1 West 34th Street : New York City

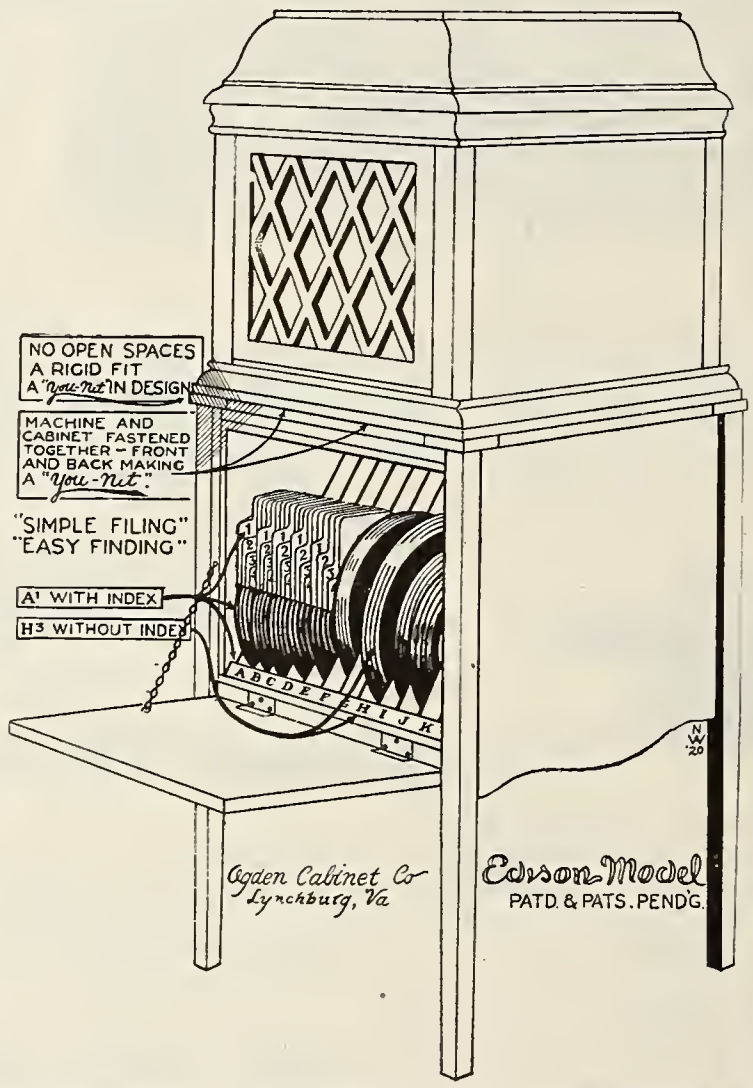
AT LAST A OGDEN'S You-Nit TRADE MARK CABINETS PAT'D LYNCHBURG, VA. CABINET

(For all Table Type Machines)

Which becomes a "Unit" with the Machine. Fits so the open space or Dust Trap is closed. All You-Nit cabinets are in harmony with the construction of the machine they are made for.

Matches in material and finish and fastens to the machine, making a one-piece Unit of superior appearance, greater convenience, and increases the value and salability of every Table Type Machine.

Model A-E
Fitted to Edison Chalet
Files 56 Edison Records
Price $18.50
Rouge and Natural Finish



Model B-E
Fitted to Edison Chalet
Files 112 Edison Records
Rouge and Natural Finish
Price $24.00

Model A-E Cabinet
Note: Fitting design for fastening to Edison
Big value. Big record capacity

Model B-E Cabinet
Note how it is made to fit and fasten together
A You-Nit or fitting cabinet made for all makes of machines

BETTER CABINETS, LOWER PRICE, MORE PROFIT

A Model for Every Table Type.

Edison Disc and Amberolas. Victrola VIII & IXA, Grafonola C & D, Pathé 3 & 6.

Write for list of jobbers carrying this stock and prices of all models.

Prepare now to supply the increasing demand for lower priced outfits.

We can ship you now.

OGDEN CABINET CO. Lynchburg, Va.

TENDENCY TOWARD HIGH-GRADE PRODUCTS IN PORTLAND

Great Activity in Musical World—Well-known Talking Machines Exhibited at Prominent Fairs—Leading Concerns Pleased With General Trend of Business in Talkers and Records

PORTLAND, ORE., November 6.—Operas and concerts, of which there will be many of a high order given this season in Portland, will give an impetus to the music trade in all lines. Especially is this true of the talking machine and records. The Scotti Grand Opera Company, the Royal English Opera Company, and the Minneapolis Symphony Orchestra have already been here this season and music and musical wants are being discussed not only by musicians, but by all music lovers.

The tendency towards high priced Victrolas continues, said B. Hunt, local manager of the Sherman, Clay & Co.'s Victor department, and new period models will be well received. Record stock is coming in faster and dealers are correspondingly much better satisfied. "Whispering" is a wonderful record and sales are surprisingly large. Other records making big hits this month are "Japanese Sandman," "Best Ever" and "Avalon."

Arthur C. Garbett, the well-known Victor representative, who is now covering the coast for Sherman, Clay & Co., giving talks on record analysis to Victor dealers and their salesmen is being enthusiastically received. Victor salesmen all know that Mr. Garbett is one of the foremost authorities in music, being well acquainted with his descriptions of records and sketches of prominent artists published in the Victor catalog.

The Cheney phonograph was attractively displayed in the handsome exhibit made by the G. F. Johnson Piano Co. at the Salem State Fair this Fall. This entire display was considered the best of any kind made at the fair. Concerts were given every afternoon and large audiences were in attendance. Souvenirs and advertising matter formed a fine part of the display, which was arranged by J. F. Matthews, H. L. Stoner and Dolph Taylor, all of the G. F. Johnson Co.

Swan Neilson, formerly with the Consolidated Music House of Salt Lake, Utah, is now one of the efficient salesmen, under Mr. Peyton, manager of the talking machine department of the Meier & Frank Co. Mr. Peyton hopes to secure more salesmen of the same kind—full of energy, practical ideas and fond of the work.

The Pacific Exchange Co., which has been located on Tenth street, has joined forces with the Perry Music Co. at 427 Washington street and indications are that a prosperous business will be done by both companies. The Pacific Exchange deals exclusively in records and has one of the largest and most complete stocks in the city.

Miss Madeline Larson has joined the Bush & Lane force. H. A. Raynor, manager of the phonograph department of this company, is very enthusiastic over the work accomplished.

The Victor, the Brunswick, the Stradivara and the Heywood all found on the floors of the pleasant music department of Powers Furniture Store, are selling well, greatly to the satisfaction of W. B. Maxwell, manager of the department. The Heywood, a reed cabinet machine, was selected by the Baker stock company, which is playing "Parlor, Bedroom and Bath," as part of the furniture in the parlor scene and the record "O, By Jingo," which is played during the performance, made a big hit.

J. M. Howard, late of the Foley & Van Dyke Co., is now general manager of Oregon Eilers Music House. As assistant to Hy Eilers, important changes and improvements are contemplated. Mr. Howard was formerly in business in Butte, Mont., and is well known to the trade.

A $500 Edison period design was sold by Miss Jessie Meighen of the Reed, French Piano Co. during the last week. Last month Reed, French had the best exhibit at the Multnomah County Fair, which was held at Gresham. M. C. Collins and Miss Meighen were in charge of the exhibit and they received a blue ribbon for having the most attractive display on the grounds. They showed Edison, Columbia and Victor instruments and the business in the department has increased largely since the exhibit.

Business is very good all the way from Kansas to Oregon is the opinion of Clyde Wilson, of Jenkins Music House, of Kansas City, Mo. Mr. Wilson is spending a week in Portland. He visited music houses in Kansas, Colorado, Utah, Idaho and Washington on his way from Kansas City and reports prosperity grand throughout the country.

A. J. Kendrick, general manager of the Brunswick-Balke-Collender Co., visited all the dealers handling the Brunswick in Portland the latter part of October.

W. G. Gaston, Jr., Victor field representative of Oregon and Washington, has spent the part of two weeks in this city.

Business in the talking machine department of Edwards' furniture store is quite active. M. L. Youngbar is now in charge. Mrs. C. Carroll, since the resignation of Mrs. Owen Moore, assists in the record department. Chamlee's Brunswick record, "Your Eyes Have Told Me So," is one of the favorite records since Chamlee's appearance here recently with the Scotti Grand Opera Co.

The Monte Wax Co. had a very good exhibit at the State Fair. The Modernola, Portola, Flax-a polish for cabinets and Tone Clear was displayed.

The American Legion post of Portland asks for contributions to its record shelves. It has a new phonograph in one of the new Legion club rooms in the Flatiron Building at Sixth and Ankeny streets, but the shelves are almost bare of records. Here is an opportunity to contribute to a good cause.

Herbert Bach is now in charge of the talking machine department of Lipman, Wolfe & Co. H. W. Green is also a new member of the department. Six makes of machines are carried and the department is one of the most popular talking machine places in the city. A complete stock of Sonoras is now on hand. A $405 Circassian walnut model is very much admired.

Mr. Fleming, of the Bush & Lane Piano Co., sells Victors from catalogs. He finds business all right if you go after it. If people are too busy to come to the store, get busy yourself and show them what they want, said Mr. Fleming, who is always alert and on the spot when he hears of a prospective customer.

Business is picking up rapidly in the talking machine department of the Seiberling-Lucas music house. A big country trade is being done. Miss F. L. Cowing, now with the record department, comes from San Francisco, where she was with the Sherman, Clay & Co.

The display of Victor goods, at the State Fair held at Salem, by Seiberling-Lucas Music Co. resulted in a number of good sales. Four Victor machines were sold right on the grounds and eight Victrolas were sold right after the fair to customers who had noticed the exhibit at the fair grounds, became interested, visited the Portland store and bought the instruments they had admired at the fair.

EDISON ARTISTS COMPLETE TOUR

The well-known Edison artists, George Wilson Ballard, soloist; Mr. Rand, violinist, and Mr. Gaylord, pianist and conductor, are finishing up their tone-test tour through Central New York. During this tour, which has lasted for several weeks, they have given matinee tone-tests of the New Edison before the school children in a public school in each city. In the evening the performance was given for the benefit of the adult population. This tour has been one of the most successful tone-test bookings that has been made.

CLOSES IMPORTANT CONTRACTS

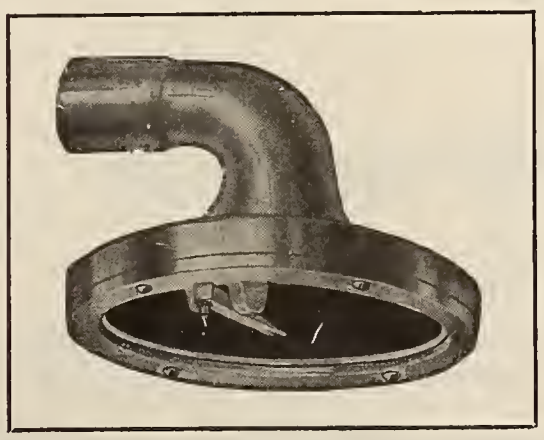
WILLIAMSPORT, PA., November 8.—The Eastern sales and export office of the Universal Stamping & Mfg. Co., of Chicago, which makes its headquarters in this city, recently signed contracts whereby it will handle the sale of H. G. Saal motors and Sterling tone arms and devices for the Eastern States and export trade. The company is also maintaining a sales office for the Villinger Mfg. Co., which manufactures talking machine hardware.

A. A. KIDDER'S NEW POST

The Cabinet & Accessories Co., Inc., New York City, reports continuous growth in the distribution of the various lines of accessories which it handles and is steadily increasing the territory which it covers. A. A. Kidder, who has been connected with the talking machine trade for several years, is now covering New York State in the interest of this company.

Quality *Distinction*

The "VICSONIA" Reproducer



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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both **Edison** and **Pathe** records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET **NEW YORK, N. Y.**

OKeh

enters the foreign language record field

We have pleasure in announcing that we have secured the following wonderful repertoires of foreign records:

FONOTIPIA ODEON BEKA FAVORITE
PARLOPHON DACAPO LYROPHON

Thousands of songs and instrumental selections in more than twenty languages, recorded by artists in their native countries, are now offered to the American trade.

There is a market of over thirty million foreigners that can be reached by these repertoires.

The first list of OKeh foreign records is in preparation and will be ready shortly.

New releases of OKeh foreign records will hereafter be made monthly.

IMPORTATION OF FOREIGN RECORDS

Plans have been worked out whereby dealers can import records of those languages which will not be pressed in America for the time being. These records will be sold with the original foreign labels. Write us for particulars and name of your nearest jobber.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

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

CONDITIONS SOUND IN NORTHWEST

Trade Conditions Reviewed—New Brunswick Shop—Large Beckwith-O'Neill Shipments—Pathé Officer a Visitor—Columbia Prospects Excellent—30 Per Cent Increase in Edison Sales—Other News From the Northwest

MINNEAPOLIS and ST. PAUL, MINN., November 6.—Dealers in this part of the United States, accepting the results of the election as a mandate from the people, are settled down to a situation which they believe will prove advantageous. They realize that the Northwest basicly is sound and that with the election flurry out of the way normal commercial and industrial activity may be expected. It is possible that the holidays will not produce quite the volume of coin for the local dealers that was garnered in 1919, but they feel right down in their bones that there will be enough doing to satisfy their hopes.

A new Brunswick Shop was opened last week at 22 West Sixth street, St. Paul. A 6 x 17 foot electric sign with 160 lights will proclaim the Brunswick phonographs to the world and the interior will house everything Brunswickian. Ray Swanstrom, late of the phonograph department of the Golden Rule store, will be in active charge of the shop. George M. Nye, in charge of the distribution of the Brunswick in the Northwest, states that some excellent accounts have been opened in this territory and the prospects are bright. As Leopold Godowsky, the eminent pianist, is now an exclusive Brunswick star, the company is capitalizing his recent visit to Minneapolis, at which he sustained his high reputation.

The Beckwith-O'Neill Co. shipped a greater number of Victrolas in October than in any previous month in 1920 and in a measure are somewhat at ease over the Fall prospects as they are receiving larger and more regular shipments than has been their fortune to obtain in several years. F. M. Hoyt, of the company, is on a thirty-day tour of the larger towns of Minnesota, North Dakota and Montana and his daily reports are very cheering.

James Watters secretary of the Pathé Co., spent two days last week visiting with Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co. His survey of the conditions in the Northwest was pleasing to him and he said so. The Pathé stock, both as to instruments and records, is ample for any ordinary run of business this Fall.

Columbia prospects in the Northwest are reported by Manager W. L. Sprague to be excellent. The warerooms are filled, the demand is keen and things are moving at a lively rate. Robert Porter, New York, field sales manager, has been on a tour of the territory, occupying his time mainly with standardizing the branch organizations. O. F. Benz, the Columbia's record sales manager, also was a visitor to the Minneapolis headquarters.

October showed an increase of 30 per cent in Edison sales over its comparable month of last year, according to Laurence H. Lucker, Northwestern distributor. The volume of shipments exceeded that of September, which was an exceptionally good month. The Minnesota Phonograph Co., handling the retail trade in Minneapolis, shows an increase of 40 per cent in sales as compared with the last previous October.

SOUTHERN DEALERS' ACTIVITIES

The Serenado Mfg. Co., Cedar Rapids, Ia., received recently interesting literature from A. D. Elder & Sons, Coldwater, Miss., Serenado representatives in that territory. This enterprising dealer has instituted an aggressive sales and advertising campaign in behalf of this line, and the results have been satisfactory.

Although general conditions in Mississippi have not been very satisfactory the past few months, A. D. Elder & Sons believe that there is more money in the territory than appeared on the surface, and therefore, inaugurated plans which verified their belief and which produced gratifying sales totals.

BUY BINGHAMTON PHONOGRAPH CO.

Weeks & Dickinson Now Have Two Modern Music Stores in Business Section of City

BINGHAMTON, N. Y., November 5.—Announcement was made recently that Weeks & Dickinson have purchased the business of the Binghamton Phonograph Co., located in the Y. M. C. A. building in Washington strect.

The store, which in the past has been known as the Sonora Shop, featuring Sonora phonographs, will, in the future, be known as "The Music Shop." Other lines of talking machines and records and pianos, player-pianos and other musical instruments will be sold there.

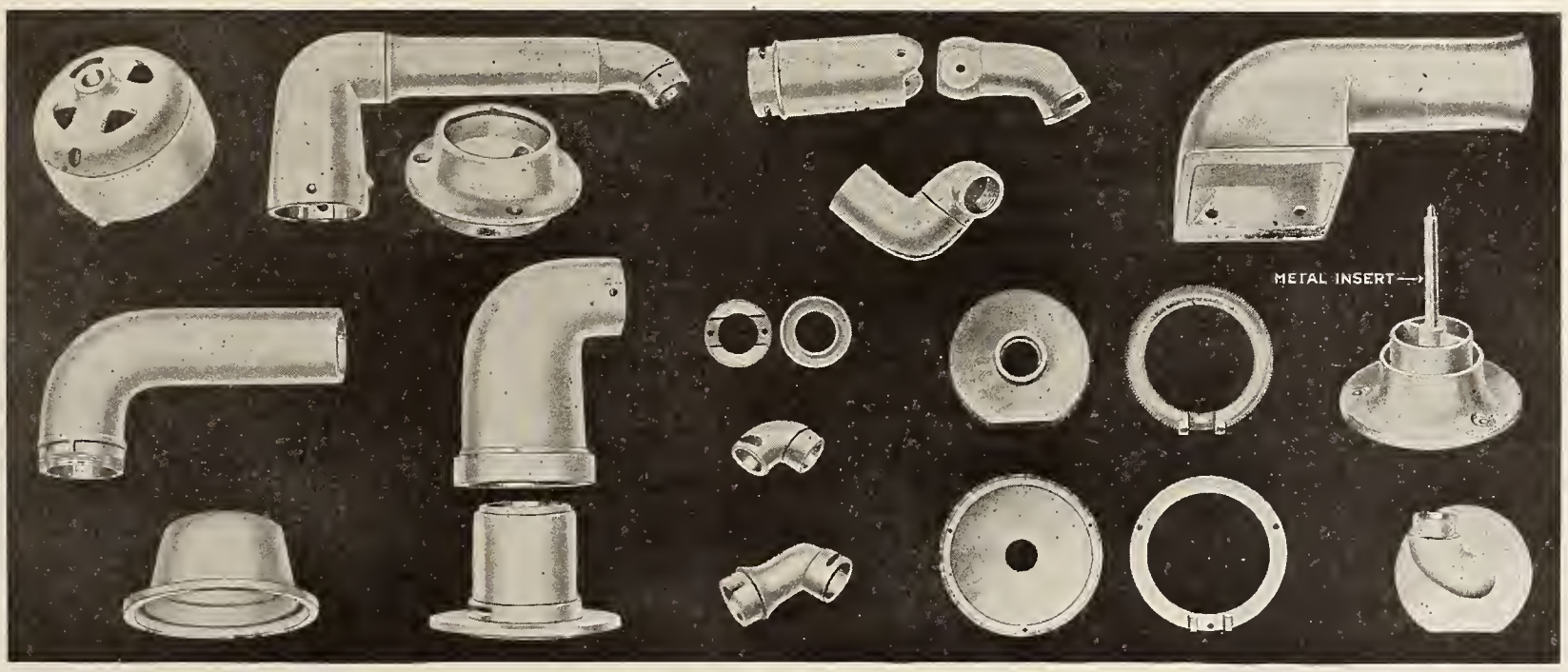
This will give the Weeks & Dickinson music house two stores in the business section of the city and is regarded as an indication that this firm has faith in Binghamton's future.

The members of the firm are Edwin R. Weeks and Giles H. Dickinson. They took over the Barrett music store in Collier street and will continue it with the new store in Washington street. The increased business of the firm is given as the cause for the enlargement of musical facilities by the opening of this new shop.

BEQUEATHS MONEY FOR VOCALION

Unusual Provision of Australian's Will Provides Sum to Buy Instrument

From Australia comes the story of a strange bequest. Among other provisions in the will of a late client of a large house was one that "gave, devised and bequeathed the sum of £75 to be spent in the purchase of a Model 'K' Vocalion." Of course the money had to be applied in this direction only, and as the price had risen in the meantime to £85, the fortunate legatee paid the extra £10 himself and the instrument was accordingly delivered. The writer hopes that some day he may have a similar stroke of luck. He is advising his wealthy clients that he adores pipe organs.



Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.

THE IDEAL METAL
for Soundbox and Tonearm Castings

CA Die Casting Alloy that is Double the Tensile Strength of Cast Iron—
200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER
Die Casting Division · Monroe and Throop Streets · CHICAGO

Henry Ford Says:

"The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all concerned it is time a real practical effort was made to bring the business of the country and the life of the country down to pre-war standards."

We Agree With Mr. Ford, but Desire to Add

that we religiously maintained a fixed price all during the war that undersold the market and gave the trade

An Exceptionally Good Product in

Prima-Donna

"The Instrument Inspired"

From a standpoint of value—before the war—during the war and even today—PRIMA DONNA STILL REMAINS the best phonograph value at the price on the market. The reason for this is the manufacturers of Prima Donna saw further than their competitors and put the standard high and the prices right before the war and thus set a policy that has withstood throughout the price-changing period, and it stands today as the most substantial value because—

WHEN VALUE AND PRICE ARE CONSIDERED IT SELLS ITSELF

Can You Beat This?

Prima Donna truly is the instrument inspired, for it is all one could ask for in construction, tone and fine craftsmanship.

Its tone value is enhanced by the scientifically constructed all wood amplifier.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish.

In short Prima Donna is constructed as well as any machine on the market and very much better than a great many.

Bungalow Model $95.

Can You Do Without This?

As an up-to-date dealer you must realize the importance of co-operation between manufacturer and dealer in present-day selling methods. This every Prima Donna dealer is assured, as our special local advertising and unique window slides have proven a wonderful sales booster. We not only expect to sell to you *but help you sell the consumer,* as our profit is so small we MUST have re-orders, and the only way to get them is to help you move the goods.

Parlor Grand $225

Will You, Mr. Dealer, Show Enough Interest and Sound Business Judgment to Ask for a Catalog?

The only Phonograph unreservedly guaranteed for one year.

Our output from three big factories guarantees you immediate deliveries.

SIX MODELS

Bungalow....$ 95	Astoria.....$160
Stratford..... 115	Majestic.....200
Blackstone.... 135	Parlor Grand.225

WE PAY THE WAR TAX

Guarantee Immediate Delivery—F. O. B. New York

If you are a good buyer and a buyer of good phonographs and want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with the factory standing behind its product and behind the dealer, write for our Catalog and selling proposition today. Yes, we give exclusive territory if available.

Frederick P. Altschul

PRIMA DONNA

Distributor

112 WEST 23rd STREET NEW YORK

Blackstone Model $135.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the first of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

PREPARING THE EDUCATIONAL FIELD

Everybody knows in a general sort of way that the talking machine has assumed a position of some importance in the educational system of this country. That is to say, the average man in our industry is aware that the leading talking machine companies have for some years operated educational departments and have produced not only a special type of machine, but a whole equipment designed to link up that machine with musical, patriotic, linguistic and other educational activities in the schools. But even with all this general understanding, knowledge of details is very imperfect; nor is there a general understanding throughout the trade as to the principles which must govern the adaptation of the talking machine to the cause of education. It will be worth while therefore to consider these briefly.

Why Cultivate?

First, however, why exactly should it be worth our while to consider this branch of the possibilities—the musical possibilities of the talking machine? Because the talking machine surpasses all other means for the compact and comprehensive rendering of music. It is a compendium of all musical instruments in one. By its means, indeed, not alone music, but any sound whatever may be at once reproduced; to a degree of fidelity quite astonishing. If there be any virtue at all in bringing to the young mind of the scholar the riches of the world of music, languages, oratory or poetry, then plainly the talking machine is the weapon par excellence for rapid results in educational processes, for putting before the youthful mind the beauties of speech and of music in the only practical and effective way. No educational authority doubts that, in principle, this statement represents the facts. How much less should a talking machine man doubt it!

It may be laid down as an axiom that the retailers, not the manufacturers, are in need of enlightenment in respect of the use of the talking machine for educational purposes. After all, the use which any given community makes of the possibilities of the talking machine, whether privately or publicly, whether in the homes or in the schools, or in both, depends upon the enthusiasm of the local retail dealers. There will always be, of course, a quantity of small and not very strong men, content to sell what they can along lines of least resistance and caring nothing for those possibilities of expansion which are at once the admiration and the despair of every keen thinker, who always clearly sees how much more he might do than he actually does.

A Keen Man's Job

It is not of much use to talk to men of any other kind in cases like this. We have a great field before us. But like all fields, no matter how rich, it must be cultivated. Cultivation in this case means exactly what it is supposed to mean. The field must be carefully prepared and tended, watched and watered. Results do not begin to flow from the first day, but they are certain and their volume is proportionate always to the amount of care and time given to preparing for them.

Educational authorities are not always or often very acute-minded of themselves, at least in respect of new ideas. The political system of the country does not tend to put into public office men of the keenest mental character, and members of school boards are usually more inclined to look at the external than at the internal. They have to be educated to new ideas. Here the keen merchant can get in work of the most fruitful kind.

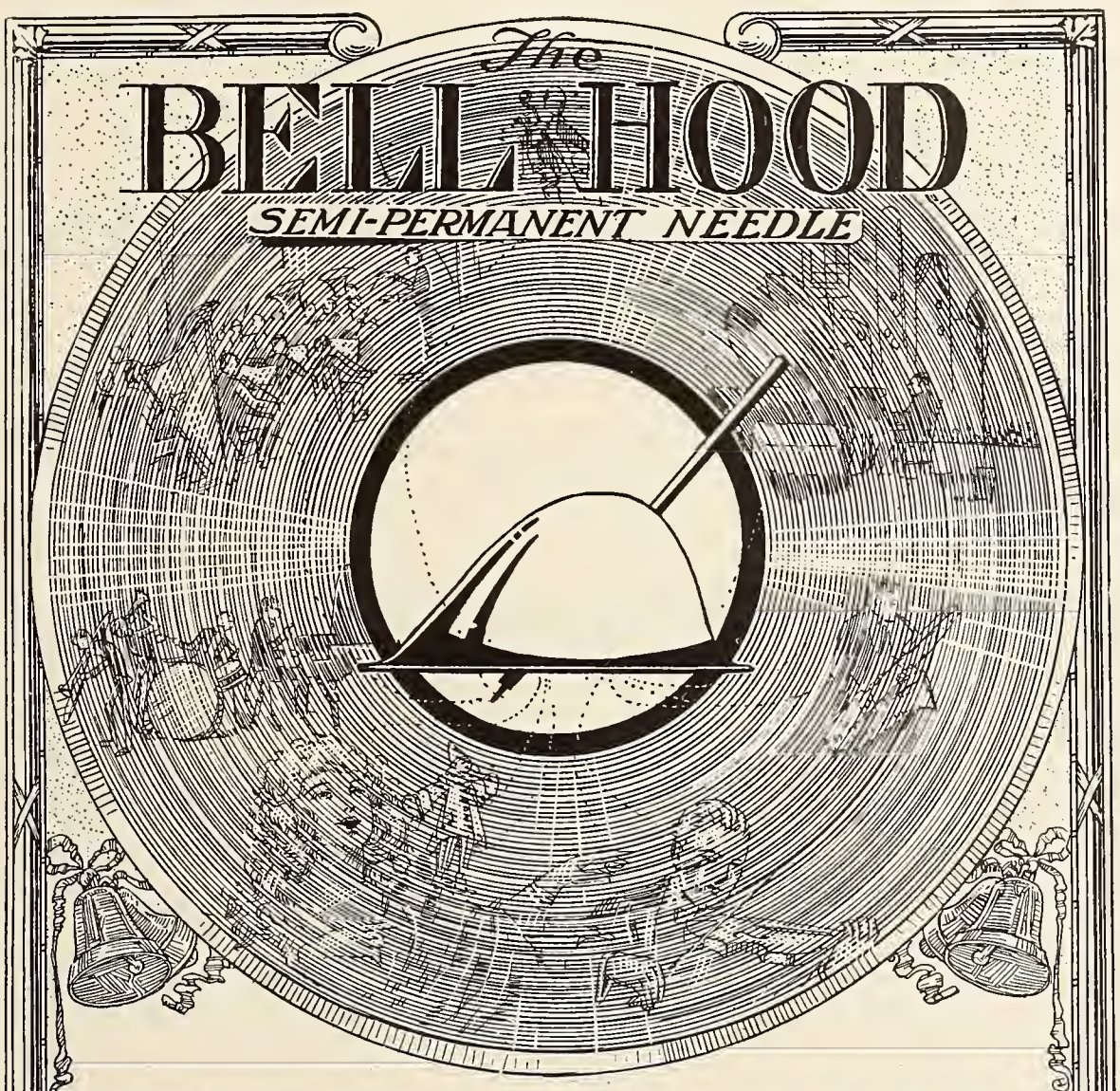
Atmosphere

For instance, it will be admitted at once by any one who thinks for a moment that the atmosphere of a talking machine store ought to suggest something else than noise and jazz. It ought to have its appeal to those who love good music, to the student who wishes to study foreign languages, to the vocal music student who wishes to study style and phrasing, to the student of elocution who wishes to study delivery and clarity of speech. It ought to have its special appeal to every school teacher as well as to every music teacher in the community. It cannot have this unless its proprietor is a man of some imagination who can understand these subtle appeals and make place for them. Thus, if in a given community there be one merchant who is wise enough to link up the talking machine with the musical, the educational and in general with the intellectual leadership of that community, that merchant will certainly influence, and even dominate, the whole feeling of the community towards music in the schools and especially towards the use of the talking machine in the school buildings as regular equipment.

The "Small-Man" Error

Or, to put the matter in another way, if the

(*Continued on page* 194)



The Bell-Hood Surrounding the Needle Clarifies the Tone of Objectionable Surface and Mechanical Noise

A scientifically perfect needle designed after long experiment to better the tone quality of needles

SEMI - PERMANENT POINT

LOUD - MEDIUM - SOFT

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

807 The Arcade, Cleveland

N. E. M. I. T. CO., 127 E. 23rd St. New York City

89 10th St., South Minneapolis

3901 Sheridan Road Chicago, Ill.

Distributors for all states west of Mississippi River and Wisconsin

Our agreement for time of shipment is of as much importance to us as the quality and efficiency of our product. We rigidly maintain the integrity of both factors.

Average time for shipment two weeks after date of order.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY
INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

PREPARING THE EDUCATIONAL FIELD

(*Continued from page* 193)

merchant is going to be a big merchant in the talking machine line, that is to say, if he is determined to exert a real influence in his community to his own pecuniary profit and also to his social and popular advantage, he can work in no other way so effectively towards these ends as by working up community feeling for the use of the talking machine in the schools, for the purposes of assisting the teaching of music appreciation, as well as in language study, elocution, English-for-foreigners, and the many other departments in which its many merits can be put to the best of use. But in order to do this he must not be selfish. The small man at just this point will spoil everything. He will forget the big idea in trying to push his own personality. He will almost certainly try to sell to the school board in his community a lot of machines and other equipment which will look to that school board merely like so much money, and not at all like so much value. Here the small man will make his mistake.

Ways and Means

The big man, on the contrary, will never make a mistake like this. Whatever else he realizes, he will realize this: that the only way in which a new and even startling thing can be impressed effectively on the consciousness of the community is by making the idea behind it tremendously interesting. He will begin by getting the community interested in music through the talking machine by means of concerts and special advertising. He will interest the school teachers and the school children. He will have a corner of his store where those who are interested in educational, elocutionary, oratorical and linguistic records can come and get what they want. He will take special care to see that all this is done in the open and that the community knows what he is doing. He will approach the schools through the people; and he will reap a great reward.

It does not mean so much in the way of money to get a few machines and the educational course which goes with them in the schools of one's community. But the indirect results are sure to be very great indeed. The prestige of the dealer who makes the sale is vastly enhanced, whilst so long as there is a single talking machine in use in the schools the children are salesmen for the merchant who has placed the machines there. Every kid wants a talking machine at home.

There are many other possibilities which may be considered later. At present it is enough to make these preliminary considerations of the principles involved in putting the talking machine into the educational life of one's community.

"The hours I spend with thee, dear heart," he sang while visiting his best girl.

"Yes," she murmured to herself, "that's all he does spend."—Judge.

"PHONO-MOVIES" SELLING WELL

Dealers Speak Very Highly of the Selling Possibilities of These Products

The Commercial Art Shop, of Covington, Ky., manufacturers of "Phono-Movies," has instituted an aggressive campaign in behalf of these novelties and the results to date have been very satisfactory. The dealers have placed large orders for "Phono-Movies" in recognition of the fact that these novelties have a distinct appeal to holiday trade.

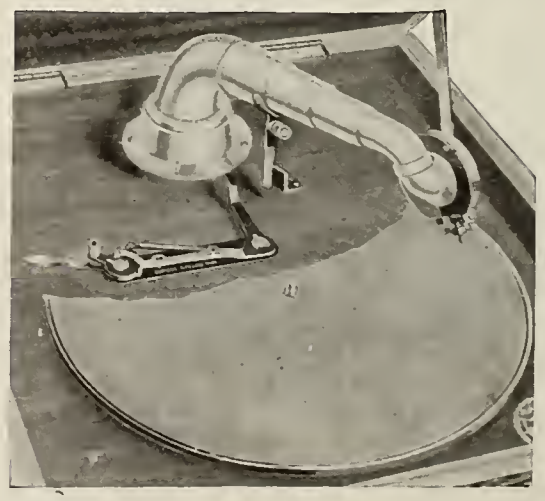
At the present time "Phono-Movies" are marketed in four standard designs called the "Scare Crow," "Ballet Dancer," "Band Leader" and "Dancing Darky." Quite a number of the dealers are featuring them extensively in their advertising, and the Commercial Art Shop is doing everything possible to co-operate with the trade in the sale of these novelties which make such a strong appeal.

THE FERRO AUTOMATIC STOP is the best, most accurate automatic stop on the market.

Its operation is positive. There is no guesswork about its stopping the motor at the right moment, all the time.

It is a combination automatic stop and hand brake—will work properly either way.

Order a sample NOW



FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

H. C. NAILL VISITS NEW YORK

Executive of Geo. A. Long Cabinet Co. Visits Trade in New York—Was Recently Elected a Director of Furniture Realty Associates

H. C. Naill, of the Geo. A. Long Cabinet Co., Hanover, Pa., was a recent visitor to New York in connection with his activities in the New York Furniture Exchange. Mr. Naill, who is one of the most prominent members of the furniture industry in the East, has been elected a director of the New York Furniture Realty Associates, which has in charge the building of a new home for the New York Furniture Exchange.

According to present plans, the Furniture Exchange will have one of the most pretentious buildings of its kind in the country, and furniture men everywhere are taking a keen interest in the activities of the directors who are responsible for the selection of the site and the erection of the building. Mr. Naill will spend the greater part of this month at Jamestown, N. Y., where the annual furniture exposition is being held.

PATHE ARTISTS IN CONCERT

The popular Pathé record artists are very active in the concert fields throughout the country. Mme. Margarete Matzenauer had the honor of opening the New York Hippodrome's season of concerts on September 19th, to be followed at later concerts by Rosa Raisa, the brilliant coloratura soprano, and by Claudia Muzio. The latter also appeared recently at an immense concert given at Madison Square Garden. The National Symphony Orchestra, whose recordings on the Pathé list are always in much demand, are scheduled for five appearances during the Hippodrome's concert series. For the Lexington Opera House, Mme. Matzenauer and Helen Yorke, both record-makers for Pathé, have been engaged.

The Fall and Winter season of Hans Kronold, said to be America's most gifted 'cellist and whose wonderful and charming art has been faithfully duplicated on the Pathé record, was opened on Sunday, October 3rd, in Jersey City. Mr. Kronold's engagements will keep him busy during the concert season. Paul Althouse, Percy Hemus and George Jessel have also been featured recently in important recitals.

CALL FOR TRADE MEETING ISSUED

Bankers and Business Men to Meet in Chicago December 10 to Perfect Plans for the New $100,000,000 Foreign Trade Corporation

SAN FRANCISCO, CAL., November 5.—A call for a meeting of bankers, producers, importers and exporters from all parts of the United States for the purpose of perfecting organization of a $100,000,000 foreign trade financing corporation, to be held at Chicago on December 10 and 11, was issued to-day by John S. Drum, president of the American Bankers' Association.

The corporation was provided for at the recent convention of the association.

Mr. Drum has requested the following to serve with him as a committee of arrangements:

United States Senator Walter E. Edge, New Jersey; John McHugh, Charles H. Sabin, Lewis E. Pierson, Fred I. Kent, E. P. Thomas, O. K. Davis, George Ed. Smith, New York; John W. Staley, Detroit, and John H. Fahey, Boston.

TO HANDLE VOCALION IN FT. WORTH

Poindexter Carpet & Furniture Co. to Feature That Instrument Exclusively

The Poindexter Carpet & Furniture Co., which recently opened a most elaborate store in Ft. Worth, Tex., has incorporated therein a handsome phonograph department with the Aeolian-Vocalion and Vocalion records as the exclusive line. The company arranged the department before selecting the line of instruments, and after considering the market chose the Vocalion.

J. F. TOLLESON AN EDISON DEALER

Well-known Traveler for Atlanta Jobber Buys Interest in Tolleson & Co., Gaffney, S. C.

Announcement has just been made that J. F. Tolleson, for a number of years traveling representative for Phonographs, Inc., Edison jobbers in Atlanta, Ga., has purchased an interest in the firm of J. R. Tolleson & Co., Edison dealers in Gaffney, S. C., with whom his father has been associated for many years. Mr. Tolleson's experiences, while visiting Edison dealers throughout the South, have afforded him every opportunity to acquaint himself with the proper management of an Edison dealer's establishment and will no doubt be reflected in the success which is expected to attend his latest venture.

VICTOR ARTISTS IN WASHINGTON

Eight Local Dealers Co-operate in Bringing Record Makers to National Capital

WASHINGTON, D. C., November 7.—The Eight Famous Victor Artists appeared in concert at Poli's Theatre here to-night before an audience that filled the playhouse to capacity. Eight of the local Victor dealers, including the S. Kann Sons Co., K. C. Sexton Co., E. F. Droop & Sons Co., Worch's, Van Wickle Piano Co., Ansell, Bishop & Turner, Inc., Rogers & Fischer and Jordan's, co-operated in bringing the artists to Washington and took occasion to call attention to the fact in the program. Henry Burr, Billy Murray, John Meyer, Frank Croxton, Monroe Silver, Albert Campbell, Fred Van Eps and Frank Banta participated in the usual excellent program.

GROVE HAS NEW DELIVERY TRUCK

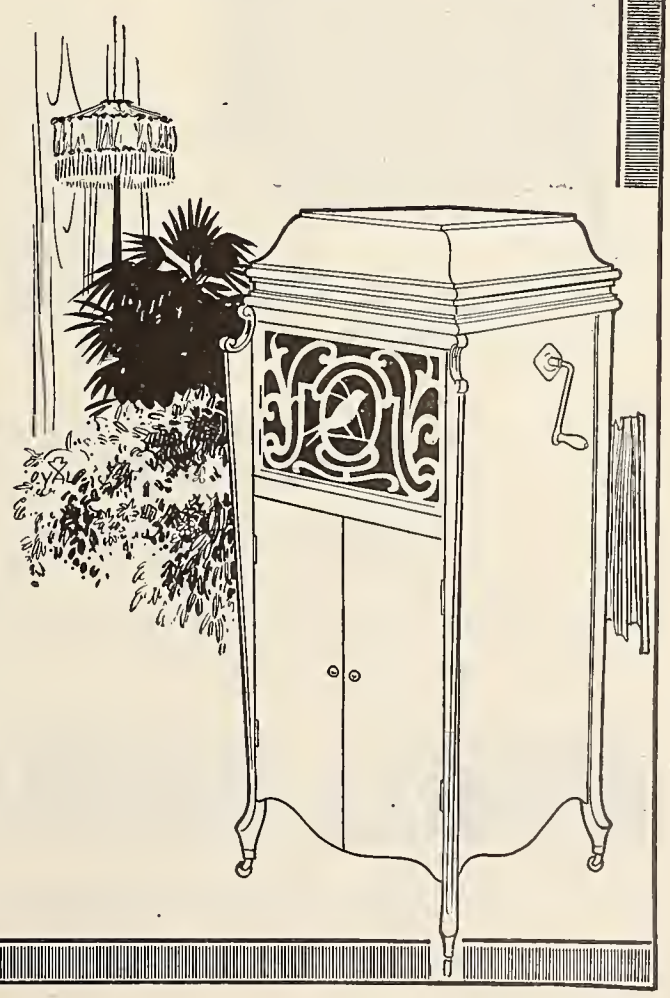
Harry C. Grove, the well-known Columbia distributor of Washington, D. C., has added one more auto delivery truck to his fleet and can now cover additional territory.

The Blue Bird

THE BLUE BIRD *sells on sight.* It satisfies your customers. There is charm in its beautiful lines and artistic construction. It possesses *the tone that thrills.* The mechanism functions perfectly and does not call for repairs.

A satisfied customer brings you other customers.

This brings satisfaction to you as a dealer and merchant—especially when the margin of profit allows you a satisfactory *net* profit above your overhead expenses.



The BLUE BIRD TALKING MACHINE CO.
MANUFACTURERS
LOS ANGELES, CALIFORNIA

Write today for catalogs and discounts.
Some choice territory open for jobbers.

No. 21
Mahogany or Oak

No. 24
Mahogany

No. 20
Mahogany or Oak

Rishell

THE MIRROR OF TONE

Made in the famous works of the J. K. Rishel Furniture Company, more than 55 years leaders of American thought and production in the finest bedroom and dining-room furniture —an absolute guaranty of quality in design, material, assembly and finish that has no parallel in the phonograph industry.

Now Open to Contracts with Jobbers

Heretofore sold directly by our own representatives, Rishell has become so popular and the demand for it so general that a change of business policy has become necessary. The many great selling features of the Rishell—among them the most exquisite cabinet work in upright and console designs; its wonderful motor; its exclusively developed Tone Throat; its sensitive Tone Arm and universal Sound Box—

No. 23
Mahogany

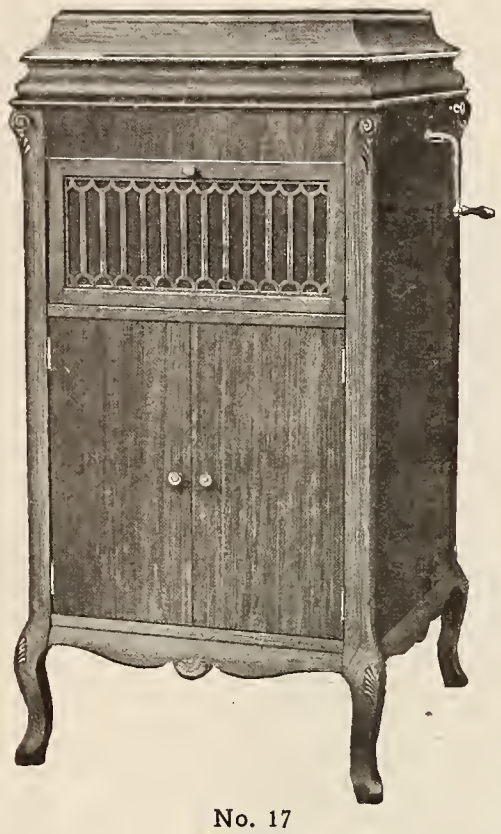
No. 16
Mahogany

Will Increase Your Business
and Prove a Stone Wall to Competition

Send **today** for new catalogue and circulars describing in detail this supreme musical instrument—and get our jobber's terms.

RISHELL PHONOGRAPH CO., Williamsport, Pa.

New York Distributor: GRAND TALKING MACHINE COMPANY
270 Flatbush Avenue Extension, Brooklyn, N. Y.



No. 17
Mahogany

No. 25
Mahogany

No. 22
Mahogany or Oak

Rishell

THE MIRROR OF TONE

No. 19
Mahogany or English Brown Mahogany

Nearly five years on the market. A great hit in the critical musical atmosphere of Boston—a positive success everywhere it is represented, especially when sold in the severest competition with the finer productions of the oldest makers. The one phonograph that plays **all** records — and plays them better than the "machine" for which they were made.

RISHELL
Is Quality Merchandise

The whole world is turning away from cheapness and bargaining. High prices and limited supply have taught it the economy of buying the **good** thing. Cheap phonographs will eventually be forced off the market. Rishell's high quality will command immediate sales and make future sales. We are in a buyer's market —a market of thoughtful choosing and careful examination. Give your trade the merchandise it demands.

No. 23—Open
Showing Disposition of Records

RISHELL is the Remedy
If your sales are slow, or your competition strong

Art catalogue and circular price lists on request. The season for big sales is here—write today. Every Rishell sale makes another. **We have a most interesting proposition for jobbers.**

RISHELL PHONOGRAPH CO., Williamsport, Pa.

New York Distributor: GRAND TALKING MACHINE COMPANY

270 Flatbush Avenue Extension, Brooklyn, N. Y.

Slides for Talking Machines

Have you ever considered the use of

DOMES OF SILENCE

for the Talking Machine models you carry? Certain well-known Talking Machine manufacturers already use them for they find in addition to the fact that they save strain on Cabinet legs, save floors and rugs and that customers are therefore better satisfied, that they make the "set" of the machine better looking in that they permit of the cabinet setting closer to the floor.

They are nationally advertised. Your customers know their value and your salesman has an additional talking point.

HENRY W. PEABODY & CO.

Domes of Silence Division

17 STATE STREET - - - NEW YORK

SPECIFY DOMES of SILENCE

AN IDEAL ARRANGEMENT OF TALKING MACHINE SHOP

New Quarters of the Freeport Music Shop, on Merrick Road, Freeport, L. I.

OKEH FOREIGN LANGUAGE RECORDS

General Phonograph Corp. Will Issue Records From Many Famous Foreign Libraries—Important Deal Closed Recently in Europe

The General Phonograph Corp., New York, recently made a very important announcement to its jobbers to the effect that arrangements have been completed whereby this company will bring out on Okeh records the foreign language repertoires of the following famous record makes put out by prominent European record manufacturers: Fonotipia, Odeon, Beka, Favorite, Parlophon, Dacapo and Lyrophon. This deal was closed recently in Europe by the president of the company and Okeh jobbers and dealers will undoubtedly appreciate the import of this announcement.

Included in this record library are thousands of songs and instrumental selections in the following languages: Bohemian, Danish, Dutch, French, German, Greek, Hungarian, Italian, Jewish, Norwegian, Polish, Portuguese, Russian, Serbian-Croatian, Swedish, Spanish and Turkish. Artists who are essentially national (most of them have never left their home countries) have recorded their native music for these record libraries and even distinctive Asiatic languages, such as Arabian, Hindustan, Syrian, Chinese, etc., are represented in the foreign language repertoires which will be offered to record buyers through the Okeh library.

The Okeh dealer will be particularly interested in the fact that native artists are making these foreign records, for the foreigner in this country who loves the music of his native tongue is thoroughly familiar with the standing and prestige of the native artists. Okeh dealers will, therefore, have a powerful sales appeal that will undoubtedly stimulate the sales of these records tremendously.

The mother shells of these original recordings have been imported by the General Phonograph Corp. The first list of foreign Okeh records is now being prepared and will be ready shortly, and further monthly releases will be made hereafter.

Okeh dealers will also have an opportunity to import records in such languages for the time being will not be pressed in America. Samples of stocks of such records can be imported for the dealer and records in all languages will soon be available from which importation orders can be compiled. A detailed plan for these orders has been worked out and will be presented to Okeh dealers by the general sales department.

The sales organization necessary to properly handle this very important division of the Okeh business has now been perfected, and Okeh jobbers will have the assistance and co-operation of the foreign record and import department in making this branch of their business as successful as the domestic end. Extensive sales plans have been completed by this department which will reach the foreign record dealers all over the country, and a detailed plan of co-operation will also be offered the trade.

BEGIN WORKING NOW FOR XMAS

Dealers Should Prepare Their Trade Well in Advance of Actual Holiday Season

December is a busy month in the talking machine field. See that you have made a thorough canvass of your customers and prospects and then go after their trade with a vim. This will assure you of a bountiful crop of Yuletide sales. Records especially are becoming more and more an appropriate Christmas gift and dealers should cash in on this proposition. Don't wait until the last minute but prepare your ground by proper publicity. Create your demand well in advance. Then if your stocks are adequate, you need not fear as to the result. The time to act is now, for pre-holiday activity is already apparent.

EXHIBITS AT GEORGIA STATE FAIR

J. B. White & Co. Have Attractive Display of Victor and Brunswick Machines, Emerson Records and the Magnavox

Augusta, Ga., November 6.—J. B. White & Co., the big general store of this city, had a most elaborate display at the State Fair held here last week, much of the exhibit space being turned over to the company's talking machine and record department. There were twelve demonstrators in constant attendance at the company's display space and the talking machine booths, in which both Victor and Brunswick machines were shown, together with Emerson records, were crowded with people all the time. M. H. Wheat, factory representative of the Brunswick, was in attendance during the period of the Fair.

A novel feature of the exhibit was the demonstration of the Magnavox which was used to harangue the crowds and to draw their attention to the booth. The exhibit resulted in a number of excellent sales and a large prospect list.

ISSUES MOST ARTISTIC FOLDER

The Binger Victor Sales Promotion Service Subject of Very Artistic Booklet Just Issued

The Reincke-Ellis Co., of New York and Chicago, has just issued a very impressive folder in which is described in detail the Binger Victor Sales Promotion Service, which this enterprising institution is now bringing to the attention of the talking machine trade. There is a letter above the name of Arno B. Reincke, the president of the company, in which he talks in a colloquial and interesting way about the special value of this window service, which is designed to bring a new display for each two weeks in the year, as well as capitalizing every special holiday event. Two large color illustrations of the window displays showing how these displays will appear form part of the folder and innumerable other details should undoubtedly win the consideration of dealers who desire to rank among the progressives of the industry.

The cover of this folder is printed in red, green and white on a black paper stock, with the caption, "Now Your Window Display Problem Is Solved." In other parts of The World this month Victor talking machine jobbers are announcing the Binger Service referred to in this impressive letter press.

Edison Amberola Message No. 11

Mr. Phonograph Dealer:

This message is directed to YOU.

The return to a "buyer's market" does not mean that folks have put padlocks on their pocketbooks.

It means that the prospective buyer demands full value for his money.

The Diamond Amberola line, not having the handicaps of war-time prices, or war-time quality, is meeting the buyer's demand by giving full value.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

For Christmas don't miss "Ye Olden Yuletide Hymns" arranged by Robert Hood Bowers. A-2993.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

KANAREK TALKS ON CONDITIONS IN WESTERN TERRITORY

President of Independent Talking Machine Co. Makes Keen Analysis of Business Situation as Gleaned on a Recent Visit—Dealers Who Have Courage and Vision Are Winning Out

Rudolph Kanarek, president of the Independent Talking Machine Co., New York, recently returned to the New York offices of the concern following a several weeks' trade trip throughout the Middle West territory. Mr. Kanarek purposely made visits to the larger trade centers as far Northwest as Minneapolis in order to get first-hand knowledge of retail conditions.

In speaking to a representative of The World upon his return he said: "The purchasing power of the public is slightly curtailed throughout the country. The desire to purchase where the ability to do so exists, is reduced to quite a marked extent. The points where conditions can be considered bad are only to be found in a few cities such as Akron and Toledo, Ohio, and Detroit, Mich., owing, of course, to a great extent to the depression in the automotive industries which naturally has its effect on the population in those centers. In Detroit I found one department store had laid off over 150 girls on one floor, while in cities 200 miles distant similar stores were still advertising for help.

"Outside of these mentioned cities there will be without doubt more musical instruments sold during 1920 than were sold during 1919. The situation, however, is different inasmuch as there is an abundance this year, whereas there was an extensive shortage last season.

"To a surprising extent I found that because sales were poor with several dealers in one locality such a condition was not general. I found that where live men are in charge of departments or stores sales will undoubtedly be doubled and tripled this year against those of last, while a neighboring store with an easily discouraged manager is evidently ready to quit owing to the lessened demand.

"As an illustration, which was by no means confined to this one city, I wish to relate a conversation I had with the manager of the musical department of the Famous & Barr Co., of St. Louis, Mo., who said:

" 'Conditions in our place are more than satisfactory. We have tripled our sales of last year, have put in the Brunswick line a few weeks ago and are going after it quite extensively, and are doing all the business we really could want. I received your card on the second of October and had the usual sale of your machines for two days and sold ninety machines. I had to stop sale as the Brunswick line came in and I had a very successful sale with this line also. It seems to me that conditions are hourly improving, and sales are really to be had if you go after them.'

"After bidding Mr. Ditzell of the above department store adieu, I ventured into another downtown store. I had a conversation with the manager of the music department who felt as blue as a fish out of water and assured me that in the last six weeks the bottom of the business fell out, and that for some weeks the total income did not cover the expenses of his department. He seemed utterly discouraged and said that it was a pity to spend more money for advertising purposes and that he would not permit his concern, in a dull time such as the present, to appropriate money to stimulate sales. I, therefore, formed the opinion that the poor success of the department, in no small way, was due to the easily discouraged manager.

"This condition is not only confined to St. Louis, the same situation was met with elsewhere—lack of courage and lack of vision.

"Much of the depression in trade circles, as far as sales are concerned, has been caused by the propaganda maintained by newspapers throughout the country regarding the expectation of tumbling prices, money stringency and the collapse of important industries. Money stringency is a detriment to the trade because the retailers are curtailing sales in places where they are to be had in abundance, owing to lack of capital or the desire to get out from under the thumb of the local money institutions. Of course, where industries are affected, there is an actual crippling of business that is hard to remedy. Regarding the propaganda maintained by newspapers, it is my opinion that what is needed is very extensive counter-propaganda, or at least sufficient publicity to the effect that prices on phonographs have never been artificially inflated and therefore expectations of a drop in prices are very remote. The public must be shown that a decline of the demand will only serve to curtail production instead of reducing prices, which might in turn bring the cost of production to higher figures than at present owing to the very curtailment."

Mr. Kanarek made a minute study of situations everywhere, for it was not his object to sell goods while on the trip. Of course, like any other business man, he expects to benefit by the knowledge he has acquired. Most of this will be realized on in the months to come.

Pathé
REG. U.S. PAT. OFF.

EASTERN PHONOGRAPH CORPORATION
GEO. SEIFFERT, Pres.
WHOLESALE DISTRIBUTORS
OFFICES AND SHOWROOMS
101 West Twentieth St. 100 West Twenty-first St.
Cor. Sixth Avenue
Telephone: Chelsea 2044 NEW YORK

Pathé
REG. U.S. PAT. OFF.

THE REPEATOGRAPH

Automatically Repeats Phonograph Records

RETAIL PRICE NOW REDUCED TO $5.00

THIS new price means a big holiday trade. A splendid chance for the dealer to make a drive on the one really necessary and practical talking machine accessory. Every one of our 10,000,000 instrument owners needs one. A demonstration means a sure sale, now that the dancing season is here.

The HOLIDAY "HAPPY THOUGHT"

An apt and appropriate gift to any one who owns a phonograph.

Inexpensive and impersonal. Just the thing to fill in that blank in a Christmas gift list.

The Repeatograph is a practical perfected device that has met with instant favor. Masterfully simple, so sturdy as to be fool proof. A child can attach it. Will endear the giver to the whole household. Enlarges the use of the phonograph and protects the records.

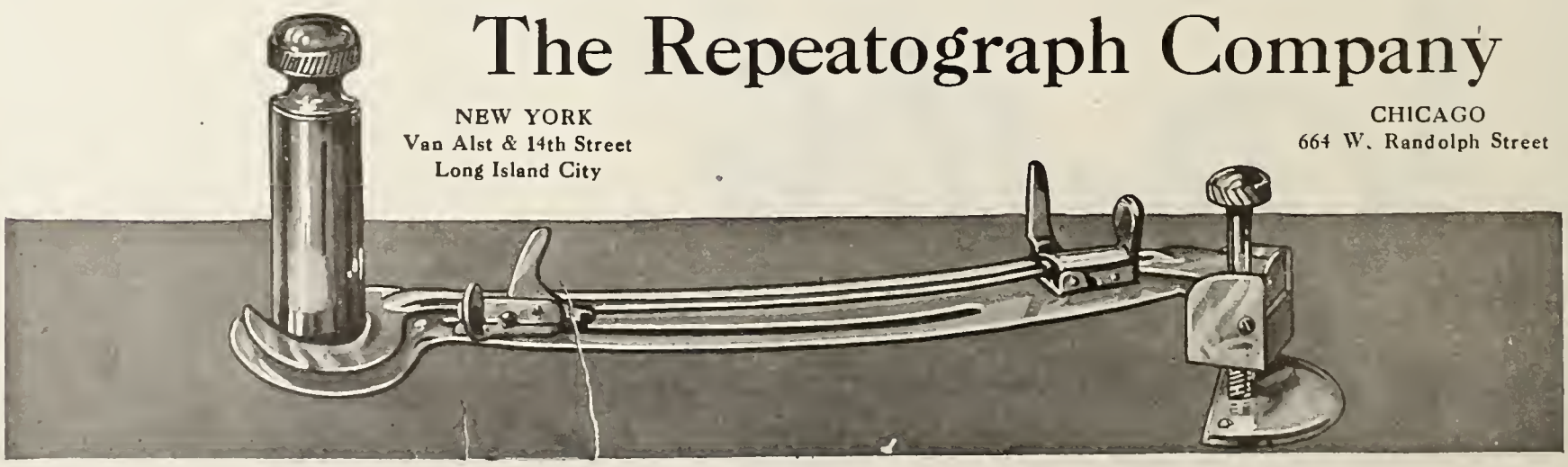
Order Now—Immediate Delivery

Take advantage of the remarkable demand for Repeatographs. Orders can be filled immediately while our stock lasts.

The Repeatograph Company

NEW YORK
Van Alst & 14th Street
Long Island City

CHICAGO
664 W. Randolph Street



UNIQUE LECTURE RECITAL ATTRACTS

Branson M. De Cou's Dream Pictures With "Dream Music" Charm Audience at Academy of Music in Brooklyn—A Musical Novelty

Two thousand people crowded into the music hall at the Academy of Music, Brooklyn, N. Y., on the evening of November 3 to see "Dream Pictures," a musical visualization of our own Pacific Coast, by Branson M. De Cou, with Victrola accompaniment. An excerpt from the program says, "With the aid of the dissolving shutter and double stereopticon, beautifully colored lantern views are projected in this recital, perfectly synchronized to the music of the Masters reproduced on the Victrola.

The pictures, which include views wonderfully

B. M. De Cou at Mt. Assiniboine, Canada

colored by Miss Grace Nichols, of Chicago, and Miss Augusta Heyder, of Newark, consisted of close-ups and vistas from Southern California, Yosemite Valley, Lake Tahoe, "the Lake in the Clouds," Mount Rainier, Tacoma, Blackfeet Indian studies and the supreme spectacle—the Grand Canyon of Colorado.

Mr. De Cou, who was for many years connected with the Educational Department of the Victor Talking Machine Co. and who is now manager of the Landay Bros., Newark (N. J.) Victrola Shop, began his exploits into this field through amateur photography. He soon became an expert, and taking advantage of his opportunities in travel built up a reputation second only to professionals like Holmes, Elmendorf and Newman, for his wonderful set of "American Travelogs." He has just returned from the Canadian Rockies, where he accompanied the Appalachian Mountain Club on their famous climb of Mount Assiniboine. His program on this occasion was:

Pictures	*Music*
1. The Charms of Southern California.	"Knowest Thou the Land" from Mignon Geraldine Farrar, Fritz Kreisler
2. Beginning California's History. The Franciscan Missions.	In a Monastery Garden—Orchestra
3. Moods of the Pacific.	William Tell Overture The Storm and the Calm
4. Loveliest of Valleys—Yosemite.	Prelude to Lohengrin Symphony Orchestra
5. The Lake of the Sky Blue Water—Lake Tahoe.	From the Land of the Sky Blue Water Alma Gluck
6. The Cathedrals of the Woods.	Orpheus Ballet (*Gluck*) Philadelphia Symphony Orchestra
7. The Mountain that was God. Mt. Rainier—Tacoma.	On Wings of Song (*Mendelssohn*) Jascha Heifetz
8. Wildflowers of the Mountains.	Quartet in G Major (*Dittersdorf*) Elman String Quartet
9. The End of the Trail. Studies of the Blackfeet Indians.	Indian Lament (*Dvorak*) Fritz Kreisler
10. Nature's Supreme Spectacle. The Grand Canyon of the Colorado.	Prelude in C Sharp Minor (*Rachmaninoff*) Orchestra

The instrument used in the great music hall was an M-XXV Victor with a resonant wooden horn, filling the room with a rich vibrant tone, worthy of a great symphony.

DALLAS BETTER BUSINESS BUREAU

Music Dealers Form Important Part of New Organization to Keep Standards High

DALLAS, TEX., November 8.—Great things are expected of the recently organized Better Business Bureau, which is made up of the leading business houses of the city. In the sphere of musical activity the piano men are united for better advertising and better, cleaner business methods. The reputation which Dallas has won and its high place in the world of music are due to the efforts of these dealers who have spared no effort to raise the standards of the industry and keep them high. The music firms which are charter members of the Better Business Bureau of Dallas are: The Edison Shop, the Field-Lippman Piano Stores, G. H. Jackson, the Leyhe Piano Co., Sanger Bros., the Will A. Watkin Co. and the D. L. Whittle Music Co.

Dealers! Get busy on your Christmas campaign.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

CHARMAPHONE PHONOGRAPHS

A QUICK SELLER AND A PROFIT-MAKER FOR YOU

Make this Charmaphone Model No. 4 Your LEADER

Its Tone, Equipment, Finish and Construction are of High Standard

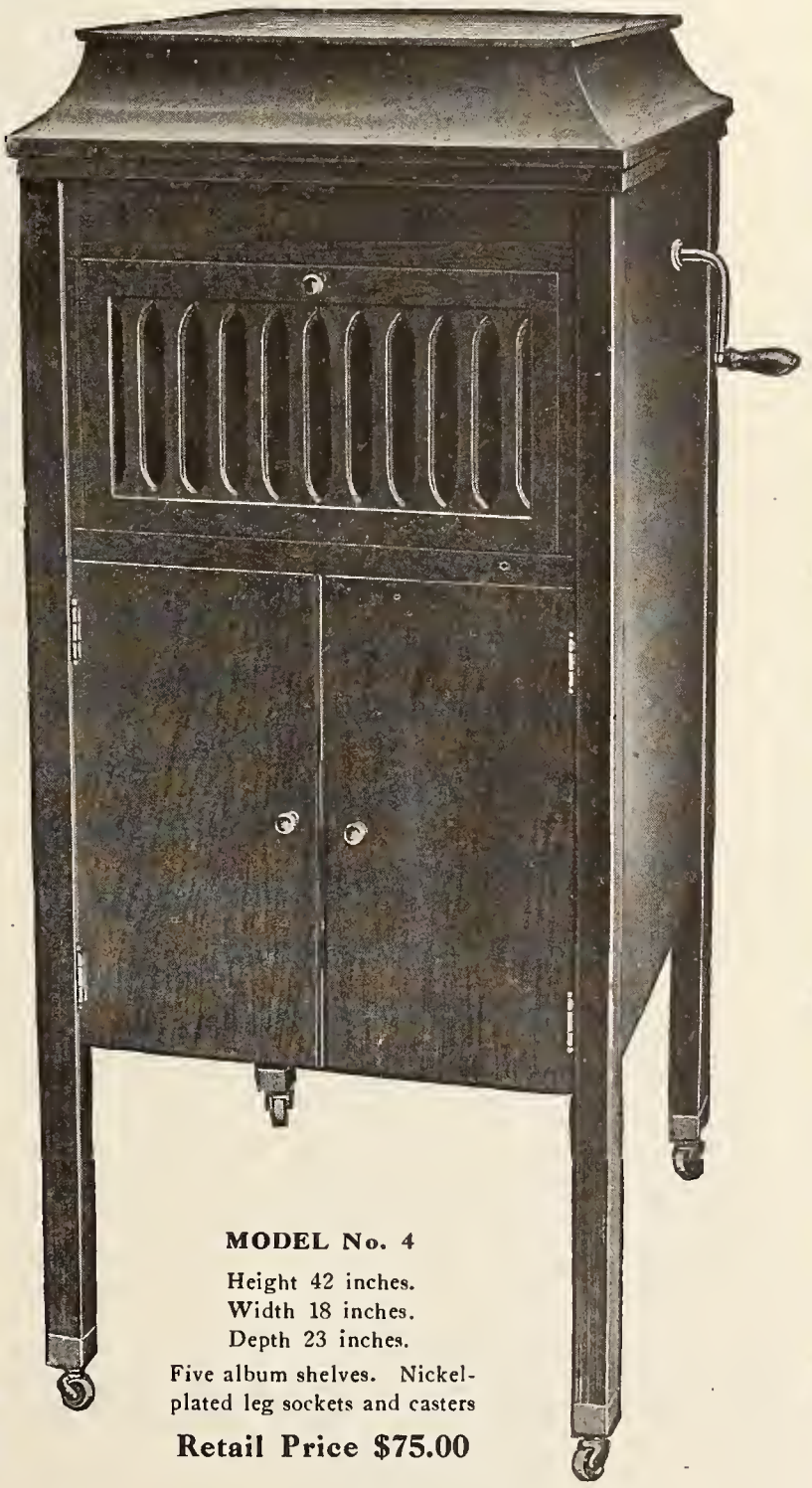
Profits for You

Value for Your Customers

Priced so They Create Sales

Exclusive Territory to Live Dealers

Write at once for Prices and Catalog



MODEL No. 4

Height 42 inches.
Width 18 inches.
Depth 23 inches.

Five album shelves. Nickel-plated leg sockets and casters

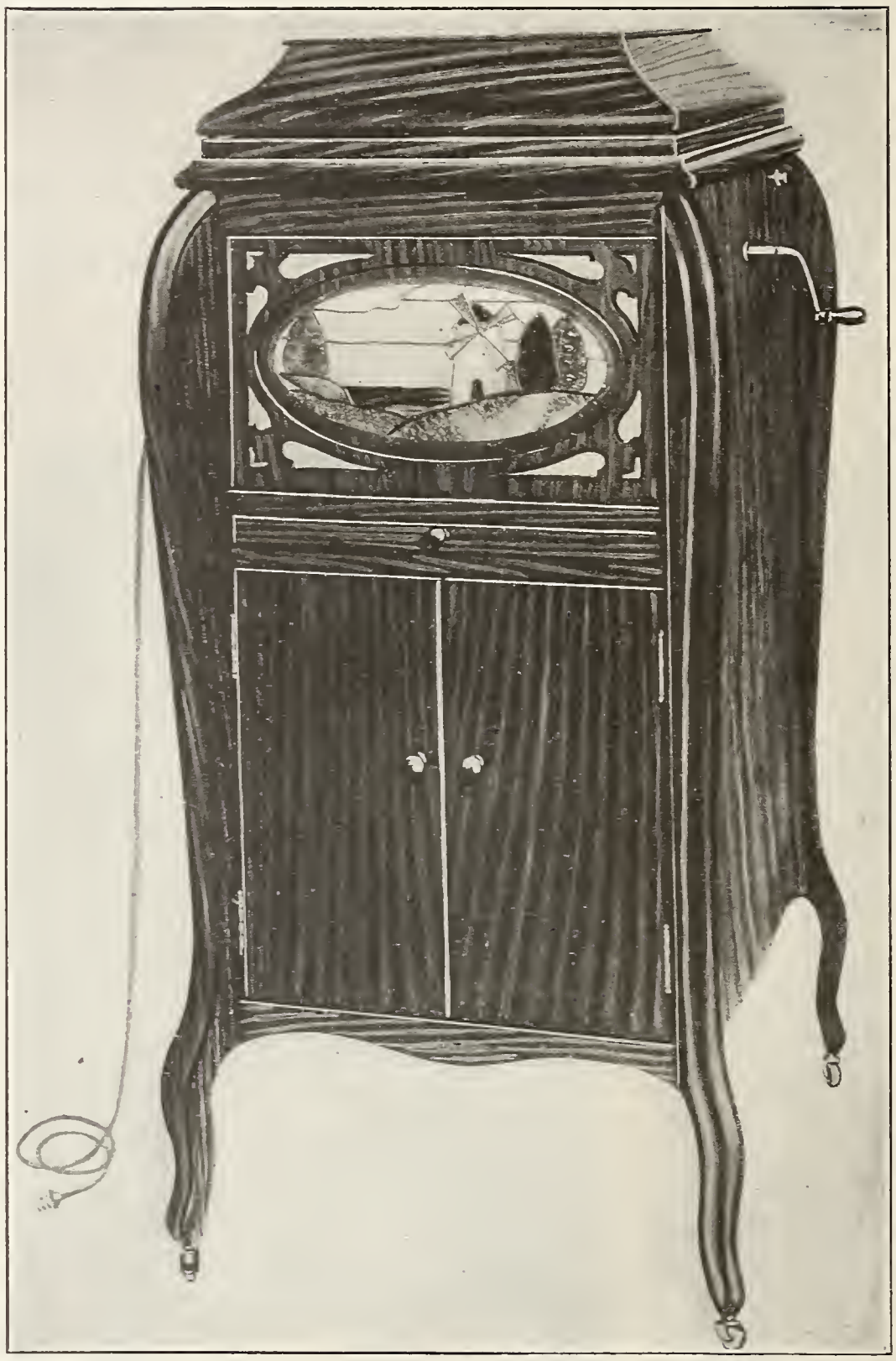
Retail Price $75.00

CHARMAPHONE COMPANY

39 West 32nd St., New York Factory: Pulaski, N. Y.

THE SUPREME

A Master Phonograph with Sensational but Sane features that make it a wonderful seller.



MODEL S

Retail price $250. Dimensions: 48" high, 23" wide, 25" deep. Made in Mahogany, Oak and Walnut. Furnished with art glass grill shown in cut or new attractive fleur de lis design.

Three Great Supreme Features

1. Beautiful illuminated art glass grill.
2. Pull out velvet lined record drawer, under horn, for holding "pet" records.
3. The Supreme patented lighting system. Touching a button simultaneously lights the top of the machine, so you can place records on in the dark; illuminates the art grill, and record drawer, and also lights up the record shelves in the base of the cabinet.

The Supreme is the biggest novelty seller on the market today.

It will create sales for you while you sleep, as it makes the most attractive night-window display imaginable.

Desirable Territory is Being Rapidly Taken Up.

Better Act Quickly.

STONE MANUFACTURING CO.

FACTORY and SALES OFFICES:

2621 OLIVE STREET :-: :-: :-: :-: :-: ST. LOUIS, MISSOURI

JERSEY MUSIC HEARD IN SCOTLAND

Letter Received by Keyport Man Tells of Transmission of Record Music Over Distance of 3,500 Miles Under Unusually Favorable Conditions—An Interesting Experience

On October 6 Hugh Robinson, manager of the Aeromarine Plane & Motor Co., of Keyport, N. J., with his son, Harold, started the motor of their talking machine for the regular nightly concerts played into their experimental radio telephone.

A letter just received from Scotland, says the story in the New York Evening Mail, tells them their audience was seated in an experimental station located in Aberdeenshire, 3,500 miles away. This is believed to be the record for transmission through a low power instrument. Robinson was using about 100 watts and his six wire aerials are sixty feet high and the same in length.

Night after night records are played into the special receiver arranged to catch the "canned music" and send it out into the night. Sometimes Mr. Robinson receives his applause from a point only ten miles away and other nights a voice stationed 1,000 miles away comments on the music.

"We commented upon the perfect conditions on the night this message was sent," said Mr. Robinson. "The air was clear and crisp. I expected to hear I had reached a far point, but never dreamed it possible to send such distance with the low power I used.

"There were dozens of stations operating that night. Every one interested seemed to be trying to establish a record. At this end I was greatly disturbed in sending the message. That is often the case. Still at the other end of the 'wireless wire' the message is clear and concise."

When Mr. Robinson received the following letter, he said it was almost unbelievable he could have reached Scotland with such clearness:

"Denmill Cottage, Peterculter, Aberdeenshire,
"Scotland, October 12, 1920.

"Dear Mr. Robinson: I write to say that my friend and I received your transmission on October 6 to your friend—I could not be sure of this gentleman's name—but we heard the record, 'Roamin' in the Gloamin',' by Harry Lauder, and the other tune very clearly; also that your power at the time was 100 watts. I write you this as no doubt you will be interested to learn that you can be heard over here with so small a power. I was using three valves. I would be greatly obliged if you could transmit again (radio phone), say three weeks after you mail your letter to me, as the letters take some time to reach here. As regards time, two hours after the transmission referred to above would suit, hoping you will manage to co-operate in our tests.

"Your transmission was received here at about 6 p. m., G. M. P., so if you could transmit two hours later than the time you transmitted on October 6 it would suit me nicely, as this would be about 8 p. m., G. M. P. As I do not know how long your time is after ours, this is the only way we could arrange anything definite. Yours faithfully, GEORGE W. G. BENZIE."

A new talking machine was on display at the Chicago Music Center recently, known as the Kristolatone. The instrument is manufactured by the Genoa Piano Co. for J. K. Morgan, proprietor of the Music Center.

OFFICERS AND COMMITTEES NATIONAL ASS'N TALKING MACHINE JOBBERS

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A. A. Trostler, Secretary, Kansas City, Mo., the Schmelzer Co.
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French Nestor, National Councilor, Chamber of Commerce of the United States, Pittsburgh, Standard Talking Machine Co.

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C. North, Ohio Talking Machine Co., Cincinnati

GOLF COMMITTEE

J. C. Roush, Chairman, Standard Talking Machine Co., Pittsburgh

VOCALION CHRISTMAS CLUBS

O. J. DeMoll & Co., Washington representatives for the Aeolian-Vocalion, have organized their Christmas club plan and to date a large number of people have availed themselves of the offer and will consequently have a Vocalion delivered to their homes in time for the Christmas festivities.

The man who is not there when the boss wants to fill the vacancy higher up misconnects with the job. The Lucky Man gets it.

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.
The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 Refiller Points 25 cents each

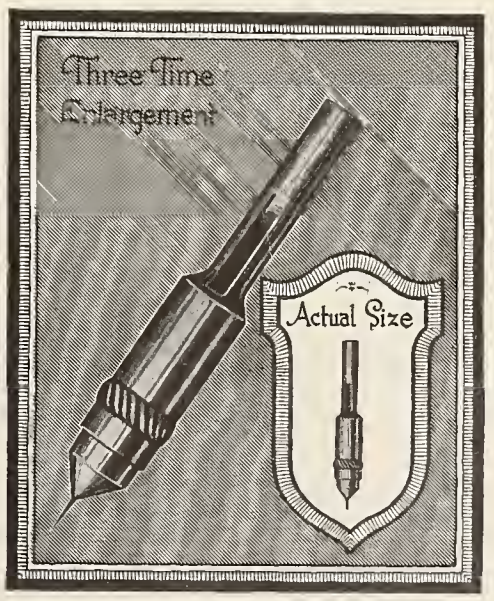
JOBBERS AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors

The Don TRADE MARK

FRANK J. HART SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: –
—For Medium Tone extend point thus: –
—For Loud Tone extend point thus: -



ENJOY GOOD SPORT IN TEXAS

C. H. Tracy and J. H. Sheldon Report Some Excellent Fishing and Shooting

Believing in the adage that "all work and no play makes Jack a dull boy," Charles H. Tracy, of the wholesale Vocalion department of the Aeolian Co., and J. H. Sheldon, manager of the San Antonio store of the D. L. Whittle Co., Vocalion representatives, took a few days off dur-

Messrs. Tracy and Sheldon in the Native Wilds

ing Mr. Tracy's recent visit to Texas, and with rod and gun endeavored to reduce the supply of fish and birds. The accompanying photograph shows Messrs. Tracy and Whittle bound for the happy hunting grounds. Applying all possible discounts to the story of the trip, the fact would seem to remain that there was some game to be had. Dove shooting had an especial appeal for Mr. Tracy.

INTRODUCING MISS OLIVER

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, Victor wholesalers, is receiving the congratulations of his many friends in the trade upon the arrival of a baby girl at the Oliver residence in Brooklyn on Election Day. Miss Oliver has been christened Elizabeth and Mr. and Mrs. Oliver now have two heiresses.

The Yahrling-Raynor Co., Youngstown, O., announces that it has arranged to handle the Victor line exclusively in that city.

DO YOU LACK THE SAND?

The man who quits has a brain and hand
As good as the next; but he lacks the sand
That would make him stick with a courage stout
To whatever he tackles and fight it out.

He starts with a rush and a solemn vow
That he'll soon be showing the others how;
Then something new strikes his roving eye,
And his task is left for the bye and bye.

It's up to each man what becomes of him;
He must find in himself the grit and vim
That brings success; he can get the skill,
If he brings to the task a steadfast will.

No man is beaten till he gives in;
Hard luck can't stand for a cheerful grin;
The man who fails needs a better excuse
Than the quitter's whining, "What's the use?"

For the man who quits lets his chances slip,
Just because he's too lazy to keep his grip,
The man who sticks goes ahead with a shout,
While the man who quits joins the "Down and Out."

NEW HAVEN COLUMBIA NEWS

Manager H. B. Haring Returns From Trip—Marion Harris Visits City

New Haven, Conn., November 8.—Manager H. B. Haring, of the Columbia Graphophone Co., of this city, has returned from visiting dealers in the northwestern part of his territory, bringing with him a large Grafonola order from Widener's Grafonola Shops, Inc.

On Monday, November 1, a very interesting sales-meeting was held at this branch, at which E. O. Rockwood, general credit manager, Columbia Graphophone Co., Woolworth Building, New York, was present.

Marion Harris, exclusive Columbia artist, is appearing in this city this week and has visited this branch and several of the dealers, many of whom had special window displays on her records.

Brodrib & Blair, proprietors of the Grafonola Store, Waterbury, Conn., have opened up another exclusive Columbia store at Bristol, Conn.

COLUMBIA DIVIDENDS DECLARED

Dividend on Preferred and Common Stock, Plus Common Stock Bonus

The board of directors of the Columbia Graphophone Mfg. Co., at a meeting held a few days ago, declared the following quarterly dividend on the preferred and common stock of the company, payable on January 1, 1921, to stockholders of record at the close of business on December 10, 1920: (a) A dividend of $1.75 on each share of preferred stock; (b) a dividend of 25 cents on each share of common stock; (c) a dividend at the rate of five shares of common stock on every one hundred shares of common stock outstanding.

The transfer books will not be closed. The above dividends on common stock are payable only on common stock authorized and outstanding on December 10, 1920, under the certificate of incorporation as amended August 20, 1919.

MEETS WITH FAVORABLE RECEPTION

Cedar Rapids, Ia., November 6.—The New Comfort Talking Machine Co., of this city, manufacturer of the New Comfort talking machine, has received letters from its dealers in various trade centers commenting upon the favorable reception accorded this line. Several of these letters have referred particularly to the attractive cabinet designs and the co-operation which the company has extended its dealers.

In circulars which were recently prepared for its dealers, the New Comfort Talking Machine Co. emphasized the fact that all of its models are equipped with a violin shape sound chamber, constructed of violin wood and designed to give absolute satisfaction to the most critical music lover. This sales argument has been used to advantage by the dealers who have featured it in their advertising.

Alexander Robinson, Illion, N. Y., has moved his talking machine store to 20 Union street.

Watch Your Lists For These, Mr. Dealer

SONG HITS

Stock Up
The Sheet Music
The Records
The Music Rolls

The Overnight Novelty Hit
PALESTEENA
By Conrad and Robinson

The Melody Beautiful
CARESSES
Society's Favorite Fox Trot
By James V. Monaco

Hit of the "Greenwich Village Follies, 1920"
I'm a Lonesome Little Raindrop

That Southern Rag, Ballad Novelty
KENTUCKY

The Hawaiian Waltz Craze
ISLE OF PARADISE
A Terrific Seller

Song Hits From John Corts' New Musical Comedy
"JIM JAM JEMS"
"Sweet Little Stranger", "When the Right Little Girl Comes Along", "Raggedy Ann"

THERE'S A VACANT CHAIR AT HOME SWEET HOME
The Ballad Success of the Year by the writer of "Rose of Washington Square".

Mary Earl's Latest IN OLD MANILA Tango Fox Trot

SHAPIRO, BERNSTEIN & CO., Inc., MUSIC PUBLISHERS
BROADWAY & 47th ST., NEW YORK

GLEANINGS from the WORLD of MUSIC

KEEPING IN TOUCH WITH THE MUSICAL COMEDY HITS

Success of the Talking Machine Record in Carrying Musical Comedy Melodies to All Sections of the Country Makes It Necessary for Dealers to Be Familiar With the Music of Broadway

Some few years ago it was considered absolutely necessary for the live talking machine jobbers in the larger cities, particularly New York and Chicago, or those who could get to such towns easily, to keep in close touch with the new musical comedies and other musical productions as they were presented to the public in order that the song successes might be studied and the proper proportion of records ordered.

Up to a season or so ago the full demand for the song hits of a musical comedy in record form was not realized until that particular production happened to play in or near the city in which the talking machine dealer was located. Certain numbers, of course, such as "Poor Butterfly," from the New York Hippodrome show, gained countrywide popularity while the production was still in New York, but for the most part the flood tide of production number demand was not in evidence until the show had gone on tour.

At the present time the vogue of the talking machine record appears to have changed its mode of procedure, and it is no unusual thing to find musical comedy hits worn ragged in far distant sections of the country before the show has even left New York. An instance in point is "The Love Nest," from "Mary," which was a countrywide sensation before the show had finished its preliminary engagement in Boston; had become a habit by the time "Mary" played Philadelphia, and had reached the point where it was almost an obsession by the time this production finally got to Broadway.

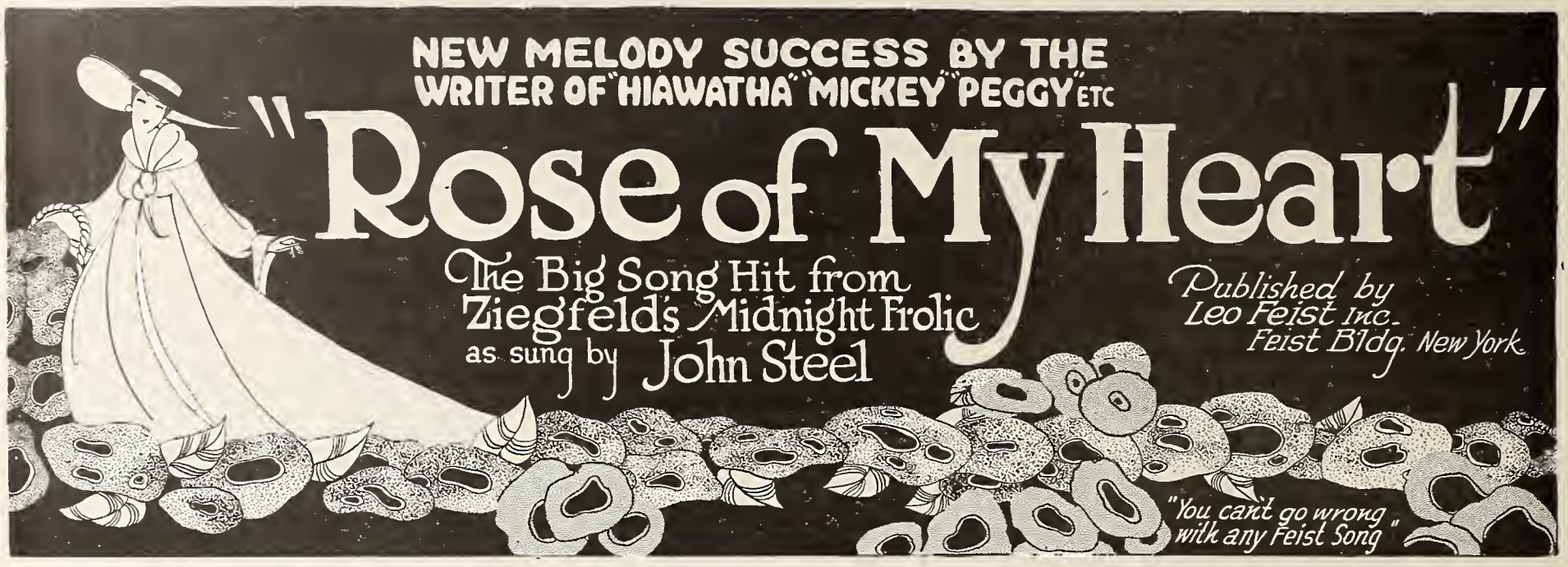
The secret seems to be that in the case of "The Love Nest," for instance, it was really a snappy little dance number, and was recorded in a manner that made a strong appeal to the public. The fact that it happened to be from the score of "Mary" had nothing whatever to do with the situation. In view of these circumstances it would seem that the day of waiting for a musical production to go on the road before the public in distant sections of the country become acquainted with its music is past, due to the ability of the talking machine record to present the best of such music to the public as far distant as the Pacific Coast, while the show is still enjoying its premiere season in the effete East.

This condition is brought about through the capable efforts of the "scouts" for the talking machine companies, assisted in no small measure by the representatives of the music publishing houses who control the musical comedy scores. Long training has given these men the ability to judge most accurately just what numbers in the score of a new production are likely to have a popular appeal, and they proceed immediately to offer these numbers in record and music roll form. The selections are not made because they happen to be in this or that show, but because the songs or dances in themselves represent good music, or at least the sort of music that the public is likely to want.

Of course, among all the production numbers recorded there are some that would prove more popular in one section of the country than another, and there are a certain proportion also that are likely to prove poor sellers. The talking machine dealer can make the most of his opportunities in the handling of these records by keeping in touch with the sheet music dealers in his locality and, if possible, with one of the branch offices of the music publishing house handling the music. If a production number shows any signs of life the publisher is quick to place the number with as many orchestras as possible throughout the country, for that means familiarizing the public with the melody and developing sales for the sheet music for home use. Much of this work is done through the medium of local dealers, and if the talking machine man keeps in touch with the situation he will be able to hook up with the publisher's campaign and at the same time enjoy the benefits of the publicity provided by the talking machine company.

To sum up the situation, so far as the musical hits of the season's musical comedies and operettas are concerned, talking machine records have spread Broadway all over the country. While the New Yorker may enjoy the scenic

(*Continued on page 208*)



KEEPING TOUCH WITH MUSICAL HITS

(*Continued from page* 207)

effects of the "Follies," for instance, at close range in his home city, the gems of the "Follies" music, "Hold Me," for instance, from this year's show can be enjoyed at home by the humblest talking machine owner in Kankakee or in Berkeley, Cal.

If the talking machine dealer handles sheet music, or if he makes an effort to keep in touch with the sheet music trade, he is in a position to keep in touch with the cream of the Broadway music hits, or with the featured concert numbers, and plan his record selling campaign accordingly.

With high traveling costs keeping theatrical companies off the road, people in many sections must now depend for their musical comedy entertainment upon the talking machine record.

HOOKING UP RECORD PUBLICITY WITH VAUDEVILLE

Record Sales Helped Materially if Talking Machine Dealers Are Able to Feature the Local Appearances of Prominent Vaudeville Singers and Concert Artists Using the Numbers

The vaudeville and the concert stages offer the two principal avenues through which most of the popular songs of the day are brought to the attention of the public at large. That is, of course, not considering the featuring of the songs in instrumental form by orchestra. Conditions are such just now that there are being heard on the vaudeville stage an increasing number of songs in the regular catalogs of publishers—numbers that are offered in sheet music, as well as in record and music roll form, owing to the steady elimination of the special song writer for vaudeville artists and the inclination of those artists to fall back on the regular numbers in the catalog.

By keeping in touch with the trade papers the talking machine dealer can keep himself informed regarding the songs that are being featured by the various leading vaudeville singers, and the weeks during which those singers are scheduled to appear in the theatres in his vicinity. Dealers, and jobbers particularly, in talking machine records can do much to keep in touch with the progress of the popular songs of the day by making connections with the leading music publishers and getting the literature sent out by those publishers. This literature gives much information relative to what singers are using the various hits, and when those singers will appear at various times.

THE INIMITABLE
Nora Bayes
Achieves a triumph of Artistry in her new Columbia Records
THE JAPANESE SANDMAN
COLUMBIA RECORD NO— A-2997
and JUST LIKE A GIPSY
COLUMBIA RECORD NO— A-6138
Published by
JEROME H. REMICK & CO.
DETROIT NEW YORK CHICAGO

Waltz Lullaby Success! On All Records and Rolls
PICKANINNY BLUES
Chicago McKINLEY MUSIC CO. New York

The talking machine dealers who have made a business of keeping in touch with the concert appearances of the great singers of the day know what effective results can be realized by hooking up their window displays and advertising with the appearances of those artists in their own town. By securing the co-operation of the publishers and by a little personal effort the same plan can be worked out in connection with the appearance of vaudeville singers so that similar results in record sales may be obtained.

Just now music publishers are to be classed among the really progressive advertisers, and a number of them have taken particular pains to prepare advertising literature of various sorts and window displays and store cards of a nature that should appeal to the talking machine dealer and help his record sales. Much of this material is obtainable by the dealer without charge, either direct or through his jobber.

In handling popular music the talking machine dealer must realize that when he sells his records on arguments offered in the record supplement he is presenting the same selling talk as a dozen other dealers in his vicinity, but when he digs up his own information regarding the popular songs, who are singing them and where they may be heard, in vaudeville or concert, he is able to give his customer information that is worth while and helps business.

Men Who Make Popular Songs

No. 18—Chas. K. Harris

There are very few composers who wrote popular successes in the generation almost gone who are still regularly turning out numbers that meet with popular approval. There are, however, one or two such instances. Charles K. Harris, who in the old days was an acknowledged master, is one of them. Among his old songs which will never be forgotten, and which, despite their age, still have a large sale, are "After the Ball," "Break the News to Mother" and "Always in the Way."

Charles K. Harris has always been primarily a ballad writer, and each season he adds at least

Chas. K. Harris

one or more such numbers to his list. Invariably they have a good measure of success, and often they are conceded hits. This season he has released two numbers from his pen. They are "A Little Brook, A Little Girl, A Little Love" and "Somebody Thinks of You." The former has already shown popularity and the latter has indications that it has good possibilities. Mr. Harris' career has been marked by the fact that he has always been his own publisher. From the earliest days he issued his works from his own house, and later he branched out into the publishing field and took in the work of other writers, particularly for some seasons as a production publisher. He has never deviated from his rule of publishing his own songs. There is probably no other writer, at least none that has been as prolific, that has published his own numbers from the days of his earliest songs.

Mr. Harris still carries much of his youthful enthusiasm and promises to continue giving the public Harris songs for a long time to come.

Richard Mayer has opened a talking machine and jewelry store at 569 Broadway, Kingston, N. Y. He was formerly with Tiffany & Co., of New York City.

LARGE DELAWARE CORPORATION

Incorporated under the laws of Delaware, at Dover, the United Phonograph Stores have been organized to manufacture talking machines and phonographs. Work is to be begun on a large scale and the capital is $5,000,000. The incorporators are Fred A. Hirschfield, Joseph D. Englesber and Adolph O. Moss, Brooklyn, N. Y. Full details regarding the company's plans will be announced at an early date.

NORWAY PROTESTS JAZZING GRIEG

Records of Peer Gynt Suite in Ragtime Shock Music Lovers There—Forward Request to Washington in Effort to Abolish Evil

According to a cable from London a Norwegian correspondent of The Morning Post writes:

"All art lovers in Norway have been filled with horror by the incredible fact that three Americans have had the audacity to adapt Grieg's famous 'Peer Gynt Suite' to ragtime, and have put their profanation of the great music on a talking machine to be spread abroad through the United States. They have not spared a single movement of the suite, and the exquisite 'Morning Voices,' 'Anitra's Dance' and even 'Asa's Death' itself have been reduced to syncopated vulgarity. So deep is the indignation felt in Norway that a memorial protesting against this insult to the great composer has been widely signed by representatives of Norwegian culture and has been forwarded to Washington in the hope the authorities may put a stop to this gratuitous desecration of genius." Who's guilty, we wonder!

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD · · · LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD · · · · · · LONDON, E. C., ENGLAND

HOFFAY
AIR-TIGHT
RESURRECTS ANY RECORD

Hoffay Phonographs
Resurrectone Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

NEW EMERSON JOBBERS

Emerson Sales Department Announces Appointment of Jobbers in Columbus and Indianapolis —Well Known in Commercial Circles

The sales division of the Emerson Phonograph Co., New York, announced this week the appointment of S. W. Goldsmith & Co., Columbus, O., and the Lathrop-McFarland Co., Indianapolis, Ind., as distributors for Emerson phonographs and Emerson records. The first-named company will operate as the Emerson-Ohio Co., and both of these jobbers have already organized efficient sales staffs which will extend practical service and co-operation to the dealers in their respective territories. The Lathrop-McFarland Co. is well known in commercial circles in Indianapolis, as it has the agency for Cole and Liberty automobiles.

During the past few weeks the Emerson sales department has received gratifying reports from its jobbers throughout the country, indicating that the Emerson phonograph is steadily increasing in popularity. Jobbers and dealers are taking advantage of the national advertising campaigns sponsored by the Emerson Phonograph Co., and there is every reason to believe they will enjoy a large holiday trade.

INCORPORATED FOR $5,000,000

The United Phonograph Stores, New York, has been incorporated with capital stock of $5,000,000 to manufacture and deal in talking machines and records. The incorporators are: Fred A. Hirschfield, J. D. Englesber and A. O. Moss.

GRAMOPHONE OFFICIALS ON VISIT

Executives of Gramophone Co. of England Make Tour of Inspection of Victor Establishments in Large Cities of Country and Are Much Impressed With Character of Trade

Camden, N. J., November 8.—Several officials of the Gramophone Co, of London, Eng., recently made an extensive tour of the East and Middle West sections of the United States, accompanied by and as guests of the officials of the Victor Co., for the purpose of studying at first hand the wholesale and retail talking machine business in this country and how it is conducted. The party visited a number of the larger cities of the country and spent a number of days inspecting various leading establishments devoted to the sale of Victor machines and records.

Eldridge R. Johnson, president of the Victor Co., was in Europe for a considerable part of the Summer studying the business of the Gramophone Co., with which organization the Victor Co. is now associated through acquisition of stock. While there Mr. Johnson invited the officials of the Gramophone Co. to come to the United States with him to survey the industry as carried on here.

Mr. Johnson's guests were Alfred Clark, managing director; A. T. Lack, sales manager, and Colin Cooper, also a director of the Gramophone Co. who was already in this country, and these three gentlemen, together with certain officials of the Victor Co., visited a number of our larger cities, including Boston, Buffalo, Cleveland, Chicago, St. Louis, Indianapolis and Pittsburgh. Only two weeks could be devoted to the tour, and in order that the journey might be made with the least possible delay a private car was chartered for the use of the party.

The tour was made under the direction of Ralph L. Freeman, and the party consisted of Alfred Clark, Colin Cooper and A. T. Lack, of the Gramophone Co.; B. G. Royal, Walter J. Staats, Ralph L. Freeman, J. S. Macdonald and Ernest John, of the Victor Talking Machine Co

The features of the trip which most impressed the English visitors were the remarkable development of the stores devoted exclusively to Victor product and the enthusiastic cordiality of the trade towards the Victor Co. Their conclusion, voiced by Mr. Cooper, of the Gramophone Co., was to the effect that "the Victor Co. must have been extraordinarily considerate of its trade."

The party reached Philadelphia on its return trip on Friday, October 29, and the overseas visitors are due to sail for England shortly.

The Symphony Reproducer

for those who want perfect tone reproduction

The symphony reproducer is designed to operate satisfactorily on either lateral Cut or Hill and Dale records. It is neat in appearance and can be adapted to practically any tone arm on the market.

Sample price, each, $4.50.

Quantity prices on application.

Manufactured and guaranteed by

FUEHR & STEMMER PIANO CO.

2701 S. WELLS STREET CHICAGO, ILL.

The Liberty Music Shop, under the direction of Manager Goldfinger, has moved into a new location at 2369 Broadway, New York.

The New Jewett Phonograph

AS its name indicates, the Jewett Phonograph is the product of the Jewett Brothers, long identified with the Paige-Detroit Motor Car Company, builders of the automobile which is known far and wide as "The Most Beautiful Car in America" and which is sold by more than 1,600 dealers throughout the world.

We are now placing on the market a new product—the Jewett Phonograph—a musical instrument which represents the same standard of perfection in phonographs that Paige Motor Cars represent in the field of automobiles. It is not a machine assembled from parts manufactured elsewhere, but is the product of our factories.

The Jewett Phonograph is the invention of a mechanical genius of twenty years' experience in phonograph designing and differs in several important particulars from any talking machine ever before conceived. It reproduces music just as it was originally recorded on the phonograph record—free from metallic sound, nasal whine and harsh surface noises so common heretofore.

Our company is backed by ample capital and is carrying out advertising and merchandising plans of such wide scope that the success of our new product is already assured. Through extensive advertising throughout the country, the Jewett Phonograph will become as well known to the American public as Paige Motor Cars are at the present time.

The marketing possibilities of the Jewett Phonograph offer, therefore, a most attractive opportunity to distributors and dealers. Those who secure an agency franchise at this time will assure themselves an enviable future in the field of phonograph agencies.

We invite correspondence from reliable distributors and dealers.

E. H. Jewett, *President,*
Jewett Phonograph Company,
1730 Penobscot Building,
Detroit, Michigan.

VICTOR-CHENEY LITIGATION

Hearing of Argument for Reopening of Injunction Decision Against Cheney Co. Comes Up in Grand Rapids on November 15

Grand Rapids, Mich., November 10.—The case of the Victor Talking Machine Co. against the Cheney Talking Machine Co. will be reopened in the Federal District Court here on November 15. Judge C. W. Sessions has set that date for a hearing of an argument by the attorneys for the Cheney Co. on a motion to reopen the patent case in which the Victor Co. was awarded an injunction and accounting for alleged infringement of various features of the Johnson tone arm and sound amplifier patents controlled by the Victor Co. The Cheney Co. contends that it has discovered new evidence bearing upon the issue in dispute, and sets forth a reference to the Canneval French patent upon continuously tapering sound conveyors in its claim to reopen proceedings.

WILL HANDLE MAGNAVOX IN EAST

J. O. Morris Co. to Represent Magnavox Co. in New York and New England—Sales Campaign Already Under Way

J. O. Morris Co., Inc., has been appointed distributor for the Magnavox for New York and New England territory. The company has started an aggressive campaign in behalf of its product, and dealers have already been appointed in several of the important trade centers in this territory.

J. O. Morris, who is the head of this company, is enthusiastic regarding the possibilities for developing business, and this enthusiasm is based on the fact that the Magnavox has attained signal success in the comparatively short while that it has been on the market. Within a period of a few months it has established nation-wide distribution, and talking machine dealers, realizing the value of the Magnavox, have co-operated with the manufacturers and the jobbers in the introduction of timely and effective publicity.

OPEN A NEW SERVICE DEPARTMENT

New Activities of Schmelzer Co. to Be in Charge of D. R. Walsh

Kansas City, Mo., November 8.—The Schmelzer Co., Victor wholesaler of this city, has just opened a new Victor Educational and Service Department which will be in charge of D. R. Walsh, formerly connected with the educational department of the Victor Co. in Camden. Mr. Walsh traveled through the Kansas City territory for some time as a factory representative and is, therefore, quite familiar with conditions in that section.

The Schmelzer Co. is now engaged in perfecting plans for the organization of a Victor Retail Dealers' Association to take in all the dealers in this territory.

FAMOUS-BARR CO.'S STRIKING BRUNSWICK ADVERTISING

Chicago, Ill., November 4.—The Brunswick-Balke-Collender Co.'s advertising department is one of the finest of its kind in the country. When that department becomes enthusiastic over certain advertisements by its dealer clientele one can be pretty sure that said advertisements are distinctive. Such a series of advertisements are those recently run in St. Louis papers by the Famous-Barr Co., retailer of that city. It is putting on a big campaign there in the interests of Brunswick phonographs, which are having immediate effects in the increased sale of Brunswick instruments.

Illustrations of some of the advertisements are shown herewith. They all make the "home" appeal in illustration and copy matter in a most pointed way. Here is a little example of the copy which we think unusually good: "If only mother and father could go to the opera, too! I have it! We'll bring the opera to them! Let's send them a Brunswick! Then they can enjoy operatic arias and every other kind of music without leaving their cozy fireside. We'll do it tomorrow—and then we won't feel so badly about leaving them."

"If only mother and father could go to the opera, too! I have it! We'll bring the opera to them! Let's send them a Brunswick! Then they can enjoy operatic arias and every other kind of music without leaving their cozy fireside. We'll do it tomorrow—and then we won't feel so badly about leaving them to attend affairs which they no longer care for."

No One Is Ever Too Old to Enjoy Good Music

—and here is a thought. Why not surprise the old folks with a Brunswick and some well-chosen Records? The gift would bring them pleasure every hour in every day of the year.

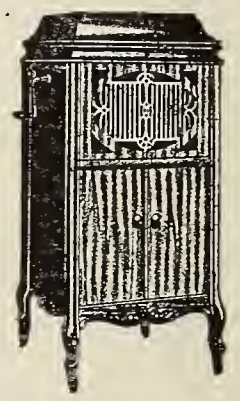
Brunswick Phonographs

and Records Have Been Added to Our Music Service

¶ Here is service supreme for Talking Machines, Phonographs and Records. Stocks are at the height of completeness, service facilities are the latest improved—everything that will enable you to choose with greatest satisfaction. The logical place to buy and now is the opportune time.

There is a Brunswick of a Type and Price to Meet Every Requirement

We can make immediate delivery of the Brunswick Phonograph and Records you choose, and you can pay on our convenient monthly payment plan, if you wish.



Record Service Counter

You will especially appreciate the efficiency of this Service Counter when you are in a hurry and have certain Records in mind which you want to obtain without waiting to hear them. You will also find the assistance of our Record Specialists very helpful, should you care to have them offer suggestions. In addition to this unsurpassed service, here you have the advantage of SEALED RECORDS.

Three Exclusive Brunswick Features

The Brunswick "Ultona" Reproducer plays all records at their best—a turn of the hand adapts it to any make of Record.

The Brunswick Oval All-Wood Tone Amplifier—a valuable aid to perfect tone reproduction.

The Brunswick Record Filing System, with convenient arrangement of drawers and records.

Fresh-Air Demonstration Parlors

We have an unusually large number of Demonstration Parlors, with outside windows—a feature of special importance. Here you can really enjoy selecting Records leisurely—bright daylight and perfect ventilation, which makes selection a pleasure instead of a task. It is another way we have of giving better service.

Music Salons—Fifth Floor.

FAMOUS-BARR CO.

St. Louis Home of the Ampico in the Chickering Piano

SLIDES FEATURE GRETSCH LINE

Dealers Making Good Use of Colored Slides for Motion Picture Houses Featuring the Various Instruments in the Gretsch Line

Music merchants who were visitors to the music trade convention in New York last February will remember Fred Gretsch as the live wire who devised a system of free taxi-cab transportation to the Gretsch plant in the Williamsburg section of Brooklyn. Appreciating the fact that the out-of-town visitors are sometimes confused by New York's intricate subway system, he offered taxi tickets that enabled them to visit his factory by a convenient and comfortable method. This little bit of service stamped him in the minds of the visiting music merchants as one of the live wires of the trade. Fred Gretsch is now busy living up to his reputation as a live wire. His latest innovation is a set of colored slides for use in motion picture theatres which he is furnishing free of charge to his dealers. These beautifully colored slides are demonstrating their usefulness as business builders for dealers who are using them.

These slides have been made with painstaking

Two of the Gretsch Slides

care and cost the Gretsch firm $1.50 a set, and because of this fact dealers are requested to be sure to use them if they are desired. Each slide bears the name and address of the indi-

A Question and an Answer:
Delivery Troubles? Lansing Khaki Moving Cover!

HERE ARE THE FACTS:

Outside cover of government khaki.
Inside lining of cotton flannel
Finely quilted for uniform evenness and durability.
Straps of heavy three-ply webbing, not riveted to the cover.
Equipped with loop handles.
Patent buckle will not slip or cut the webbing.

RESULTS:

Insures perfect protection, perfect delivery.
Saves cost of paper, twine and time used preparing machine for delivery.
Your customer is satisfied, which means future business in records or supplies.

PHOENIX TRADING CO. :: 1265 Broadway, New York City

vidual dealer. A circular has been prepared giving instructions for securing the co-operation of the theatre managers and is sent upon request. Mr. Gretsch declares that the reason these slides have been so successful is the fact that the person who attends moving picture shows is a logical purchaser of an instrument.

MAP VISUALIZES SERENADO GROWTH

CEDAR RAPIDS, IA., November 8.—The Serenado Mfg. Co, of this city, manufacturer of the Serenado talking machine, has just prepared an interesting map which visualizes the success attained by this company in establishing dealers throughout the country. The Serenado factories have been manufacturing quality merchandise for more than forty years and have been manufacturing talking machines for several years past. It has, however, been less than two years since it began the general distribution of the Serenado, and, as indicated on the map, it has established dealers in forty States.

According to the map, the distribution of the Serenado is particularly strong in the most important trade centers in the country, for the company has made contracts with dealers in many of the leading cities in Pennsylvania, Illinois, Missouri, Iowa, Mississippi, Georgia and South Carolina. All of these dealers are under contract for the sale of Serenado and have placed good-sized orders covering their requirements for the coming year.

The company is now concentrating a considerable part of its activities on developing business in Kentucky, Ohio, Oklahoma, Kansas, Nebraska and the New England States, and is adding many names to the roster of Serenado representatives.

DALION REPRESENTATIVES BUSY

The Johndrew Sales Corp., Hamburg, Pa., New York and western Pennsylvania distributor for the Dalion phonograph, has opened up several new accounts in that territory. The business of the Milwaukee Talking Machine Co., makers of the Dalion, is moving along splendidly.

SAILING FOR EUROPE

WILL ATTEND TO YOUR BUYING

Are you interested in FOREIGN RECORDS, PHONOGRAPH parts or MACHINERY?

Advertiser knows the Manufacturers of Phonographs, Accessories and Makers of Records. State your requirements. Act at once.

Address: **Frankel, Box 874, Talking Machine World, 373 Fourth Avenue, New York City**

NEW VOCALION RECORD PLANT

Aeolian Co. Buys Part of Colt Plant in Meriden for Electroplating Department

MERIDEN, CONN., November 8.—The Aeolian Co. recently purchased a large section of the plant of the Colt's Mfg. Co., on North Colony street, this city, and will utilize the premises for housing the Vocalion record electroplating department. The securing and equipping of this new plant is expected to prove a factor in still further increasing the production of Vocalion records on a quantity basis.

The building acquired by the Aeolian Co. is a one-story structure of brick, on a plot of ground fronting 100 feet on North Colony street and with a depth of 200 feet. There is a railroad siding in the rear of the property convenient for shipping purposes. The acquisition of the new electroplating plant follows closely upon the opening of a new addition to the Vocalion record factory here recently and referred to elsewhere in this issue.

Through Sanger Bros., Victor wholesalers of Dallas, Tex., arrangements have been made whereby the Eight Famous Victor Artists will give fifteen concerts in Texas and Oklahoma beginning February 15 and ending March 5. This is the second time that the artists have visited Texas under the auspices of Sanger Bros.

WASHINGTON DEALERS ORGANIZE

H. C. Groves Heads Association of Columbia Retailers in Capital—M. Philips Secretary

WASHINGTON, D. C., November 10.—The Columbia dealers of the District of Columbia are at last organized and are known as the Columbia Grafonola Retail Dealers' Association of Washington. Columbia dealers of the city without exception have signified their willingness to co-operate with the association and the trade in general is on a more friendly basis than it has been known in a long time. Four years ago an attempt was made to form an association but this did not mature.

H. C. Groves is president of the new association and M. Philips is secretary and treasurer. Mr. Groves assures all sister organizations the support of the Washington association and asks their friendship and good will.

THE STORY OF G. E. BRIGHTSON

The story of George E. Brightson and the Sonora phonograph is told in the November issue of Printers' Ink Monthly by C. P. Russell, who says of the head of the Sonora Phonograph Co: "He ignored competition and gave his attention to the manufacture of the best possible product—then advertised it."

ODEON

AND

FONOTIPIA RECORDS

AMERICAN and INTERNATIONAL REPERTOIRES RECORDED IN THE COUNTRIES OF THEIR ORIGINAL LANGUAGES

WELL KNOWN ALL OVER THE WORLD

WILL BE READY FOR YOU SHORTLY IN THIS MARKET

ONLY THE VERY BEST SELECTED FROM OUR VAST REPERTOIRES

THE ARTISTIC REPERTOIRES COMPRISE SELECTIONS BY THE MOST FAMOUS ARTISTS

ENGLISH—FRENCH—ITALIAN—SPANISH—GERMAN—DUTCH—SCANDINAVIAN—
RUSSIAN—POLISH—BOHEMIAN—SERBIAN—HUNGARIAN—TURKISH—ARABIC—
CHINESE—GRECIAN—HEBREW—YIDDISH—SLOVENISH—ROUMANIAN—SYRIAN

DISTRIBUTORS APPLY TO US

AMERICAN ODEON CORPORATION

Care of Talking Machine World, 373 Fourth Ave., New York

Watch Our Next Advertisements

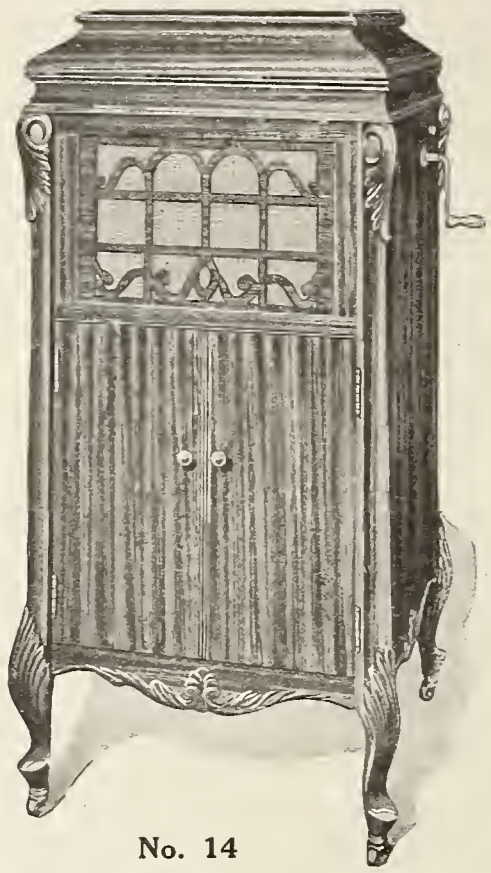
4 WINNERS

For Holiday Business, Supreme In

TONE —— FINISH —— DESIGN

Federal Phonographs

are built up to a standard of art. The cabinets are unexcelled for beauty, the Federal design tone arm is unique, and the distinction of the name FEDERAL stands back of all our console and upright phonographs.



No. 14

Style—Queen Anne.
Wood—Selected figured mahogany with all hand-carved mahogany trimmings.
Dimensions—Height 51 inches. Width, 23½ inches. Depth, 24 inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficent room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated $250.00. Gold Plated, $275.00.

Federal Phonographs

are made in our own factory, which has been famous for over 25 years in the production of high grade furniture. The material used is of the very best selected wood, and the equipment throughout is designed to please the most discriminating buyers.

No. 18

Style—Sheraton inlaid on doors and legs.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Motor—Heineman No 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $350.00. Gold Plated, $375.00.

No. 16

Style—Adam.
Wood—Selected figured mahogany. All solid mahogany hand carvings.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $325.00. Gold Plated, $350.00. Walnut, $10 extra.

No. 20

Style—Queen Anne.
Wood—Selected figured mahogany.
Dimensions—Height 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Motor—Heineman No. 44 or Meisselbach No. 17, with plush turntable.
Tone Arm—Federal Own Design.
Record Accommodations—Sufficient room for 6 twelve-inch albums.
Trimmings—Best quality gold or nickel plated.
Price—Nickel Plated, $325.00. Gold Plated, $350.00. Walnut, $10 extra.

Federal Phonograph Corp.

1458-1464 W. Kinzie St.
CHICAGO, ILL.

Michigan and Pennsylvania Representatives:

Federal Sales and Supplies Corporation

34 FARMER STREET
DETROIT, MICH.

TALKING MACHINE JOBBERS PLAN ANNUAL CONVENTION

Executive Committee of Association at Meeting in New York Last Week Decides Upon Colorado Springs as 1921 Convention City—Spring Meetings to Be Held in St. Louis and Boston

At an important meeting of the Executive Committee of the National Association of Talking Machine Jobbers, held at the Hotel Commodore, New York, on Monday, November 8, with 100 per cent attendance registered, preliminary plans were made for the holding of two general meetings of the Executive Committee and membership at large in St. Louis and Boston during the Spring, and the annual convention of the Association to be held at the Hotel Broadmore, Colorado Springs, Colo., on July 11, 12 and 13.

The business meeting of the committee was devoted to the discussion of a large number of important matters that had developed since the last convention, and to consideration of the general business situation and of conditions in the Victor trade.

Gilbert H. Montague, counsel for the Association, delivered an extended address in the course of which he reviewed various matters of legislation calculated to affect the interests of the jobbers. Special attention was called to the efforts being made to have Congress lift some of the war tax burdens now carried by business in general, and the jobbers were strongly in favor of the complete elimination of the War Excise tax of 5 per cent which is now placed on talking machines and records even though they are classed as educational works in a large measure.

Plans were discussed whereby the members of the Association might co-operate more closely with each other throughout the year for the benefit of the trade as a whole, particularly in the development of distributing and sales methods.

The decision to hold the annual convention at Colorado Springs was welcomed by most of the jobbers who felt it would not only provide a change from the seashore, but would give to the Western jobbers a convention in their own territory. The plans for the annual convention are in charge of an arrangements committee appointed by President L. C. Wiswell, and including Percy Ware, Lloyd Spencer, V. W. Moody and Fred P. Oliver, with Charles K. Bennett as chairman. The committee will arrange not only for the convention proper, but for a number of side trips to Pike's Peak and other points. A golf tournament will also be held during the convention period, the details being in charge of the regular committee headed by J. C. Roush.

The open meetings to be held by the Executive Committee and to which all members of the Association will be invited, will be along the lines of the meetings held in Chicago and New York last Winter. The first of the meetings will be held in St. Louis on March 7 and 8, and the members of the committee will then travel to Boston, where the second meeting will be held for the benefit of Eastern jobbers on March 10 and 11.

On Tuesday following the meeting at the Commodore, a number of the jobbers were escorted by A. B. Reincke, president, and J. J. Davin, Eastern managing director of the Reincke-Ellis Co., through the plant of the Binger Co., prominent advertising specialists. The jobbers were welcomed at the Binger building by C. L. Crone, president of the company, who gave the details of the window display service for Victor dealers which the Binger concern is preparing, and which will be distributed by the Reincke-Ellis Co. The tour of inspection was followed by an informal luncheon.

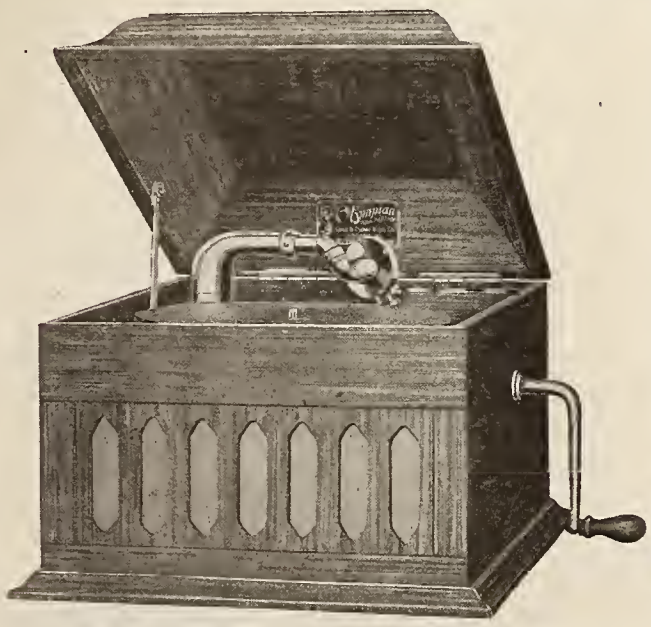
Those who attended the session were: L. C. Wiswell, president, Lyon & Healy, Chicago; Louis Buehn, vice-president, the Louis Buehn Co., Inc., Philadelphia; Arthur A. Trostler, secretary, the Schmelzer Co., Kansas City; W. H. Reynalds, treasurer, Reynalds Music House, Mobile, Ala.; C. K. Bennett, Eclipse Musical Co., Cleveland; J. N. Blackman, Blackman Talking Machine Co., New York; Lester Burchfield, Sanger Bros., Dallas, Tex.; Dan Creed, Chicago Talking Machine Co., Chicago; W. F. Davisson, Perry B. Whitsit Co., Columbus; Thomas F. Green, Silas E. Pearsall Co., New York; George E. Mickel, Mickel Bros. Co., Omaha, Neb.; Fred Putnam, Putnam-Page Co., Inc., Peoria, Ill.; E. C. Rauth, Koerber-Brenner Co., St. Louis; J. C. Roush, Standard Talking Machine Co., Pittsburgh; Henry Winkelman, Oliver Ditson Co., Boston, and French Nestor, national councilor, Standard Talking Machine Co., Pittsburgh.

VICTOR SHOP IN OTTAWA

Ray Bannon, of Morris, Ill., will open a Victrola Shop in Ottawa on the main floor of the Piergue Building. The name of the store will be Bannon's Victrola Shop.

Olympian Model 60, The Big Trade Winner

Pre-War Quality at a Pre-War Price



Our new 24-page bulletin shows everything in phonographs, string instruments and supplies. Many other items listed at Pre-War prices. It is FREE. Write for a copy today—Now.

Model 60 is just another example of Olympian guaranteed quality at a special low price. With this instrument you can offer the last word in value and make an unusual profit besides. Act quickly, as we can hold this introductory offer open to dealers for a limited time only.

HAS TONE OF A $100 PHONOGRAPH

Plays as loud and clear as the large cabinet phonographs. Has an all-wood tone-chamber, universal tone-arm, cast iron frame, double spring motor. Plays all makes of records.

Size: 13 inches high, 19½ inches deep, 17 inches wide. Finished in genuine mahogany or golden oak.

Limit of 6 of Model 60 to any one dealer.

No. 60 AG-Wholesale Price each . . $24.50

No. 61 AG-Wholesale Price 6 or more, each $23.75

Write for 24-page Bulletin

COLE & DUNAS MUSIC CO.

52 W. Lake Street - - - CHICAGO, ILL.

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, by which the point is improved to such an extent that we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

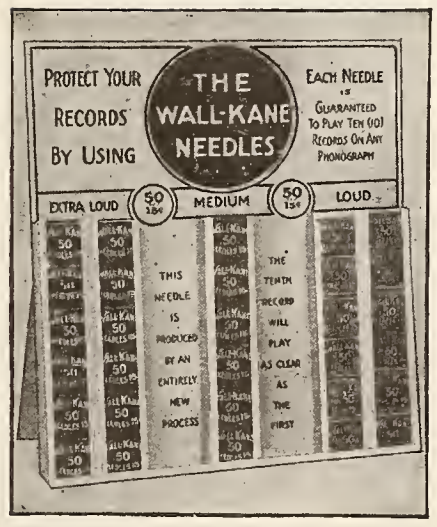
WE GUARANTEE THAT EVERY WALL KANE NEEDLE HAS BEEN, AND WILL BE IN THE FUTURE, THE HIGHEST GRADE ORDINARY STEEL NEEDLE OF DOMESTIC MANUFACTURE.

BEWARE OF IMITATIONS

A package of 50 WALL KANE NEEDLES is superior to 500 ordinary steel needles.

WALL KANE NEEDLES improve the tone and preserve the life of your records.

A package retails at 15c.—costs the dealer 7½c.—8c. in the Far West.



This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, $4.60; $4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a tone of WALL KANE Needles, cost the dealer $7.50; $8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"
Smith stood by the Victor—and smiled

1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH"
Smith stood by the Victor—and laughed out loud!

Pattern after Smith—be the *Victor man of your town—and prosper*

Buffalo Talking Machine Company, Inc.

Victor only **BUFFALO, N. Y.** *Wholesale only*

BANQUET OF REMINGTON FORCES

Managerial Heads and Assistants Entertained by the Remington Phonograph Corp. at Café Boulevard, New York, on October 27

The Remington Phonograph Corp., New York City, tendered a banquet to the managerial heads of the organization and their assistants at the Café Boulevard on October 27. This, the first banquet of the kind given by this firm, was held with the aim in view of cementing the loyalty and stimulating the enthusiasm of those responsible for the production of the Remington line.

Managerial Heads and Assistants Entertained at Café Boulevard by Remington Phonograph Corp.

Philo E. Remington, president of the company; James S. Holmes, vice-president and general manager, and Everett H. Holmes, sales manager, addressed the gathering. James S. Holmes told interestingly of the history of the Remington family and described the value of the name when attached to the best that can be produced. It is planned to issue a house organ in the near future to further keep the many employes informed of the company's activities and progress.

ISSUE AN INTERESTING NUMBER

The November issue of Pathé News reminds the dealer of the importance of making each minute of the next six weeks count in order that the holiday business this year will surpass all others. As usual the paper is replete with helpful suggestions for the Pathé dealer. A new departure from the usual features of this paper is to be found in the printing of a story entitled "The Deserter," described as a romantic story of filial devotion and love and in which the Pathé phonograph plays an important but entirely unobtrusive part. Although this story is copyrighted by the Pathé Frères Phonograph Co., permission has generously been given for its use by all Pathé dealers in any newspaper. In addition to the publishing of helpful suggestions and experiences which various Pathé dealers have sent to Pathé headquarters, a number of newspaper advertising suggestions are given the dealer, which may be set into type by the local newspaper without the use of matrices.

POLICY OF VALUES WINS OUT

Steger & Sons Piano Mfg. Co.'s Policy as Applied to Phonographs Wins Appreciation

Chicago, Ill., November 9.—The Steger & Sons Piano Mfg. Co. report a very satisfactory volume of business in their phonograph department. These instruments have been steadily winning favor with discriminating dealers who, without flourish of trumpets, are bringing their merits to the attention of the public in a manner sufficiently convincing to greatly enlarge their sales.

The Steger & Sons Co. have developed the phonograph business on the same substantial basis that have made the Steger pianos known and appreciated throughout the nation. The basis of this policy is the production of values —values so apparent that they cannot fail to be acknowledged by anyone who has occasion to investigate the instruments manufactured by this prominent institution.

The Steger phonographs are presented in a wide range of styles, including period models, and should make a wide appeal to those competent to differentiate in the matter of art as applied to designs.

For years we have specialized in the production of

LITHOGRAPHED WINDOW DISPLAYS

Posters, Hangers, Counter Displays, Cut-Outs, Car Cards, etc., rendering a complete service in our own Art Department and Lithograph Plant.

Some of the largest national advertisers have expressed their satisfaction with the thoroughgoing manner in which we have handled their dealer display problems.

EINSON LITHO INCORPORATED

Executive Offices and Art Studios 71 W. 23rd St., N. Y.
Western Office Chicago, Ill.
Factory & Plant 327 East 29th St. New York, N. Y.

Big Savings on Banjo-Ukeleles

This new Olympian Banjo Ukelele breaks all value giving records priced at nearly 50 per cent less than its equal anywhere. It's a leader that will net a good profit for you and a good value for your customer. Solid two-ply wood rim, no brackets, new process for tightening drum head, nothing to get out of order. **Retail Value, $6.00 to $9.00. Your price for No. 555GM Banjo-Ukelele is only $3.15.**

Everything points to a good old fashioned Christmas trade on string instruments. Prepare and you'll cash in; Our Olympian Banjo Ukeleles will be a good Christmas leader. Order liberally, for our guarantee stands back of every instrument.

Order right from this Ad. Terms 5% discount for cash with order.

Cole & Dunas Music Co.
54 W. Lake St. Chicago, Ill.

It takes Bert Williams to put a rib-shaking laugh into a song. Here are two ten-strikes—"I Want to Know Where Tosti Went When He Said Good-Bye," and "Get Up." Get them. A-3305.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

VOCALION AT TEXAS STATE FAIR

Elaborate Exhibit Made at Important Texas Fair During the Past Month

One of the interesting musical instrument exhibits at the Texas State Fair, held last month in Dallas, was the display of the Aeolian-Vocalion, made under the direct auspices of the Aeolian

Striking Vocalion Display at Fair

Co. and in charge of H. D. Gupton, Vocalion wholesale representative in Texas territory.

The exhibit was of an elaborate character, as will be seen by the accompanying illustration. A number of popular models of the Vocalion were on display, and two soundproof booths were provided to enable Fair visitors to hear the musical quality of the Vocalion and Vocalion records to the best advantage.

JOINS PATHE STAFF IN BROOKLYN

Earl B. Dryden, formerly in charge of the Pathé department of the Buffalo Wholesale Hardware Co., Pathé distributors, Buffalo, N. Y., has now joined the sales staff of the Pathé Frères Phonograph Co., of Brooklyn, N. Y. Mr. Dryden is an ardent Pathé enthusiast and his many years of experience with the Pathé line in his former connection have proven of great value to him in the new work he has undertaken.

Your Opportunity to Buy at the Right Price

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

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

THE BRANDTS FURN. CO.
CELINA, OHIO

A. THALLMAYER WITH OKEH

Well-known Talking Machine Man Appointed Manager of Okeh Foreign Language Department—Thoroughly Qualified for New Post

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced this week the appointment of A. Thallmayer as manager of the company's foreign record department, with headquarters at the executive offices, 25 West Forty-fifth street, New York City.

Mr. Thallmayer is one of the best-known members of the foreign language record field in the country, having been associated with the Columbia Graphophone Co. for over eighteen years. He served in important executive positions with this company, both in Europe and America, and is thoroughly familiar with every phase of the foreign language record field. Mr. Thallmayer numbers among his personal friends dealers from Coast to Coast, who will be glad to know that he will direct the destinies of the Okeh foreign record division.

VICTOR DEALERS TO MEET

Formation of Dealers' Association in Chicago Territory to Be Discussed

CHICAGO, ILL., November 8.—On Tuesday, November 16, there will be held in this city a get-together meeting which has in view the organizing of a Victor Dealers' Association, composed of Victor retailers located in Chicago and surrounding territory. For some time a desire has been manifested on the part of Victor dealers located in this territory to form such a body, and the first step, which will be made on Tuesday, has come about largely through the personal efforts of L. C. Wiswell, head of the wholesale Victor department of Lyon & Healy, and president of the National Association of Talking Machine Jobbers.

S. H. JACOBS WITH REMINGTON

Samuel H. Jacobs has been appointed advertising manager of the Remington Phonograph Corp., New York City. Mr. Jacobs will devote his attention to a vigorous dealer campaign as well as to taking charge of the factory publicity. He is well experienced, having had fourteen years active work in the preparation of advertising, including a thorough knowledge of printing, art work and lithography.

A VISITOR FROM PITTSBURGH

Wallace Russell, of the Standard Talking Machine Co., Pittsburgh, was a recent visitor to New York, and in a chat with The World spoke optimistically about the general trend of business and conditions generally. Mr. Russell is an optimist, and this is the attitude that is bound to win out these days when so many lightweights are courting the shadows rather than the sunshine.

THIS Special Price Cabinet Will Interest You

309½

MATCHES VICTROLA NO. IX A

309½—Mahogany, golden oak, fumed oak, weathered oak, nickel-plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18¼x21⅞ inches. Matches New Victrola IX A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect "Cabinet-match" appearance. Average weight, crated, 70 pounds.

Immediate Deliveries

MANUFACTURED BY

SCHLOSS BROS.

801 E. 135th St., New York

Cabinets of all descriptions and finishes

You need our catalog! Have you one?

McLAUGHLIN BUYS OUT GIBSON CO.

Kentucky Music Man Now Operates Two Modern Stores in Paducah—Talking Machine Department Now Handles the Victor Line Exclusively—Continues Piano Line

PADUCAH, KY., November 8.—O. D. McLaughlin, the Music Man, has purchased the Gibson Piano Co., at 518 Broadway, and will operate both the Gibson place and the McLaughlin store at 317 Broadway, under the firm name of O. D. McLaughlin. Announcement of the deal, which is one of the most important business changes made on Broadway in some time, was given out to-day.

Mr. McLaughlin will handle Victor machines and records exclusively. The Columbia record, formerly sold by McLaughlin's, will be handled in the future by J. A. Rudy & Sons. Mr. McLaughlin's complete stock of pianos will be added to the excellent stock of instruments held by the Gibson Co.

Mr. McLaughlin stated that patrons of the Gibson Co. may expect the same efficient and courteous service under the new management that they were accorded by Mr. Gibson. Each store will have a complete stock of Victor machines and records and will also carry the full piano stock.

W. E. Gibson will leave the city in a short time and will reside elsewhere. Mr. McLaughlin has been engaged in the music business in Paducah for a number of years and has been notably successful.

THE NEW MODERNOLA PLANT

Work at Ferndale Is Progressing Rapidly—Dry Kilns Principle Wins Approval

JOHNSTOWN, PA., November 9.—Work on the new plant of the Modernola Co. at Ferndale is progressing rapidly, and it is expected that it will not be long before the company will be able to take advantage of the increased facilities offered by this new plant. As was previously announced, a remarkable system of dry kilns has been installed and the subject of the drying of woods will be given very careful attention.

The Modernola Co. is sending the head of this department to the United States Government Testing School of Lumber at Washington. This representative will take the full course on the drying of woods. Realizing the importance of having the wood under proper atmospheric conditions at all times, the new plant of the Modernola Co. will have a humidifying system throughout the entire plant in addition to the large dry kilns. This system will keep the proper degree of humidity in all rooms at all times, and will permit the construction of cabinets under the right atmospheric conditions from start to finish.

RESIGNATION OF C. A. BRIGGS

Severs Connection With Cathedral Phonograph Co.—Succeeded by W. R. Morrison

OMAHA, NEBR., November 9.—C. A. Briggs has resigned as vice-president and sales manager of the Cathedral Phonograph Co., this city, and has been succeeded in those offices by W. R. Morrison, formerly production manager. Mr. Briggs, who has sold his stock in the company, has not completed his plans for the future, but expects to engage in the wholesale talking machine business, with lines to be selected later.

RUSKIN UP TO DATE

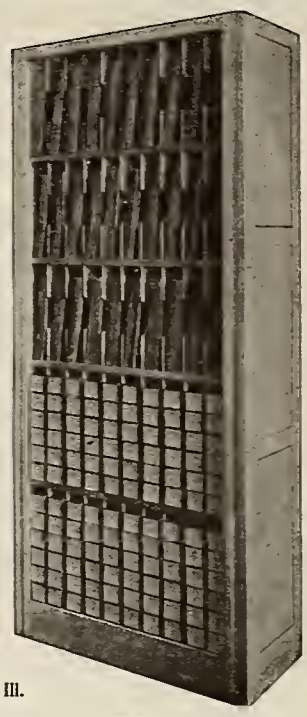
The Remington Phonograph Corp., New York City, has issued an attractive card containing a quotation from Ruskin which is particularly apropos at this time and from which we quote:

"All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the builder than those which everybody calls cheap.

"Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at a small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of rapid decay and entire destruction of arts and manufactures."

Record Racks

These racks can be used for records or rolls, exclusively, or for both at the same time. They will not warp or swell. Made of thoroughly seasoned lumber, smoothed and sanded. Delivered to you in the white, so that you can finish them to match your interior decorations.



BETTER SERVICE

Start with one and add others as you need them. When set side by side looks like a single unit. Has a total capacity of 1,250 records. Size 6 ft. high, 32½ inches wide and 13½ inches deep.

No. 875-MG Price $49.50

Order from this Ad

Your satisfaction is guaranteed. Terms 5% discount for cash with order or net C. O. D. 10% deposit to accompany order.

Cole & Dunas Music Co.

54 W. Lake St., Chicago, Ill.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of THE TALKING MACHINE WORLD, published monthly at New York, N. Y., October 1, 1920.

State of New York } ss.
County of New York }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, and editor are: Publisher, Edward Lyman Bill, Inc., 373 Fourth Ave., New York City; Editor, J. B. Spillane, 373 Fourth Ave., N. Y. City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Edward Lyman Bill, Inc., 373 Fourth Ave., N. Y. City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth Ave., N. Y. C.; J. Raymond Bill, 373 Fourth Ave., N. Y. City; B. B. Wilson, 373 Fourth Ave., N. Y. City; Carleton Chace, 373 Fourth Ave., N. Y. City; E. P. Van Harlingen, 209 So. State St., Chicago, Ill.

3. That the known stockholders, mortgagees, and other holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ——. (This information is required from daily publications only.)

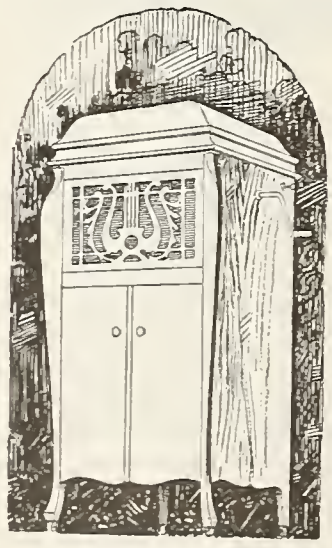
(Signed) J. B. SPILLANE.

Sworn to and subscribed before me this 1st day of October, 1920.

(Seal) Eugene R. Falck, Notary Public No. 6, N. Y. Co.
(My commission expires March 30, 1922.)

MR. DEALER:

You can sell Adora Phonographs



This model is 48 in. high
Retail price, $135

The Adora plays all records.

It is guaranteed for Five Years.

The cabinets are exquisitely designed and made in all finishes.

WE DISTRIBUTE:

United States Player Rolls **Puritan Records and Supplies**

Adora Phonograph Co.

242 E. Jefferson Ave. DETROIT, MICH.

REPAIRS

24 Hour Service

Largest and best equipped shop in New York
We call for and deliver in New York
Outside of New York, Send by Express or Parcel Post

W. BAHR
336 East 87th Street New York
Tel. Lenox 7156

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WHOLESALE RECORD SALESMAN.—A record salesman with long experience, particularly of recent years, in the metropolitan district, is open for a position as salesman with standard house. His relationship with the New York trade, together with his long experience in the record field, places him in a position to render excellent work for a progressive house. Address "Box 872," care The Talking Machine World, 373 Fourth Ave., N. Y. C.

SUPERINTENDENT of a large phonograph factory located in Chicago desires the services of an ambitious, competent man to act as superintendent. Must be fully experienced in every angle of phonograph construction, a producer of merit and a man of good executive ability. Unless you can comply please do not respond. Replies shall be treated in strict confidence and qualifications must be stated in detail. Address "N. V. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

RECORDING expert, with 25 years' experience with up-to-date methods, is open for engagement. Address "Box 867," care The Talking Machine World, 373 Fourth Ave., New York City.

RETAIL sales manager, capable executive, who is now in charge of one of the largest exclusive Edison agencies, wishing to make a change, would be pleased to hear from a firm desiring the services of a man of proven ability. "Box 868," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMANAGER and executive, now employed, desires to make change January 1, 1921. Prefer position as sales manager with manufacturer or as manager of jobbing house. Experience American and foreign records, phonographs, rolls and general musical merchandise. My hobby—service to the dealer. Understand credits, collections, advertising, etc. If you are looking for a competent, experienced, loyal executive, get in touch with me. Remuneration must be good. Salary and commission. I can prove my worth. "Box 864," care The Talking Machine World, 373 Fourth Ave., New York City.

OPENING for experienced repairman. We have a good year-around job for a steady, experienced Victrola repairman in wholesale house, Pittsburgh, Pa. Address "Repairman," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN traveling in the Middle West to sell our line of records and accessories. Good proposition for those who can get orders. Wade Talking Machine Co., 12-20 North Michigan Ave., Chicago, Ill.

AVAILABLE—A man of energy, integrity and ten years' experience in the Victor business. Thorough knowledge of records. At present assistant general manager of one of the largest exclusive Victor retail establishments in the East. Would like position as manager of Victor department. Address "Box 865," care The Talking Machine World, 373 Fourth Ave., New York City.

MASTER RECORDER, with thorough technical training, conversant with best modern methods of lateral recording solicits engagement. Clear balanced recording full of detail with minimum surface noise. Is familiar with every phase of phonograph business and competent to design, organize and manage recording and plating laboratory. "Box 863," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG man, age 23, desires position in some retail phonograph store. Has had experience in executive and branch office of large phonograph company. Salary second consideration. "Box 869," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT wishes to get in with a reliable concern in manufacturing phonographs. Have fifteen years' experience in this line. Address "Box 871," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY FOR EXTRA COMMISSION. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

A DANDY side line for talking machine salesmen. Entirely new. Popular price. Liberal commission. Vest pocket sample. Correspondence confidential. J. A. Coates & Sons, Ltd., 589 Main St., East Orange, N. J.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

TRAVELING SALESMAN with 25 years' road experience wants to sell phonographs and records to trade on commission basis in South Texas. S. S. Steiner, Tuleta, Texas.

RECORDING EXPERT, familiar with every detail of laboratory equipment from the making of wax to the finished record. Will furnish up-to-date recording and shaving machines. Several years of practical experience. "Box 870," care of The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG business woman with thorough knowledge of the Victor, Columbia and Brunswick lines, capable, ability to buy, sell and take entire management of a large talking machine department. Have held the management of present department for ten years. Would consider making a change after January 1st. Can furnish best of references, and nothing but a real live permanent proposition would be considered. For details address Confidential "A-B-C," care of The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN of excellent ability, with best reference, wishes to connect with some phonograph concern. Now manager of music department, wishes place either manager or assistant. Address Manager, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by salesman, 29 years of age. Thoroughly experienced in selling and buying in all branches of the music business. Excellent references. Box 859, care The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

Prices are right and deliveries will be prompt. We have a large stock for fall trade in mahogany, walnut and oak. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

On account of other business, good will and small stock in high-class town of 6,000. Good agency of popular machines. Can be transferred if necessary. A. Stein, Cranford, N. J.

LUMBER FOR SALE

Black Walnut Squares. Several carloads clear and dry black walnut squares and small dimension.

2¼ x 2¼ — 40	2½ x 2½ — 30
2½ x 2½ — 19	2 x 2 — 46
¾ x 2½ — 24	¾ x 2½ — 12
½ x 2 — 46	

J. Richard Jackson & Bro., 16th & Chestnut Sts., Philadelphia, Pa.

FOR SALE

Fifteen sound-proof phonograph record and showrooms. All 9 ft. wide and 6 ft. to 18 ft. long. Finished in mahogany, with double glass partitions and doors. All are in good condition. We are disposing of them because we have installed a new and larger phonograph department on our eighth floor. Can be seen any time on our seventh floor. Write or apply to Karl Kaufmann, care of Kaufmann & Baer Co., 6th Ave. & Smithfield St., Pittsburgh, Pa.

Cabinet Bargains

Splendid new cabinets, mahogany finish, beautiful lines. You can buy one, or ten, or all—now—at a big saving. 50 Model A, with cover, 20½ in. wide, 22½ in. deep, 15½ in. high, $16 each; 50 Model B, with cover, 18½ in. wide, 20¾ in. deep, 13½ in. high, $14.50 each; 100 Model C, without cover, 15½ in. wide, 17¾ in. deep, 8¾ in. high, $8 each. Offered for immediate shipment, subject to prior sale. The Phonograph Supply Co., 27 Court Sq., Boston, Mass.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

JOBBERS' ATTENTION

This phonograph, 50 inches high, 21 inches wide, 21½ inches deep. Fully equipped with guaranteed motor and tonearm.

$66.50 Net

F. O. B. Cedar Rapids, Iowa. War Tax paid. Securely crated. 5-ply mahogany veneer. ¾ inch panels. Piano finish. Immediate delivery.

JOS. BARNETT & CO.,
Cedar Rapids, Iowa.

RECORD Delivery ENVELOPES $4.75 Per M

CALENDARS, 1921

For Columbia dealers, 4 cents each

Write for samples

RAIGOR ART & MUSIC CO., St. Louis, Mo.

WHAT DO YOU NEED?

Get in touch with us. We have everything in the phonograph line—needles, tone arms, motors, all kinds of accessories and repair parts. We specialize on main springs. Cash with order. Send for catalog. Fiffer Phonograph Co., 180 Moore St., Brooklyn, N. Y.

(*Continued on page* 220)

Monthly Price List of Main Springs

2 in. x .022 x 16 ft., Meisselbach No. 18	Each	$1.50
1½ in. x .027 x 21 ft., for Edison Disc	Each	1.50
1¼ in. x .022 x 17 ft., reg. Victor	Each	0.75
1¼ in. x .022 x 17 ft., Victor new style	Each	0.75
1 3/16 in. x .025 x 16 ft., Heineman No. 44		0.90
1 in. x .025 x 12 ft., Heineman No. 33 & 77		0.50
1 in. x .028 x 10 ft., for Columbia	Each	0.50
1 in. x .020 x 13 ft., Victor	Each	0.50
1 in. x .020 x 13 ft., Victor new style	Each	0.50
⅞ in. x .023 x 10 ft.	Each	0.38
¾ in. x .023 x 10 ft., oval hole	Each	0.35
⅝ in. x .022 x 8 ft., for Swiss motor	Each	0.30
⅝ in. x .025 x 11 ft., for Edison	Each	0.30

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade	Each	0.15
1⅞ in., new Victor No. 2, very best	Each	0.18
1 31/32 in., for Sonora	Each	0.20
2 3/16 in., for Columbia No. 6	Each	0.25
2 9/16 in., for Pathé or Brunswick	Each	0.45

SAPPHIRES AND STEEL NEEDLES

Pathé, very best loud tone, genuine	Each	0.15
Pathé, soft tone	Each	0.18
Edison, very best, medium tone	Each	0.18
Edison, very best, loud tone	Each	0.15
Edison, genuine diamond	Each	1.90
Steel needles, all tones	Per 1,000	0.50

ATTACHMENTS

in Gold or Nickel-plated

Kent attachments for Victor arm	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Victor, Universal old style	Each	1.15

MOTORS

No. 1 Single Spring with 10-inch turntable	2.75
No. 2 Double Spring with 12-inch turntable	6.00
No. 3 Double Spring with 12-inch turntable	9.00

TONE ARMS

No. K with sound box	Each	$3.25
No. E with sound box, very loud	Each	6.00
No. M with sound box, very loud	Each	4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor	Each	$1.75
No. B Balance, fit Victor	Each	0.75
No. C Balance, fit Victor	Each	1.00
No. F Favorite, fit Victor	Each	1.90
No. F Favorite, fit Columbia	Each	1.90
No. P Favorite, fit Victor	Each	2.00
No. G Glory, fit Victor	Each	3.25

CABINET HARDWARE

Automatic, nickel-plated lid support	Each	0.30
Highly nickel-plated needle cups	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold-plated	Per 100	7.00
Cover gold-plated	Per 100	5.00
Piano Hinges, 15½-in. long, nickel-plated.	Each	0.25

REPAIR PARTS

Columbia driving shaft, No. 11778	Each	0.50
Columbia bevel pinion, No. 12333	Each	0.90
Columbia bevel pinion, latest style	Each	0.90
Columbia bevel pinion, No. 3189	Each	0.35
Columbia worm gear No. 6409	Each	0.30
Columbia Stylus bar	Each	0.50
Columbia driving gear ratchet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights	Each	0.10
Columbia governor shaft, No. 3004	Each	0.40
Columbia governor bearing, No. 11923	Each	0.25
Columbia governor springs	Per 100	1.00
Columbia governor screws	Per 100	1.00
Columbia barrel screws, No. 2621	Per 100	1.00
Columbia soldbox thumb screws	Per 100	1.50
Victor cranks, short or long	Each	0.45
Victor Stylus bar (needle arm)	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Per 100	1.00
Victor governor balls, new style	Each	0.10
Turntable felts, 10 in., round	Each	0.15
Turntable felts, 12 in., round	Each	0.20
Motor bottom gear for Triton motor	Each	0.20

Terms, Net Cash—Mail Remittance With Order

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

RECORDS PRESSED

With or without your stock.

STOCK ROLLED or BLANKED or BOTH

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Address Box 873, care of The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Phonograph motors, cheap, about 800 Heineman type, double spring motors, cast iron frame. Also the tools, dies, jigs for the same. Will sell only motors, or all. F. Toth & Co., 12 S. Jefferson St., Chicago, Ill.

HUNTOPHONE

Just out, best designs, ready to ship. Equipped with best standard motor and tone arm. Salesmen and dealers wanted everywhere. Prices are right. Chicago Phonograph Mfg. Co., 5127-29 S. State St., Chicago, Ill.

FOR SALE

Beautifully equipped music shop with authorized Columbia Graphophone agency. Good reason for selling. No agents. Address in confidence. P. O. Box 85, Hoboken, N. J.

FOR SALE

Small phonographs at $10. Record cleaners 8c. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Extra loud tonearm for $3.25. Mandell & Co., 88 Rivington St., New York City.

WALDMAN LEAVES FOR EUROPE

Will Secure Contracts With Prominent Foreign Artists—Extensive Itinerary

P. Waldman, of the Standard Phonograph Co., Inc., 146 East Thirty-fourth street, New York City, left early this month for London, England. He will also visit the capitals of Europe for the purpose of securing contracts with a number of continental artists to record exclusively for his concern. He will also arrange recording laboratories in a number of countries and will bring back with him some of his Invicta masters, made by the Invicta Record Co., with whom he was formerly associated.

It is Mr. Waldman's intention to secure very close relationship not only with the record artists but with the European talking machine trade proper. Among the countries besides England which he will visit are France, Germany, Austria, Belgium, Italy, Rumania and Russia.

RECORD DELIVERY ENVELOPES

10 in. only $4.75 per 1000, lots of 5000 $4.50 per thousand; lots of 10,000, $4.25 per thousand. The prices quoted are net cash F. O. B. St. Louis. Samples mailed on request. Tower Talking Machine Shop, 1919 East Grand Ave., St. Louis, Mo.

Big Bargain

We are closing out phonograph cabinets at half factory cost. Write for particulars. Box 866, care of The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Cabinets or complete machines. Designs very attractive. Cabinets well built. Prices low. Prompt delivery. Let us quote you on your fall requirements. Chicago Phonograph Mfg. Co., 5127-29 S. State St., Chicago, Ill.

Exceptional Offer

Five hundred Repeat-O-Graphs at $3.25 each. Latest style, all in original boxes as received from factory. How many can you use? Write quick. Iver Johnson Sporting Goods Co., Boston, Mass.

Cabinets For Sale

We have several hundred large mahogany phonograph cabinets in three sizes at an attractive price for immediate sale in any quantities for cash. United Distributing Co., 10 W. Forsyth St., Atlanta, Ga.

WANTED

Victor and Columbia records for spot cash. Any quantity. Seminole Co., Westchester, N. Y.

NEW YORK DEALERS VISIT CAMDEN

Officials of the Victor Talking Machine Co. entertained the following members of the New York retail trade at Camden, N. J., one day last week when they were taken on a tour of the plant and afterward entertained at a midday luncheon: Sol Lazarus, William Berdy, Henry Mielka, Joseph Bryant, George Lake, Myer Goransky, Ben Roth and Morris Gingluck. These gentlemen were delighted with their visit and were impressed with the enormity of the preparations being made by the Victor Co. to supply the trade with sufficient talking machines and records to meet the holiday demand.

OLYMPIAN Ukulele Special!

A Small Investment
A Big Profit
A Quick Turnover

A Big New Field for Sure-Fire Extra Profits for Live Phonograph Dealers.

The Olympian Ukulele possesses a beauty of tone and case that this price never before bought. It is made of birchwood, Koa wood finish, hand rubbed and polished. Has maple neck, plain pegs; two imprinted rings around sound hole; brass fret wire. Accurately adjusted. Priced at a startling price-cut for this introductory offer.

Retail value, $4.00
your profit, $1.85 . .
$2.15

No. 549G—Price for sample $2.45
No. 550G—Price ½ doz. lots, each 2.25
No. 551G—Price lots of 25, each 2.15

Write for PRE-WAR BULLETIN

Our new 24-page bulletin shows everything in Phonographs, string instruments and supplies. Many items listed at pre-war prices. It is FREE.
WRITE FOR COPY TO-DAY—NOW

Cole & Dunas Music Co.
DEPT M
54 W. Lake St. Chicago, Ill.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Some Tendency Towards Price Reduction in Gramophone and Record Field—Some Slackening Off in Buying—Coal Strike Has Bad Effect—Emphasizing Value of Talking Machine Records in Educational Work—Retail Gramophone Dealers Perfect Strong Organization—Gramophone Co. Announces Price Reductions—New Things to Be Found Among the Records—"Imperial" Record Makes Its Bow—French Import Duty Increased—Some Paragraphs of General Interest to the Trade

LONDON, ENGLAND, October 29.—For some time past there has been an air of expectancy in trade circles that the high level of prices maintained for so long would sooner or later break. It must be admitted that economic conditions hardly warrant such expectations. They were more likely the outcome of encouragement by reason of small price reductions here and there, as much as trade slackness combined with ever-increasing competition. Keen, healthy competition is more often than not the final arbiter of market values, and if it be to this that recent price reductions in the gramophone trade may be ascribed, then it is the best reflection towards the normal since 1914 trading. I do not say it is general, but there is little question that in one or two directions gramophone prices have been somewhat too high; the same may apply to most businesses, with this result, that the public has been forced to reflect before making purchases of goods not absolutely necessary. Each of us, individually, must recognize the fundamental truth. There will be no return to the happy monetary values of 1914, but in almost every direction other than food the present tendency is certainly towards price reductions. People hesitate to buy at present rates goods they can do without. Of course, I shall be told that the reason of trade slackness is not so much price values as unsettlement produced by constant labor troubles unemployment, and such like. Naturally, it all has something to do with it. But as each industry is in part responsible for a share in the heavy, so-called, cost of living, the effect of any action of a particular trade towards the easement of such conditions must result beneficially over a wide circle. For instance, if by reduced gramophone prices public sales expanded to twice as much as the present average, see how thousands interested in and even outside the trade would have good occasion to rejoice.

As it is, unemployment in every section of the music trades is about as bad as it can be, due to the fact that the public is forced by high prices for everything to protect its pocket by economizing where possible. At this time of year gramophone trade should be on the boom. It is not, unfortunately, though it can be said there are good signs of an early improvement.

By all the laws of average this improvement will be brought to fruition earlier by coaxing the great gramophone public with price concessions. The "His Master's Voice," and the British Zonophone Co. have announced substantial reductions in the prices of their instruments, as elsewhere fully reported.

Record prices in general have not so far moved though in one case, that of the "Popular" record, the change has fallen from 3/- to 2/6.

Miners' Strike Curtails Gramophone Trade

Since writing the foregoing lines the trade position has reached an acute stage by reason of the mine strike. This strike of the sustainers of the life-blood of commerce is greatly to be deplored and is as unpopular with the people as are extreme actions of this nature always. Here we cannot be concerned with the political side—the rights and wrongs of the case, so much as the effect of such a strike upon the industrial life of the nation. Coming on top of existing general trade depression and consequent unemployment, the situation is rendered doubly serious for the gramophone industry, particularly during this, the opening month, of the season. Everybody is trusting to common sense to find a "way out" acceptable to all parties, and business men will carry on as long as possible. All realize the gravity of the situation. In some gramophone quarters we hear pessimistic utterances and have been notified of orders being canceled. This, however, is by no means general, at least, at the time of writing. It is very necessary for every section of the trade to pull together and minimize as far as may be possible the trade restrictive influence of the miners' action. And in this crisis it must not be overlooked that the prevalence of music will help to sustain the good spirit of the people and exert untold influence towards easement of many little difficulties arising out of unusual conditions.

The Instructive Value of Gramophone Records

It has been repeatedly demonstrated that the gramophone is becoming of serious educational benefit to students of voice culture, the piano-

(*Continued on page 222*)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251; Johannesburg; Mackay Bros. & McMahon, Post Box 419; Durbau; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laureuce & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 221)

forte and of music and of singing generally.

A well-known West London professor of singing recently approached the writer with a request for information respecting a recording apparatus, his idea being that half the battle of teaching would be gained by giving the students an actual demonstration of their vocal efforts. He desired to "picture" to them actually where they went wrong. I was able to put the professor in touch with the makers of a recording apparatus and hope at some later date to receive a report of the results of this new departure.

Apropos this subject, Messrs. J. E. Hough, Ltd., were recently in receipt of a letter from Harold Jeboult, examiner at Taunton for scholarships for the Royal Academy of Music and the Royal College of Music, London. As a professional teacher of music Mr. Jeboult wrote to express appreciation of two "Winner" piano records played by Fred'k Dawson and Marie Novello. "For some time past I have been using the gramophone in my teaching, with most useful results, and whilst I know that manufacturers of records have to cater to the general taste of the public, yet as this taste is improving, I, with many others, am grateful to obtain a well-played reproduction of a worthy composition. . . ."

Another case in point is that at an orchestral contest in Wales the conductor of the winning band had taken the precaution of listening to some Columbia records as recorded by Sir Henry J. Wood. He spent considerable time in noting particular phrases of the recorded interpretation of the "Unfinished Symphony," and by this close study of a master musician was able to carry off the first prize!

And particularly important in relation to this subject is the development of the "His Master's Voice" education department. The results of some of its activities are mentioned in this month's "Voice." We read, for instance, that for the first time in the history of the gramophone, "His Master's Voice" has been officially received and welcomed at Balliot College, Oxford. The occasion was a lecture on the plan of music in the school curriculum, with special reference to the use of the gramophone in the schools. J. C. Hobart, one of His Majesty's inspectors of schools, presided, and the lecture was a complete success.

A member of the staff of "His Master's Voice" education department recently visited Bingley Training College in Yorkshire, where the education committee held a teachers' vacation course, a special feature of which was the music section directed by Dr. J. E. Borland, musical adviser to the London County Council, who gave six lectures on the "Appreciation of Music," all of which were illustrated with gramophone records. This eminent musician told his audience of 200 Yorkshire teachers that if he were posted to a country school he would not be there a month without a gramophone, as he considered this instrument indispensable in the schools to-day.

"His Master's Voice" figured also at a board of education vacation course in music for music teachers recently held at the Royal College of Music, London, under the direction of Robert McLeod, music master of a teachers' training college, Edinburgh.

Gramophone Retail Dealers' Association Meet

It is decidedly good news for the retail gramophone traders of this country that at last a strong association has got going in protection of their interests. There is much urgent work and propaganda demanding attention and from personal knowledge of the duly elected officials they are men of long experience in the trade, keen and businesslike and withal enthusiastic.

The first general meeting of the association was held last month, President E. Rasin Jones, being in the chair. His speech was of an historical and interesting nature, evoking particular approval when he urged the necessity of speeding up and encouraging the gramophone dealers to become members of the association.

Elections were as follows: President, E. Rasin Jones; vice-president, E. Marshall; committee, Gerald Forty, S. E. Moon, C. J. Price, J. H. Riley and F. E. Stokes; honorary secretary, S. H. Shand. A number of items on the agenda were fully debated and decisions arrived at. A distinctive badge or monogram for members was suggested and the committee empowered to obtain designs. Members will investigate in their district all cases of alleged bogus advertisements and report in detail to the secretary. A personal campaign to augment membership is another undertaking of each member. The annual subscription rate of membership is 21/.

"His Master's Voice" Big Price Reductions!

The Gramophone Co. has made a very welcome announcement to the trade of substantial reduction in the prices of all models. In some cases these reductions amount to as much as 25 per cent! Outside members of the trade are inclined to put forward their own reasons for such a sweeping price revision, pointing out that only in January last the company found it necessary on the grounds of increasing costs of materials and labor to raise their charges for instruments. It is as well to point out that this was at a period of reconstruction when factory organization and costs had not been brought down to the present-day specialized standard. As to which "His Master's Voice" people state that "the whole of the machinery devoted to the manufacture of motors, cabinets, sound boxes and machine fittings being now fully working, has enabled us to effect savings in many directions, with the result that we are in a position to announce very substantial price reductions."

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(*Guaranteed made from High Carbon Steel*)
IS MADE BY
W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL WINNER GRAMOPHONE RECORDS
TRADE MARK
CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN
TEN INCH DOUBLE SIDED NEEDLE CUT
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH
Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

The expected result is that "His Master's Voice" agents must experience a big increase in the sale of instruments. In order that these price reductions shall not entail any loss to dealers, a declaration of stock on hand was called for and credits will be allowed accordingly, providing machines to value are ordered for immediate delivery.

Zonophone Follows Suit

Much along the same lines as the foregoing, the British Zonophone Co. made known a revision of machine prices. The reductions are fairly substantial, which is all to the good of a larger trade!

Columbia and Individuality in Records

This month's list of titles is claimed by the Columbia Co. as an interesting study of individuality in records. All gramophonists know that the personality of the artist enters substantially into the success or otherwise of the work he or she interprets. The Columbia people declare that the records of Sir Henry Wood (in the "Venusberg" music), Frank Mullings, W. H. Squire, London String Quartet, Norman Allen and Thorpe Bates, in this month's list, present individual interpretations of an unusually interesting character. These artists are certainly musicians who have identified themselves with the artistic side of music and therefor have attained well deserved reputations.

Black Label Records Now Double-sided

All the above records hitherto issued as single siders have now been coupled. In making this announcement the "His Master's Voice" company points out to dealers that it is thus in a position to offer two 10-inch selections for 6/6, or two 12-inch for 8/6, which purchased separately would have cost 9/ and 13/ each, respectively. In other words, the pairing of titles really represents a substantial reduction in price.

Though dealers all over the country have on hand stocks of single-sided records, the company has not called for any declaration of stock

FROM OUR LONDON HEADQUARTERS—(Continued from page 222)

with a view to some credit arrangement. The Gramophone Co. evidently recognizes a difficulty here, for it states: "We wish to make it perfectly clear that our single-sided black label records are not being withdrawn, but their titles will still appear in our general catalogue. Dealers, however, will doubtless realize that it will be to their ultimate benefit if, when their single-sided stocks are sold, they will replace with double-sided records."

With the foregoing announcement is issued a complete catalogue of double-sided black label records up to and including August, 1920.

Gramophone Trade Active in Ireland

General trade conditions in the Isle are somewhat flat. That is perhaps not surprising since things have reached such a pass that Belfast bank cheques are said to have been refused in South towns, even in Dublin. Curiously, however, gramophone sales keep on a good level. It is to be noted as a good sign that Mr. T. Edens Osborne, the Belfast factor, is still an active believer in newspaper publicity.

The British Homophone Co., Ltd.

I am able to announce an important development in the direction of new record manufacture on this side. It is advance information of plans which are to go into effect within the near future. Possibly by the time these lines are printed, the above company will have been registered. Until that takes place fully detailed information is not available for publication, though the news here published for the first time is of particular interest.

Back of the new concern is Mr. David Sternberg, managing director of the Sterno Manufacturing Co., London. Mr. Sternberg has for a number of years past carried on various successful operations in the gramophone world and is best known as controlling agent on this side for the widely used Mermod Freres motors, and manufacturers of the portable "Compactophone" machine and many other models. In recent conversation with your representative, Mr. Sternberg said: "The British Homophone Co. is to be formed for the purpose of manufacturing and marketing a record which we shall probably call the 'Homophone,' carrying on the name which enjoyed such a good reputation up to 1914 when the war put an end to operations here. There exists a vast British and Continental repertoire, and in addition to the purchase of all these matrices the new company will retain rights over all new issues. It is also planned to issue regular monthly supplements of up-to-date titles, for the manufacture and recording of which modern machinery has already been installed in a new factory near London." Questioned as to trading policy Mr. Sternberg said that while there were several matters of detail to settle, their policy would be wholesale only.

"Motor of Quality" Trade

News to hand from the General Phonograph Corp. bespeaks a gradually expanding trade activity coincident with the season's progress. Mr. A. Balcombe, the London manager, is, as usual, quietly optimistic that we are reaching the end of the slack conditions and can now look forward to a much improved state of trade. "Comparisons over given periods," said Mr. Balcombe, "show that our motor trade is progressively good in quality and quantity, while complete machine sales are once again responding satisfactorily." Nothing if not progressive, Mr. Balcombe has interested the trade in a recent new catalogue depicting various models of "Alba" gramophones equipped with the "motor of quality."

A New Record—The Imperial

The good name "Imperial" in connection with

(Continued on page 224)

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FROM OUR LONDON HEADQUARTERS—(Continued from page 223)

gramophone records is being revived by the Sound Recording Co., Ltd. At least a decade ago a record of this name was handled by Gilbert Kimpton & Co., who, I believe, received their supplies from the States. Be that as it may, the Imperial, as now issued, can have little relation to its namesake of the past. The company plans to issue proved standard sellers only. Price maintenance is an important part of their trading policy and in this regard distributors will be retained, as it were, one to each district.

Miscellaneous Paragraphs of Interest

Due to the increase in the world's shipping tonnage and the general scarcity of goods for export, it is said, there is a slump in freights. Since the beginning of the year there has been an average decrease in rates of about 50 per cent. United States shipping competition is being increasingly felt. On the other hand, the reduction in freight rates allows of a corresponding reduction in the price of imported raw materials. It's an ill wind, etc.

British Gramophone Motors, Ltd., is in liquidation. The company was formed about eighteen months ago to manufacture motors. Its officials put up a big fight, but found prevalent conditions—depressed trade, high bank rate, and financial difficulties—too much. Fortunately, there is some prospect of a reconstruction.

At a recent meeting of the rates advisory committee, the railway companies made proposals for the abolition of the maximum rates schedule. They want recognition of the principle that fares and rates should yield 5 per cent on capital, among other proposals.

It is reported that Ignace Paderewski will be appointed Polish Ambassador in London. We hope the dignity of this office will not preclude the possibility of further recording by this genius of the pianoforte.

British Industries Fair propaganda includes the distribution abroad of an illustrated booklet printed in seven languages. The Fair takes place next February-March at the White City, London, and at Glasgow and Birmingham.

Half of a house was more or less destroyed recently by the explosion of a war curio, but a zonophone, then playing, continued right through the record!

Exclusive Prize Band Record on Zonophone

An item of special interest is found in the announcement that the British Zonophone Co. has secured the exclusive recording rights of the St. Hilda Colliery Band—winners of the grand championship of England at the recent contest at the Crystal Palace, London. The first of a series of records by this premier organization has already been issued and others will follow at regular intervals. Zonophone dealers have naturally placed heavy orders for these discs, which are recorded to the usual Zono standard of merit.

The ordinary supplemental list of record issues for October represents a variety sufficient to make an appeal to most, if not all, musical tastes. The following examples are typical: "Eulalie Waltz" and "That Haughty Waltz," by Black Diamond's Band; "Swanee" and "Oh, by Jingo," Black Diamond's Band; "El Relicario" and "Fireflies," Picture Palace Orchestra; "The Cobbler's Song" and "My Desert Flower," George Parker; "Rose of No Man's Land" and "When the Harvest Moon Is Shining," Herbert Payne, and "Monterey" and "When They Got to Dixieland," Herbert Payne.

A New Disc Record

For the first time in over a period of several years a new record has made its appearance on the British market. It is of 10-inch diameter, double-sided and sells at the more or less standard price of 3/-. A recent demonstration of vocals and instrumentals showed the Tower, as the record is called, to be of quite good tonal quality. It is marketed by the Sterno Manufacturing Co., of City Road, London.

It's All in the Sound Box!

There is so much truth in the above caption that few would be disposed to split hairs over it. Without any reflection on established products there are a great number of machines on sale equipped in most respects satisfactorily bar one thing and that undoubtedly of pre-eminent importance—the sound box! Apart from this aspect, there are many other reasons why the manufacturer of a good reproducer is always sure of a splendid market here, though (perhaps fortunately) we are not so overflooded with gramophone accessory lines as they are in the States.

One of the leaders in the British field of sound box manufacture is the Pelham Surgical Instruments Co., Ltd., of London and Nottingham. Surgical instruments and sound boxes may fulfill widely different missions in life, but in their manufacture they call for a like craftsmanship, amounting almost to a fine art. Starting from that standard, much would naturally be expected of the Pelham Concert Sound Box, all-British made, by the way. Were one to judge solely from the standpoint of trader's and user's opinions, it is certain that the Pelham has made good right up to the hilt, so to speak.

But, for the satisfaction of World readers, a special test was recently given. It embraced the reproducing of band, orchestral, solo-instrumental and vocal records—all to a standard of fidelity that evoked high praise from your representative. The Pelham Concert Sound Box is undoubtedly of very exceptional tone-quality and as a vehicle of sound second to none. Its construction and general finish are of equal merit.

American readers will be glad to learn that negotiations are well advanced for marketing the Pelham in the States within the near future.

Early Closing for Shops

The board of management of the Early Closing Association have passed an important resolution which closely interests their huge membership. It is to the effect that retail establishments maintain the present arrangement for the weekly half-day holiday, viz.: Saturday closing for West End and other firms whose trade is not a Saturday afternoon trade, and the mid-week closing for the thousands of shops who cater to the public paid on Fridays and Saturdays, and who have little opportunity during the week of making their purchases. The board also resolves to support the Government in its intention to secure an extension to December of the present 8 per cent closing order, with 9 per cent on Saturdays, a measure which has proved of incalculable benefit to one and three-quarter million shopkeepers and their assistants.

The foregoing is in relation to the present compulsory early closing order which the Government will have under review after next December.

French Import Duty Increased

A presidential decree published in the official Journal (Paris) announces a modification of the import duty rates on musical instruments imported into France and Algeria. Ad valorem rates of duty replace the specific duties formerly in force. According to the new schedule talking machines, parts and accessories, records, etc., will be dutiable at 25 per cent.

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THE BROKEN SPRING

'Tis sad, indeed, and casts a gloom,
Our home is like an empty tomb;
The music, once to us so dear,
Has vanished from the listener's ear.
The Phonograph still holds its place,
With silence written on its face,
And strange, as it may seem to be,
It will not sing, "Abide With Me."
The spring is broken, I presume,
If not, why won't it play a tune?
If you can't fix that busted spring,
And make our home with music ring,
I'll take it out in our back yard
And get some rocks,-that's good and hard.
I'll make it play, or sing, or yell,
Or make it look unfit for,—any place.

—*The Puritan.*

Harry Lamoreaux, Columbia dealer of Cherokee, Ia., has recently enlarged his store equipment by adding four artistic sound-proof demonstration booths. His truck with the familiar Columbia trade-mark is kept busy these days.

AUSTRALIA.
Herbert G. Polyblank, SYDNEY, N.S.W.
BELGIUM.
P. Carton, Rue Karel Ooms, 11, ANVERS.
ITALY.
G. Menaboni, Via S. Sebastiano 2, LIVORNO.
SPAIN.
Ernesto Verdu, ALICANTE.
ENGLAND.
A. Waite & Co., Ltd., 15-17 Figtree Lane, SHEFFIELD.

Songster Talking Machine Needles

Manufactured by J. STEAD & Co Ltd.
MANOR WORKS. SHEFFIELD ENGLAND.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

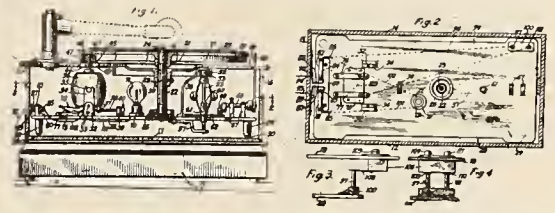
WASHINGTON, D. C., November 8.—**Gramophone Drive.** Frederick Myers, New York, assignor to Myers Phonograph Corp., same place. Patent No. 1,343,640.

This invention relates to improvements in means for utilizing electric motive power for actuating and properly reproducing sounds from sound records and to means for controlling and regulating the speed of the same.

The principal object of the invention is to provide a simple, reliable electric drive, easily removed from its position for inspection or repairs, and as readily replaced.

A further object is to provide a starting device, operative automatically or manually, and to provide a simple frictional drive mechanism, eliminating gearing, belts, and the like, thereby avoiding noise consequent to their use.

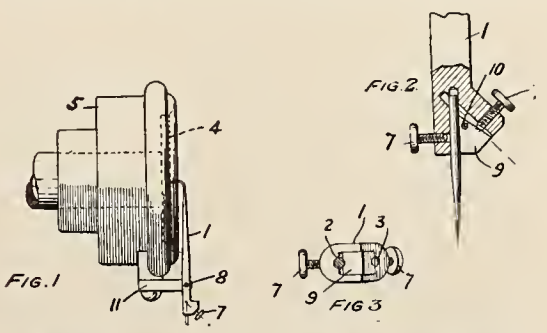
Fig. 1 is a vertical sectional view, showing the motor and allied driving parts as attached within the cabinet. Fig. 2 is a horizontal sectional view taken on line 2—2 of Fig. 1, the motor, governor, lamp and disk support being removed. Fig. 3 is a partial side elevational view showing a fragment of the cover and electrical contacts, and Fig. 4 is a front elevational view of the same.



Talking Machine Stylus Arm. Frederick Adams, Philadelphia, Pa., assignor to Perfek'-tone Corp., same place. Patent No. 1,341,625.

The principal objects of the present invention are, first, to provide a reproducer for successfully, acceptably and satisfactorily reproducing music and sound from either lateral-wave or hill-and-dale records such as are to be found upon the market; and second, to facilitate and simplify the operation of using the reproducer for different kinds of records. The invention relates principally to improvements in the stylus arm.

Fig. 1 is a side elevation of a reproducer embodying features of the invention and Fig. 2 is a view of a part of a stylus arm, drawn to an enlarged scale, and showing in section features of the invention. Fig. 3 is an end view partly in section of Fig. 2.

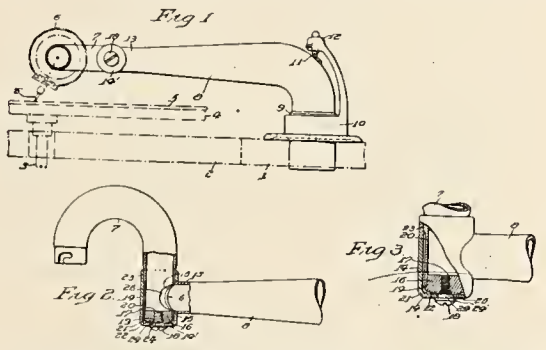


Sound Tubes for Talking Machines. Lloyd Y. Squibbs, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,341,522.

This invention relates to certain improvements in talking machines, and more particularly to the sound tube or sound conduit comprising the tone arm proper, the gooseneck or other sound box tube and the connection between the same by means of which the sound box of a talking machine is operatively connected with the amplifying device and through which sound vibrations from the sound box are transmitted to the amplifier.

The objects of the invention are to provide a sound conduit or sound tube which is attractive in appearance, is provided with a generally smooth contour and is without objectionable parts; is of few parts; is readily assembled; is easily manufactured; in which exact machine work is, to a great extent, obviated; and in which the resistance to the free movement of the same, due to friction between the articulated portions thereof, is materially reduced, and in which the likelihood of wear, rattle, and looseness occasioned by wear, are also lessened.

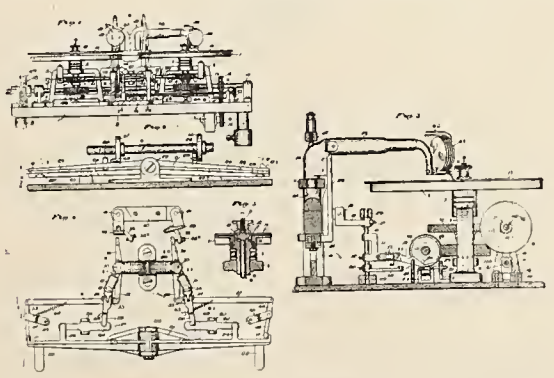
In the drawings, forming a part of this specification and in which the same reference characters are employed throughout the various views to designate the same parts, Fig. 1 shows in elevation a sound conduit or sound tube, of a talking machine, composed of articulated parts, and showing the relation of the said parts to the sound box, the motor cabinet, and the turn table; Fig. 2 is a plan view, partly in section, showing the connection between the tone arm proper and the gooseneck or other sound box tube; and Fig. 3 is an enlarged view, partly in section, showing on an enlarged scale the two connected and movable elements of the sound tube, their operative relation, and the bearings, between the same, the larger bearing being a smooth cylindrical bearing at the point where the gooseneck or other sound box tube enters the tone arm, and the smaller bearing constituting a pivotal bearing in axial alinement with the large cylindrical bearing.



Sound Recording and Reproducing Machine. Alfonso Cortella, Philadelphia, Pa. Patent No. 1,341,011.

This invention relates to talking machines. The invention aims to provide an improved machine of that nature for recording and reproducing a plurality of sound records successively and in repeated cycles. By this means an opera or any long musical or other record may be rendered with no break in the reproduction occasioned by the substitution of one record for another.

Fig. 1 is a front elevation; Fig. 2 a partial plan of the record shifting mechanism on an enlarged scale; Fig. 3, a partial vertical cross-section on an enlarged scale on the line 3—3, Fig. 1; Fig. 4, a detail front elevation of a part of the record shifting mechanism on an enlarged scale, and Fig. 5, a detail of the clutch or record locking means.

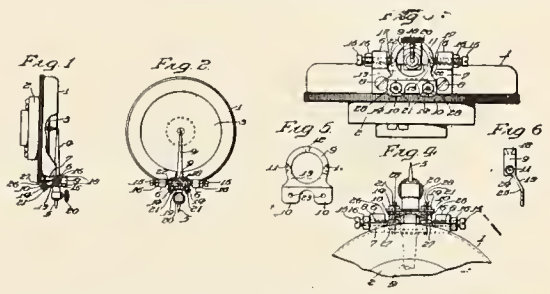


Sound Box for Sound-recording and Reproducing Machines. Isaac F. Burton, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,350,590.

This invention relates particularly to the providing of means for positively varying and fixing when varied the pitch or note of a diaphragm when mounted in a sound box for sound-reproducing apparatus and particularly in such sound boxes where the inherent resiliency of the diaphragm is relied upon to control the action of the stylus bar of the sound box as modified and assisted by the co-operative control and adjustment of a co-acting spring member.

In such sound boxes it is an object of the invention to provide a ready adjustment of the spring member which may be positively fixed in position after the necessary or desired relation and adjustments of the spring control to the diaphragm have been ascertained and imparted to the spring member.

In the drawing accompanying this specification and relating thereto, Figure 1 shows a side view, partly broken away, of a sound box. Fig. 2 shows a front elevation of the sound box, Fig. 3 shows an enlarged bottom plan view of the sound box; Fig. 4 is an enlarged rear elevation of the sound box showing the mounting and adjacent parts, Fig. 5 shows in detail the mounting by itself, Fig. 6 shows a side view of mounting shown in Fig. 5.



Sound Box for Sound-reproducing and Sound-recording machines and Sound Box for Talking Machines. Patents Nos. 1,350,595 and 1,350,596. Albert C. Diehl, Pensauken, N. J., assignor to the Victor Talking Machine Co., Camden, N. J.

The first-named invention relates to sound boxes for sound-reproducing and sound-recording machines and particularly to the supporting mechanism upon which the stylus bar is mounted to oscillate in transmitting vibrations to and from the diaphragm through the stylus bar, and has for its objects, among others, to provide a construction in which the stylus bar may be put under tension, and in which the degree to which such tension is applied may be adjusted, regulated and controlled to a nicety and accuracy heretofore unattained, without substantially increasing the friction resistance to the free vibration of the stylus bar; to prevent the compression or tension member from vibrating independently of its vibration by and with the stylus bar about the oscillatory axis of the stylus bar; to so arrange the compression or tension member that its mass is disposed substantially equal on opposite sides of the axis of oscillation of the stylus bar and thus position it in a balanced relation with respect to the axis of oscillation of the stylus bar; to improve the quality of the sound reproduced and to more truly record sound by avoiding any liability of chatter or vibration in the parts of the sound box construction, and to permit the stylus bar to move with the least restraint possible in recording or reproducing sound.

Figure 1 is a side elevational view, partly in section, of a sound box having a stylus mounted in accordance with the invention of this application; Fig. 2 is a front elevational view of the construction shown in Fig. 1; Fig. 3 is a bottom view of the construction shown in Fig. 1; Fig. 4 is an enlarged longitudinal sectional view of a portion of the stylus bar and a longitudinal view of the mounting therefor, said section being taken on the line 4—4 in Fig. 3; Fig. 5 is a longitudinal sectional view enlarged similarly to Fig. 4, of a portion of the stylus bar and the mounting therefor, said section being taken on line 5—5 of Fig. 2; Fig. 6 is a further detailed

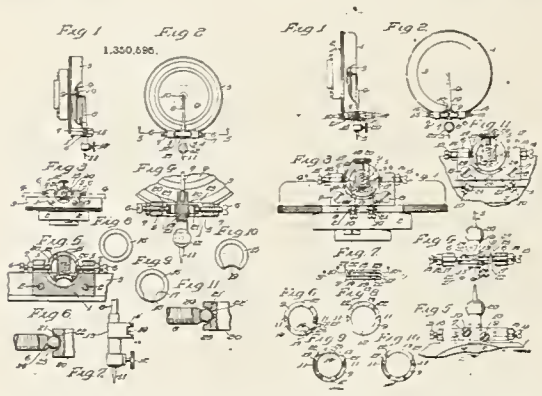
(*Continued on page 226*)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 225)

view showing the surface on the end of the adjustable screw stud and the surface at the bottom of the recess in the resilient member as having radii of curvatures greater than the radius of the curvature of the bearing ball cooperating therewith and interposed between said surfaces. Fig. 7 is an enlarged side elevational view of a portion of the stylus bar prior to the attachment thereto of the spring member; Figs. 8, 9 and 10 are detailed views illustrative of the way in which the spring member is made, and Fig. 11 is a view similar to Fig. 6, but showing a modified construction in which the bottom of the recess in the spring member is conical in shape as distinguished from spherical.

Mr. Diehl's second invention (Patent No. 1,350,596) relates to that type of sound boxes comprising a diaphragm and stylus, adapted more especially to reproduce recorded sounds from a disc record whereon such sounds have been recorded as laterally undulating sound grooves; such disc record being operatively rotated, for reproduction purposes, in a horizontal plane, while the sound box, including its stylus, is operatively positioned relatively thereto in a vertical plane.

The improvements in such a sound box have for their object the provision of means to adjust the relative tensioning of the diaphragm and the spring mounting of the stylus bar coacting therewith; and then to fixedly lock such mounting, when such adjustment has been obtained, to the end that the tonal quality of the sound produced thereby may be regulated and controlled; and these objects are attained by substantially fixedly positioning the tensioning spring members on the stylus bar mounting and



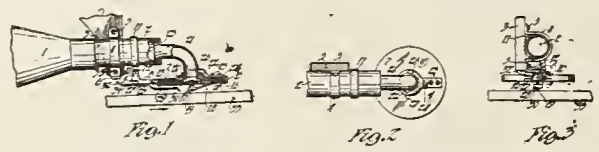
avoiding the usual sliding contact between said spring members and the parts co-acting therewith; reducing such contacting surface to a minimum; providing facility of adjustment of the elements which regulate the spring-controlled stylus bar, and locking the combined and co-acting elements in fixed operative position after the proper adjustment has been effected.

In the accompanying drawings illustrating the invention, Figure 1 is a side elevation of the improved sound box; Fig. 2 is a front elevation thereof; Fig. 3 is an enlarged bottom plan view, illustrating the mounting of the stylus bar and the means to adjust it; Fig. 4 is a section of line 4—4 of Fig. 3, showing the spring under action of the regulating member; Fig. 5 is a side elevation of part of the sound box, broken away; Fig. 6 is a side elevation partly in section of a form of mounting encircling the stylus bar; Fig. 7 is a plan view thereof, and Fig. 8 is a like view of Fig. 6, showing the reverse side of the ring member of the mounting; Fig. 9 is a section on line 9—9 of Fig. 7, and Fig. 10 is another section of Fig. 7 on line 10—10 thereof, and Fig. 11 is a bottom plan view of the stylus bar mounting in a slightly modified form from that shown in Fig. 3.

Phonograph.—Walter H. Miller, Orange, N. J. Patent No. 1,350,616.

This invention relates to an improved phonographic record device. In the cutting of the sound record groove in making a phonograph record the recording stylus removes the material of the record tablet in the form of light, thin, long shavings. These shavings are easily dispersed and ordinarily soon gather on the various parts of the recording device. Sooner or later the shavings are very apt to clog the operating mechanism of the device and to interfere with its proper operation, thus preventing satisfactory records from being obtained. Moreover, the scattering of the shavings is objectionable from the standpoint of cleanliness, especially so in the case of home recording.

The principal object of the invention is to prevent the material removed from sound record tablets in forming records thereon from being dispersed or scattered about so as to obviate the foregoing objections. This result is accomplished by providing the phonographic recording device with means of a novel character for breaking up the shavings as they are cut from the record tablet by the recording stylus into small



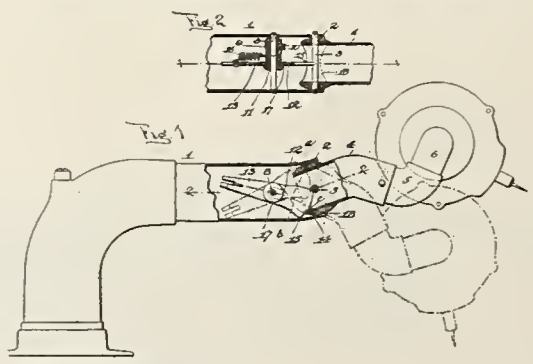
pieces or chips which will fall and gather only on the record tablet itself or the holder or support for the latter.

Figure 1 is a view in side elevation, partly in section and partly broken away, of a phonographic recording device embodying the invention, showing the parts in operative position with respect to a record tablet; Fig. 2 is a top plan view of the device shown in Fig. 1, and Fig. 3 is a sectional view on line 3—3 of Fig. 1 looking toward the right.

Tone Arm for Talking Machines. Anthony Vasselli, Newark, N. J., assignor to Harriman National Bank, New York. Patent No. 1,350,753.

This invention relates to tone arms for talking machines and more particularly to tone arms which are provided with joints whereby the position of the sound box may be changed from playing position in order to facilitate inserting or removing the reproducer point, and wherein the sound box will be locked in the latter position.

It has been suggested to lock the sound box



in raised position, but in all of such devices, should the operator neglect to lower the sound box before the lid or cover of the cabinet is closed, the inner side of the lid will be marred and scratched by coming in contact with the sound box, and if considerable force be applied to the cover the tone arm or sound box, or both, may be broken or very seriously injured.

The object of the invention is to provide means whereby the sound box will be locked in raised position in such a manner that when engaged by the cover it will be moved from such raised position.

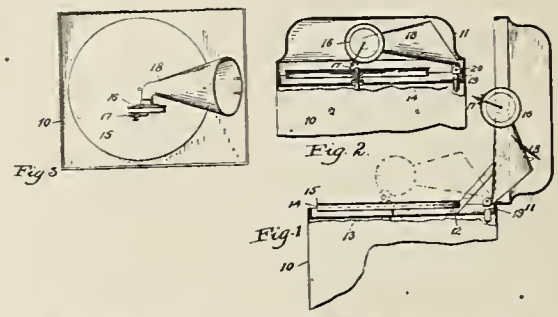
A further object is to provide means whereby when in lowered position the sound box, while being free to move vertically relatively to the record disc, will be prevented from being accidentally moved into engagement with the cover when the latter is in closed position.

Figure 1 is a side elevation partly in section of a tone arm provided with the invention, the section being taken on the line 1—1 of Fig. 2, and Fig. 2 is a fragmentary sectional view taken on the line 2—2 of Fig. 1.

Talking Machine. Percy A. Horswell, Cleveland, Ohio, assignor to the Cleveland Talking Machine Co., same place. Patent No. 1,354,301.

This invention relates to talking machines or phonographs and especially to a type or form wherein there is a cabinet having a hinged lid or cover which when closed is designed to cover and inclose the sound reproducer and horn or sound conducting means, and when elevated is designed to act as a reflector to reflect the sound forwardly, the horn or sound conducting means which for convenience will be termed the "horn" extending rearwardly so as to direct the sound into the cover when the latter is elevated.

One of the objects of the present invention is to provide in a machine of the character above stated, means whereby, when the cover is elevated, the horn and sound reproducer may be swung upwardly and readily retained in inoperative position with the needle off the record, so that it will be convenient to change the record or needle. A further object is to provide certain improvements in the shape of the horn which enable the horn to be readily swung upwardly and rearwardly to inoperative position and also prevent or minimize the reflection of the sound



waves back into the horn and additionally permit the cover to be lowered to closed position without engaging the horn and without requiring a cover of very considerable depth.

A still further object is to arrange certain parts of the machine, particularly the rotating platform which receives the record, so that a metal cabinet may be used without a serious or noticeable metallic sound or tone being produced during the reproduction of a record.

In the drawings, Figure 1 is a side view of the upper or main portion of the talking machine, parts being in section, and the sound reproducer and horn being shown in full lines in inoperative position and by dotted lines in normal operating position; Fig. 2 is a side elevation, with parts in section, showing the cover closed; Fig. 3 is a top plan view with the cover removed and with the sound amplifier and horn in normal position for operation.

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Advance RECORD BULLETINS for December, 1920

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VOCAL RECORDS

45201 The Japanese Sandman.....Olive Kline 10
The Old Fashioned Garden.....Olive Kline 10
35702 Gems from "Mary".....Victor Light Opera Co. 12
Gems from "The Night Boat,"
Victor Light Opera Co. 12
18695 Whispering .....John Steel 10
The Love Boat .....John Steel 10
18696 That Old Irish Mother of Mine...Sterling Trio 10
Just Like a Gypsy.....Sterling Trio 10

DANCE RECORDS

18697 Fair One. Fox-trot,
The Benson Orchestra of Chicago 10
I'd Love to Fall Asleep and Wake Up in My Mammy's Arms. Fox-trot,
The Benson Orchestra of Chicago 10
18698 Chili Bean. Fox-trot. (Intro. "I Told You So") .....The Benson Orchestra of Chicago 10
My Little Bimbo. One-step. (Intro. "I Love the Land of Old Black Joe")
The Benson Orchestra of Chicago 10
18694 Anytime, Anyday, Anywhere. Fox-trot,
Paul Whiteman and his Ambassador Orchestra 10
Wang-Wang Blues. Fox-trot,
Paul Whiteman and his Ambassador Orchestra 10
18699 Dance-O-Mania. Fox-trot,
Selvin's Novelty Orchestra 10
Old Man Jazz. Fox-trot.....All Star Trio 10

MONOLOGUES

45202 Virginian Judge—Second Session (Part 1),
Walter C. Kelly 10
Virginian Judge—Second Session (Part 2)
Walter C. Kelly 10
35679 Santa Claus Tells About His Toy Shop,
Gilbert Girard 12
Santa Claus Gives Away His Toys.Gilbert Girard 12

RED SEAL RECORDS

ENRICO CARUSO—*Tenor—In French*
88625 La Juive—Rachel! quand du Seigneur la grâce tutélaire. (The Jewess—Rachel, When the Grace of the Lord Entrusted Thee to Me).....Halévy 12

ALFRED CORTOT—*Pianist*
64910 Tarantelle .....Chopin 10

EMILIO DE GOGORZA—*Baritone*
64911 The Garden of Memory.....Curzon-Phillips 10

GIUSEPPE DE LUCA—*Baritone—in Neapolitan*
64912 Oi Luna .....Cordiferro-Cardillo 10

GERALDINE FARRAR—*Soprano*
87319 At Parting .....Peterson-Rogers 10

MABEL GARRISON—*Soprano*
64808 When I Was Seventeen.....Swedish Folk Tune 10

JASCHA HEIFETZ—*Violinist*
74646 Symphonie Espagnole—Andante. (Fourth Movement) .....Lalo 12

MME. HOMER—*Contralto and* MISS LOUISE HOMER—*Soprano*
89159 My Sweet Repose.....Schubert 12

JOHN MCCORMACK—*Tenor*
64913 When You and I Were Young, Maggie,
Johnson-Butterfield 10

PHILADELPHIA ORCHESTRA
(LEOPOLD STOKOWSKI, *Conductor*)
74647 Hungarian Rhapsody, No. 2.....Liszt 12

ERNESTINE SCHUMANN-HEINK—*Contralto*
87320 The Home Road.....Carpenter 10

COLUMBIA GRAPHOPHONE CO.

49734 Aida. O Terra Addio,
Rosa Ponselle and Charles Hackett 12
79373 Holy Night, Peaceful Night (Silent Night, Hallowed Night).....Jeanne Gordon 10
78747 Polish Dance .....Toscha Seidel 10
79114 Lullaby .....Hulda Lashanska 10
49869 Kiss Me Again.....Rosa Ponselle 12
A2990 Roses of Memory.....Barbara Maurel 10
Dreaming Alone in the Twilight,
Barbara Maurel 10
A6167 Faust Selections, Part I,
Metropolitan Opera House Orchestra 12
Faust Selections, Part II,
Metropolitan Opera House Orchestra 12
A6169 Nazareth,
Oscar Seagle and Columbia Stellar Quartette 12
The Voice of the Chimes,
Oscar Seagle and Columbia Stellar Quartette 12
A2993 Ye Olden Yuletide Hymns, Part I. Orch. Accom. .....Columbia Stellar Quartette 10
Ye Olden Yuletide Hymns, Part II. Orch. Accom. .....Columbia Stellar Quartette 10
A2996 Children's Toy March.....Prince's Orchestra 10
Children's Symphony .....Prince's Orchestra 10
A2991 Uncle Josh at the Dentist's,
Cal Stewart and Harry C. Browne 10
Uncle Josh and Aunt Nancy Put Up the Kitchen Stove..Cal Stewart and Ade Jones 10
A2992 Meet Me on de Golden Shore. Banjo and Orch. Accom.,
Harry C. Browne and Peerless Quartette 10
Keep Those Golden Gates Wide Open. Banjo and Orch. Accom.,
Harry C. Browne and Peerless Quartette 10
A3305 I Want to Know Where Tosti Went When He Said Good-bye.....Bert Williams 10
Get Up.....Bert Williams 10

POPULAR HITS

A3303 Jinga-Bula-Jing-Jing .....Frank Crumit 10
Nobody to Love.....Frank Crumit 10
A3302 Driftin' Along on a Blue Lagoon,
Campbell and Burr 10
On Miami Shore.....Campbell and Burr 10

DANCE RECORDS

A3301 Whispering. Fox-trot..Art Hickman's Orchestra 10
If a Wish Could Make It So. Fox-trot. Intro. "We've Got Something" from "Tickle Me" .....Art Hickman's Orchestra 10
A3304 Je Ne Sais Pa Pa. Song. Fox-trot,
The Happy Six 10
My Little Bimbo Down on the Bamboo Isle. Intro. "I Love the Land of Old Black Joe" .....The Happy Six 10
A2994 Think of Me, Little Daddy. One-step. Intro. "I'm Going Back to My Used to Be" .....Wilbur Sweatman's Jazz Band 10
"But" Fox-trot. Intro. "Tiddle-Dee Winks,"
Wilbur Sweatman's Jazz Band 10

NOVELTY RECORD

E4772 The Chimes. Fox-trot.Columbia Spanisb Band 10
Three O'Clock in the Morning,
Columbia Spanish Orchestra 10

EDUCATIONAL RECORDS

A3101 The Music Box..Columbia Miniature Orchestra 10
Dialog for Four. Oboe, Clarinet, Horn and Flute .....Columbia Miniature Orchestra 10
A3102 Etude. Opus 424, No. 3 (Behr),
Columbia Miniature Orchestra 10
Waltz in E Flat (Schubert) and
Waltz No. 5 (Koschat),
Columbia Miniature Orchestra 10
A2997 The Japanese Sandman.....Nora Bayes 10
You're Just as Beautiful at Sixty as You Were at Sweet Sixteen.....Nora Bayes 10
A2995 Avalon, from "Sinbad".....Al Jolson 10
Old Pal, Why Don't You Answer Me,
Henry Burr 10
A3300 Sweet Mamma (Papa's Getting Mad),
Marion Harris 10
I Told You So.....Marion Harris 10
A2989 That Naughty Waltz. Violin Solo.Eddie Brown 10
Your Eyes Have Told Me So. Violin Solo,
Eddie Brown 10

DANCE RECORDS

A2998 Fair One. Fox-trot.....Ted Lewis Jazz Band 10
Gipsy Moon. Fox-trot..Ted Lewis Jazz Band 10
A2999 That Moanin' Melody. Fox-trot.Paul Biese Trio 10
Rose of Babylon. Fox-trot....Paul Biese Trio 10
A6168 Hawaiian Twilight. Waltz, Intro. "Myra," "Home Again" .....Columbia Orchestra 12
On Pensacola Bay. Medley Waltz. Intro. "The Last Waltz I Had With You," "Cuddling Arms" .....Columbia Orchestra 12

AEOLIAN CO.

OPERATIC SELECTIONS

52000 Samson and Delilah—Mon coeur s'ouvre à ta voix (My heart at thy sweet voice) (Charpentier). Contralto, in French. Vocalion orch. accomp. .....Marguerite D'Alvarez 12

STANDARD SELECTIONS

30112 Songs My Mother Taught Me (Dvorak). Soprano, Vocalion orch. accomp., May Peterson 10

INSTRUMENTAL SELECTIONS

24010 Sur le Lao (Dambois). 'Cello, piano accomp., Maurice Dambois 10
Elégie (Wagner). 'Cello, piano accomp., Maurice Dambois 10

CHRISTMAS SELECTIONS

14110 Silent Night, Holy Night (Gruber). Contralto, Vocalion orch. accomp., Nevada Van Der Veer 10
O, Holy Night (Adam). Vocalion orcb. accomp., Charles Harrison and Quartet 10
14111 Joy to tbe World (Traditional Hymn), Stellar Quartet 10
Hark, the Herald Angels Sing (Anon), Stellar Quartet 10

POPULAR SELECTIONS

14109 Avalon (Jolson-Rose). Orch. accomp., Ernest Hare 10
Kentucky (Fier). Orch. accomp....Ernest Hare 10
14112 Believe Me, Beloved, from "Honey Dew" (Zimbalist). Orch. accomp.....Sam Ash 10
Jinga-Bula-Jing-Jing (Jerome). Orch. accomp., Billy Jones 10
14113 You're the Only Girl That Made Me Cry (Fischer). Orch. accomp.....Crescent Trio 10
Like We Used to Be (Kortlander). Orch. accomp. .....Charles Hart and Elliott Sbaw 10
14114 Cohen at the Telephone (Anon)...Monroe Silver 10
Cohen, the Politician (Silver)....Monroe Silver 10

DANCE SELECTIONS

14115 Bow Wow (Wadsworth). One-step, (Arden, Green & Wadsworth) All Star Trio 10
A Mouthful of Kisses. Fox-trot, from "Century Roof" (Bryan & Schwartz),
Wiedoeft-Wadsworth Quartet 10
14116 Avalon (Jolson-Rose). Fox-trot,
Sherbo's Orcbestra 10
Fair One (Mallen-Lewis). Fox-trot,
Sherbo's Orchestra 10
14117 On tbe Shores of Tripoli (Cunningham-Dubin-Weill). Waltz.....Yerkes' Marimba Band 10
The Bells, introducing "Tell Me, Little Gypsy" (Berlin). Fox-trot.....Sherbo's Orchestra 10
14118 Feather Your Nest, introducing "Down in Chinatown" (Brookman-Johnson). Fox-trot,
Vernon Trio 10
My Midnight Frolic Girl, introducing "Years Ago" (Black-Hickman). Fox-trot..Vernon Trio 10

EDISON RE-CREATIONS

82195 Love's Sorrow (Shelley). Contralto,
Carolina Lazzari
Ma Little Sun Flow'r, Good-Night (Vanderpool). Contralto .....Carolina Lazzari
82196 Calm As the Night (Bohm). Baritone,
Mario Laurenti
Good-Bye, Beloved, Good-Bye (Arr. from an old Negro melody by Sampson). Soprano,
Anna Case and Lyric Male Quartet
82197 Valse in A Flat, Op. 64, No. 3 (Chopin). Piano,
Sergei Rachmaninoff
Theme and Variations—Sonata IX (Mozart). Piano .....Sergei Rachmaninoff
82198 Drink to Me Only with Thine Eyes (Old English Air). Bass-baritone.....Arthur Middleton
Le Onde del Danubio (Waves of the Danube). Vocal waltz, soprano, in Italian.....Frieda Hempel
80549 Beulah Land (Sweney). Baritone,
Tbomas Chalmers and Mixed Chorus
Only a Step to Jesus (Doane). Bass and tenor,
Fred East and Lewis James
80550 Berceuse (Fauré).. Violin.....Carmine Fabrizio
Schwedische Melodie (Ack, Varmeland, du skona) (Wilhelmj). Violin.....Carmine Fabrizio
50576 Buck Fanshaw's Funeral (Twain). Recitation,
Harry E. Humphrey
Jest 'Fore Christmas (Field); and A Gustatory Achievement (Riley). Recitation,
Harry E. Humpbrey
50672 Moon Shines on the Moonshine (Bowers). Negro duet .....Al Bernard and Ernest Hare
Oh, Joe (Please Don't Go) (Briers),
Al Bernard and Frank M. Kamplain
50673 Caresse d'Amour—Valse Lente (Love's Caress) (De Francesco) .....Peerless Orchestra
Day in Toyland (A Descriptive Tone Picture) (Hager) .....Peerless Orchestra
50674 Homeward March (Kimmel). Accordion,
John J. Kimmel
Medley of Southern Airs. Banjo.....Fred J. Bacon
50675 Sing Us a Song of Bonnie Scotland (Payne),
Glen Ellison
When I Was Twenty-one (H. Lauder)..Glen Ellison
50677 Manhattan Beacb March (Sousa),
New York Military Band
Windy Willie—Characteristic March (Losey),
New York Military Band
82187 Polka de W. R. (Rachmaninoff). Piano,
Sergei Rachmaninoff
Prelude in C Sharp Minor, Op. 3 (Rachmaninoff). Piano .....Sergei Rachmaninoff
50683 Pretty Kitty Kelly (Pease-Nelson). Tenor,
William Bonner
There's a Typical Tipperary Over Here (Silver). Male voices .....Premier Quartet
50684 La Veeda (Alden). Fox-trot, for dancing,
Max Fells' Della Robbia Orchestra
Stop It! (Kaufman). One-step, for dancing,
Green Bros. Novelty Band
50685 Karzan (Dulmage). Fox-trot, for dancing,
Green Bros. Novelty Band
My Sahara Rose Medley (Clarke-Donaldson). Fox-trot, for dancing. Two saxophones and two pianos.....Wiedoeft-Wadsworth Quartet
50686 Daddy, You've Been a Mother to Me (Fisher). Tenor .....George Wilton Ballard
Hiawatha's Melody of Love (Meyer). Soprano and contralto,
Betsy Lane Shepherd and Elizabeth Lennox
50687 I've Got the Profiteering Blues (Bibo). Tenor,
Billy Murray
Oh! How I Laugh When I Think How I Cried About You (White). Conversational duet,
Rachel Grant and Billy Murray

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

29064 Dream Faces (Hutchinson). Baritone,
Thomas Chalmers and Chorus
29065 Le Rêve (The Dream)—Manon (Massenet). Tenor, in French .....P. A. Asselin

REGULAR LIST

4126 Sunny Southern Smiles (Gilbert-MacBoyle-Cooper). Male voices .....Premier Quartet
4127 My Garden of Love (Polla). Tenor....Lewis James
4128 Kol Nidrei—Part 1 (Bruch). Violoncello,
Lauri Kennedy
4129 Medley of Old-Time Tunes. Accordion..P. Frostini
4130 You Can't Trust Nobody (Creamer-Layton),
Ernest Hare
4131 Wedding of the Rose—Intermezzo (Jessel),
Conway's Band
4132 On the Dreamy Amazon (Hill). Baritone,
Herbert C. Tilley, Jr.
4133 I Want a Jazzy Kiss (Milo-Rega),
Arthur Collins and Byron G. Harlan
4134 Our Director March (Bigelow).....Conway's Band
4135 In Sweet September (Monaco). Fox-trot, for dancing .....Green. Bros. Novelty Band
4136 Celestial Chimes (Greene). Celesta...Robert Gayler
4137 Amorita (Zamecnik). Fox-trot, for dancing,
Lenzberg's Riverside Orchestra
4138 Hawaiian Twilight (Vandersloot),
Waikiki Hawaiian Orchestra
4139 Kingdom Witbin Your Eyes (Nicbolls). Tenor,
Talbot O'Farrell
4140 Love, Here Is My Heart (Silesu). Tenor,
Reed Miller
4141 Love Nest Medley—Mary (Introducing "Mary") (Hirsch) .....Imperial Marimba Band
4142 Chautauqua at Pun'kin Center (C. Stewart). Rural story .....Cal Stewart
4143 I'd Like to Take You Away—Betty Be Good (Riesenfeld). Contralto and baritone,
Helen Clark and Josepb Phillips
4144 Two Little Bullfinches Polka (King). Piccolo and clarinet, Weyert A. Moor and Anthony Giammatteo

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 39

POPULAR VOCAL

20469 There's a Vacant Cbair at Home, Sweet Home (Goodwin-Hanley). Tenor .....Carlton Williams
Just for a While (Freedman-Squires). Tenor,
Robert Bruce
22448 Sweetie O' Mine (Gillespie-Van Alstyne). Comedienne .....Patricola
Laughing Vamp ("Hitland" Song Writers). Comedienne .....Patricola
22449 Avalon (Jolson-Rose). Baritone.....Ernest Hare
Kentucky (Little-Fier). Baritone.....Ernest Hare
22450 Like We Used to Be (Robinson-Kortlander). Tenor and baritone duet, Chas. Hart & Elliott Shaw
Sweetest Lady (Caddigan-Story). Baritone,
Eliott Shaw
20470 Affectionate Nan (Sissle-Blake). Tenor,
Noble Sissle
Gee, I'm Glad That I'm from Dixie (Sissle-Blake). Tenor .....Noble Sissle
22451 Believe Me, Beloved, from "Honey Dew" (Herbert-Zimbalist). Tenor .....Sam Ash
Somebody's Eyes (Green-Clair-Goodman). Tenor,
Billy Jones
20471 For Every Boy Who's on the Level There's a Girl Who's on the Square (Pease-Nelson-Dodge). Tenor .....Fred Whitehouse
My Home Town Is a One-Horse Town (Gerber-Silver). Male quartet.....The Harmonizers
22452 Rose of My Heart, from "Midnight Frolic" (Wilson-Moret). Tenor .....Lewis James
Waiting for the Sun to Come Out, from "Sweetheart Shop" (Francis-Gershwin). Male trio,
Crescent Trio

DANCE

22444 Until You Say "Good-Bye," from "Tickle Me" (Stothart). Waltz,
Hazay Natzy's Orchestra, Hotel Biltmore, New York
Crystal Ball (Cobb). Fox-trot,
Hazay Natzy's Orcbestra, Hotel Biltmore, New York
20468 April Showers Bring May Flowers, introducing: "Pip, Pip, Toot Toot, Goodby-ee" (Robinson). Fox-trot. Banjo, saxophone, xylophone, piano,
Van Eps Quartet
Murder! (Gay). Fox-trot. Banjo, saxophone, xylophone, piano .....Van Eps Quartet
40213 That Certain Sometbing, from "Little Miss Charity" (Henry-Savin). Fox-trot,
Waldorf-Astoria Dance Orch. (Jos. Knecht, Cond)
If a Wish Could Make It So, from "Tickle Me" (Stothart). Fox-trot,
Waldorf-Astoria Dance Orcb. (Jos. Knecht, Cond)
22445 Dear Little Rose Girl, from "Rose Girl" (Goetz). Waltz,

(*Continued on page 228*)

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 227)

Waldorf-Astoria Dance Orch. (Jos. Knecht, Cond.)
Didn't You, from "Sweetheart Shop." One-step, Waldorf-Astoria Dance Orch. (Jos. Knecht, Cond.)
22446 Honey Dew Medley, introducing: "Drop Me a Line," "My Husband's Dearest Friend" (Zimbalist). Fox-trot .....All Star Trio
Biddy (Zamecuik). One-step.....All Star Trio
22447 Feather Your Nest (Kendis-Brockman). Fox-trot .....Bennie Krueger and His Orchestra
I'm a Lonesome Little Raindrop (Hanley). Fox-trot .....Bennie Krueger and His Orchestra
HAWAIIAN
22453 Isle of Paradise (Earl-Fiorito). Waltz. Hawaiian guitars .....Ferera and Franchini 10
Naughty Waltz (Levy). Waltz. Hawaiian guitars .....Ferera and Franchini 10

Regular Pathé December List

NEW OPERATIC RECORDS

54055 Elégie (Massenet). Soprano, in French, Yvonne Gall 12
54056 Don Pasquale (Donizetti) "Cerchero lontana terra" (In Distant Lands). Tenor, in Italian, Tito Schipa 12
54057 Baciami (Buzzi-Peccia). Soprano, in Italian, Claudia Muzio 12

STANDARD SONGS SUNG IN ENGLISH

25046 Marguerite (White). Baritone.....Percy Hemus 10
Afterwards (Lemon-Mullen). Baritone, Percy Hemus 10
22429 Song of the Chimes (Worrell). Soprano, Rosalie Miller 10
Dance the Romaika (Moore-Ware). Soprano, Rosalie Miller 10
25047 Loch Lomond (Old Scotch Air). Contralto, Florence Mulholland 10
The Mother Heart (Merrian-Stickles). Contralto, Florence Mulholland 10
22432 Excelsior (Balfe). Tenor and baritone duet, Lewis James and Elliott Shaw 10
The Voice of the Chimes (Deacy-Hahn), Acme Male Quartet 10
22433 Christians Awake, Salute the Happy Morn (Wainwright). Male quartet...Shannon Four 10
God Rest Ye Merrie, Gentlemen (Traditional Melody). Male quartet.....Shannon Four 10
22431 Shepherd, Show Me How to Go (Eddy-Johnson), Tenor .....Robert Bruce 10
O'er Waiting Harpstrings (Eddy-Brackett). Tenor .....Robert Bruce 10

NEW INSTRUMENTAL RECORDS

22434 The Flower of Italy (de Stefano). Concert waltz, accordion duet .....Peppino and Perry 10
The Gossip, "Intermezzo Polka." Accordion duet .....Peppino and Perry 10
20465 Parsifiage (Francis). Saxophone, banjo and piano .....Van Eps-Banta Trio 10
I'Infanta (Gregory). Saxophone, banjo and piano .....Van Eps-Banta Trio 10
22430 The Postman (Porter). Humorous duolog, Russell Hunting & Steve Porter 10
Hi and Si on the Line Fence (Porter). Humorous duolog ...Russell Hunting & Steve Porter 10

NEW BAND AND ORCHESTRA SELECTIONS

40209 March of the Toys, from "Babes in Toyland" (Herbert). March, Joseph Knecht, Cond., Waldorf-Astoria Concert Orchestra 12
Habanera (Chabrier). Joseph Knecht, Cond., Waldorf-Astoria Concert Orchestra 12
40210 Bohemian Girl, Part 1 (Balfe). Overture Versailles Military Band 12
Bobemian Girl, Part 2 (Balfe). Overture, Versailles Military Band 12

EMERSON PHONOGRAPH CO.

SONG HITS

10263 When I See All the Loving They Waste on Babies I Long for the Cradle Again (De-Rob-Ward-Johnston). Comedy Song. Accom. by Plantation Dance Orch.....Eddie Cantor
Dixie Made Us Jazz Band Mad (Johnson-Wells-Dash). Comedy Song, Accom. by Plantation Dance Orch. .....Eddie Cantor
10264 The A. B. C. D. Blues (Kershaw-Von Tilzer). Novelty Song, Orch. Accom.....Irving Kaufman
Jinga-Bula-Jing-Jing (Lewis-Young-Jerome). Comedy Song, Orch. Accom.....George Jessel
10265 That Oriental Girl of Mine (Brown-Von Tilzer). Baritoue Solo, Orch. Accom.....Arthur Fields
Nohody to Love (Kahn-Meyer). Baritone Solo, Orch. Accom. .....Arthur Fileds
10266 Soldiers of Erin (Robert F. O'Reilly). Tenor Solo, Orch. Accom. .....Walter Scanlan
When Ireland Comes Into Her Own (Branen-Stanley). Baritone Solo, Orch. Accom, Padric O'Brien

DANCE HITS

10267 The Japanese Sandman (Richard A. Whiting). Fox-trot .....Plantation Dance Orchestra
Dancing Eyes. Medley. Intro. "Shuffling Along" (Jay Morden). One-step, Sanford's Famous Dance Orchestra
10268 When the Harvest Moon Is Shining (Harry Von Tilzer). Waltz, Joseph Samuels' Music Masters
Pretty Miss Virginia (Ring-Hager). Waltz, Green Brothers' Novelty Band
10269 In Babyland (Ray Perkins). Fox-trot, Merry Melody Men
Toodles (Joseph Green). One-step, Green Brothers' Novelty Band

STANDARD AND NOVELTY SELECTIONS

10270 Hark! the Herald Angels Sing (Mendelssohn). Male Quartet .....Stellar Quartet
Joy to the World (Handel). Male Quartet, Stellar Quartet
10271 I Need Thee Every Hour (Lowry). Tenor and Contralto Duet. Orch. Accom, Reed Miller and Nevada Van Der Veer
I Love to Tell the Story (Hanker-Fisher). Tenor and Contralto Duet, Orch. Accom., Monroe Silver Reed Miller and Nevada Van Der Veer
10272 Cohen at the Telephone. Comedy Monologue,
Cohen's New Auto. Comedy Monologue, Monroe Silver
11273 Hawaiian Nights (Lee S. Roberts). Hawaiian Guitars .....Ferari and Franchini
Kawaha. Hawaiian Guitars....Ferari and Franchini

PARAMOUNT RECORDS

20029 Read 'Em and Weep.....Al Bernard
My Little Bimbo Down on the Bamboo Isle. Vocal solo .....Al Bernard
20031 Just Like a Gypsy. Medley introducing "I'm Always Falling in Love with the Other Fellow's Girl." Accordion solo.....Frosini
Down in Chinatown. Fox-trot, accordion solo, Frosini
20030 Japanese Sandman. Fox-trot, Selvin's Novelty Orchestra
Fair One. Fox-trot.....Newport Society Orchestra
33043 Kiddies Dance .....Paramount Band
Kiddies Patrol .....Paramount Band
33045 Adeste Fideles .....Cardinal Quartet
Christmas Chimes. Duet, Inez Barbour-Elizabeth Lennox
33045 Joy to the World.....Cardinal Quartet
Adeste Fideles. Piano solo.....Clifford Murray
33068 Kawaha .....Ferera and Franchini
Hawaiian Twilight .....Ferera and Franchini
33069 Holy Night. Violin, 'cello and piano, Hackel Berge Trio
Silent Night, Holy Night. Violin, 'cello and piano, Hackel Berge Trio
33070 O' Come, All Ye Faithful.....Reed Miller's Quartet
Voice of the Chimes.....Reed Miller's Quartet
50035 Poet and Peasant. Overture, Part 1, Creatore and his Band
Poet and Peasant. Overture, Part 2, Creatore and his Band

ARTO CO.

VOCAL RECORDS

9026 Feather Your Nest (Johnson-Brockman-Kendis). Tenor solo, orch. accomp.....Arthur Hall
Broadway Rose (West-Fried-Spencer). Tenor solo, orch. accomp.....James Price
9027 Old Pal, Why Don't You Answer Me (Lewis-Young-Jerome). Tenor solo, orch. accomp., Charles Harrison
All She'd Say Was Umh-Hum (MacEmery-King Zany). Baritone solo, orch. accomp...Ernest Hare
9028 Profiteering Blues (A. Wilson-I. Bibo). Tenor solo, orch. accomp.....Billy Murray
Hiawatba's Melody of Love (G. H. Meyer). Duet, orch. accomp..Charles Hart and Elliott Shaw

DANCE RECORDS

9024 Bring Back My Love Dreams (J. Grandei). Fox-trot .....Selvin's Novelty Orchestra
9025 The Japanese Sandman (R. A. Whiting). Fox-trot .....ARTo Dance Orchestra
Darling (C. Schonberg). Fox-trot, Selvin's Novelty Orchestra
9029 La Veeda (C. Alden). Castilian Fox-trot, ARTo Dance Orchestra
Railroad Blues (C. L. Roberts). Fox-trot, ARTo Dance Orchestra

STANDARD INSTRUMENTAL AND VOCAL RECORDS

3050 Adeste Fideles. Christmas Hymn, Henry Burr and Peerless Quartet
Agnes Dei. Soprano solo, orch. accomp., Mme. Del Sarto
3009 The Sweetest Story Ever Told (R. M. Stults). Soprano solo, orch. accomp.....Louise Patterson
Beautiful Isle of Somewhere (J. B. Pounds-J. S. Fearis). Tenor solo.....Henry Burr
3047 Little Grey Home in the West (H. Lohr). Soprano solo, orch. accomp.....Ida Height
In the Gloaming (A. F. Harrison). Soprano solo, orch. accomp.....Louise Patterson
3048 Souvenir (F. Drdle). Violin solo, piano accomp., Vera Barstow
Berceuse, from "Jocelyn" (B. Godard). Violin solo .....Vera Barstow

OKEH RECORDS

4183 The Love Nest (Intro. Chorus of "Mary," from musical play, "Mary"). Tenor, with orch., Lewis James 10
I Would Like to Have a Girl Like You Like Me. Tenor, with orch.....Sam Ash 10
4134 A Picture of Mother. Tenor. with orch., Henry Burr 10
Wait'n For Me. Male trio, witb orch., Sterling Trio 10
4185 Feather Your Nest. Tenor duet, with orch., Campbell-Burr 10
When I Found You (From musical comedy, "Poor Little Ritz Girl"). Contralto-baritone duet, with orch....Helen Clark-Joseph Phillips 10
4186 Moonlight in Mandalay. Tenor-baritone duet, with orch.....James-Shaw 10
Sweet Luana. Vocal duet, with Hawaiian guitar accomp. .....Jane Neilson-Lewis James 10
4187 Kentucky. Baritone, with orch.....Ernest Hare 10
Honolulu Eyes. Vocal duet, with orch., Jane Neilson-Lewis James 10
4188 Drifting. Tenor, with orch.....Henry Burr 10
When Your Ship Comes In. Tenor duet, with orch. .....Campbell-Burr 10
4189 Rock of Ages. Contralto-baritone duet, with orch. .....Helen Clark-Joseph Phillips 10
I Need Thee Every Hour. Vocal duet, with orch., Charles Henry-James Jordan 10
4190 Lead Kindly Light. Vocal quartet, Peerless Quartet 10
Jesus, Saviour, Pilot Me. Tenor, with orch., Henry Burr 10
4191 When You and I Were Young, Maggie. Tenor, with orch.....Henry Burr witb Peerless Quartet
The Old Oaken Bucket. Vocal quartet, Shannon Four 10
4192 Along the Way to Waikiki. Hawaiian guitar duet .....Ferera-Franchini 10
Hapa Haole Hula Girl. Hawaiian guitar duet, Ferera-Franchini 10
4193 The Teddy Bears' Picnic. Characteristic, Conway's Band 10
March of the Toys (From musical show, "Babes in Toyland") .....Conway's Band 10
4179 Laughing Vamp. Fox-trot, Rega Dance Orchestra, witb Incidental Saxophone by Nathan Glantz 10
Kamel-Land. Fox-trot, Green Brothers' Novelty Band 10
4180 The Blacksmith Rag (With the "Anvil Chorus") Fox-trot .....Green Brothers' Novelty Band 10
Bow-Wow (Puppy Love). One-step, All Star Trio 10
4181 Silver Water. Fox-trot..Rega Dance Orchestra, with Incidental Saxophone by Bennie Krueger 10
In Old Manila. Fox-trot, Green Brothers' Novelty Band 10
4182 Tell Me, Little Gypsy (From "Ziegfeld Follies of 1920"). Medley Fox-trot, Rega Dance Orchestra 10
Rock Me in a Cradle of Love. Fox-trot, Ray Miller's Black and White Melody Boys 10

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POPULAR VOCAL

21189 In Babyland (Perkins). Baritone, orch. accomp., Ernest Hare
Old Pal (Why Don't You Answer) (Lewis-Young-Jerome). Tenor, orch. accomp., William Prescott
21190 Jinga-Bula-Jing-Jing (Lewis-Young-Jerome). Tenor, orch. accomp.....Billy Jones
I Know the Reason Why (Porter). Male quartet, unaccompanied.....The Harmonizers
21191 What Cha Gonna Do When There Ain't No Jazz? (Leslie-Wendling). Soprano, orch. accomp. .....Stella Jasper
Read 'Em and Weep, from "Come Seven" (Bernard-Haenschen). Tenor, orch. accomp., Al Bernard
21192 My Dear Old Rose (Rohe-Winne). Baritone, orch. accomp. .....Elliott Shaw
Let Your Sadness Turn to Gladness (Creamer-Layton). Tenor duet, orch. accomp., Lewis James and Charles Hart

DANCE

31167 Avalon (Jolson). Fox-trot, Ted Gilbert's Dance Orchestra
Sudan (Pollack). Fox-trot, Joe Johnson's Novelty Dance Orchestra
31168 When I Found You (Romberg). Waltz, Joe Johnson's Novelty Dance Orchestra
Didn't You, from "Sweetheart Shop" (Felix). One-step .....Ted Gilbert's Dance Orchestra
31169 Rose of Spain, from Ed. Wynn's "Carnival" (Brown-Fazioli-Miller). Fox-trot....Melody Band
In Old Manila (Mary Earl). Fox-trot, Ted Gilbert's Dance Orchestra

HAWAIIAN

61113 Malanai Anu Ka Makani (Hawaiian Melody) "Lanai's Cold Winds".....Hawaiian Guitars
Kawaha (Hawaiian Melody).....Hawaiian Guitars

INSTRUMENTAL

51145 Medley of Country Reels, introducing "Kelton's Reel," "The Devil's Dream," "Arkansas Traveler," "Old Zip Coon," "Chicken Reel," "Fairy Fancy Reel," "Half-Penny Reel." Violin, piano accomp. .....Michael Donovan
Medley of Country Jigs, introducing "St. Patrick's Day in the Morning," "Mysteries of Knock," "Moll in the Wad," "Tivoli," "Jackson Fancy," "Garry Owens," "Haste to the Wedding." Violin, piano accomp..Michael Donovan
51143 Under the Leaves (Sous les Feuilles) (Francis Thome). 'Cello solo, Emanuel Balaban at piano .....Bernard Altschuler
Melody in "F" (Anton Rubinstein). 'Cello solo, Emanuel Balaban at piano.....Bernard Altschuler
51144 Souvenir (Franz Drdle). Violin solo, pianoforte by Daniel Lieberfeld.....Irving Weiss
Humoresque (Dvorak, Op. 101, No. 7). Violin solo, pianoforte by Daniel Lieberfeld, .. Irving Weiss

COMIC

19101 No News; or, What Killed the Dog (Willis). Comic monologue.....).....Victor Fletcher
The Three Trees. Descriptive story, Victor Fletcher

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DANCE RECORDS

4232 Darling. Introd. "Up to the Moon" (Medley Fox-trot) .....Nicholas Orland's Orchestra
Grieving for You (Fox-trot).Selvin's Novelty Orchestra
4233 Snap Your Fingers at Care. Introd. "The Love Flower" (Medley Fox-trot), Nicholas Orland's Orchestra
Good Times. Introd. "Hello Imagination" and "Just Like a Rose" (Medley One-step from N. Y. Hippodrome Success)..Yerkes Jazzarimba Orchestra
4234 In Old Manila (Fox-trot).Nicholas Orland's Orchestra
When I Found You. Introd. "Land of Yesterday" (Medley Waltz), Nicholas Orland's Orchestra
4235 Hop, Skip and Jump (Fox-trot), Geo. Green's Novelty Orchestra
Show Me How (Fox-trot), Geo. Green's Novelty Orchestra

POPULAR SONG HITS

5228 I Told You So ("Blues" Song).....Aileen Stanley
Singing the Blues ("Blues" Song).....Aileen Stanley
5229 I've Got the Blues for My Kentucky Home, Helen Bell Rush
My Home Town Is a One-Horse Town....Arthur Hall
5230 Palesteena (Comedy Song) .....Fred Whitehouse
She Gives Them All the Ha! Ha! Ha! Fred Whitehouse, assisted hy Lew Brown
5231 All She Says Is Umh Umh..Billy Jones and Ed Smalley
-Get Up! .....Ernest Hare

INSTRUMENTAL RECORDS

4704 Aloha Land (Hawaiian).....Ferera and Franchini
On the Beach of Waikiki (Hawaiian), Ferera and Franchini
4807 Light Cavalry (Overture) .....Lyric Military Band
The Thunderer (March) (Sousa).Lyric Military Band

CHRISTMAS HYMNS AND SONGS

5904 Adeste Fideles (O Come, All Ye Faithful), Lyric Mixed Quartet
Hark the Herald Angels Sing...Lyric Mixed Quartet
6215 Cantique de Noel (Soprano Solo).....Helen Davis
Silent Night (Traditional Carol).....Marion Swan

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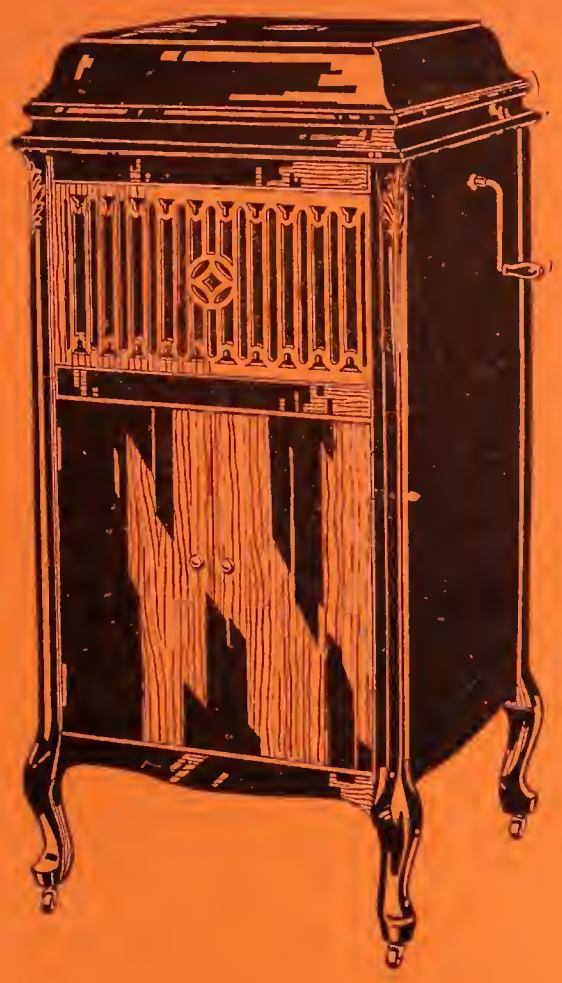

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	DOWN IN CHINATOWN—Fox-trot. Accordion Solo	Frosini
20030	JAPANESE SANDMAN—Fox-trot,	Selvin's Novelty Orch.
	FAIR ONE—Fox-trot	Newport Society Orch.
33043	KIDDIES' DANCE	Paramount Band
	KIDDIES' PATROL	Paramount Band
33045	JOY TO THE WORLD	Cardinal Quartet
	ADESTE FIDELIS—Piano Solo	Clifford Murray
33044	ADESTE FIDELIS	Cardinal Quartet
	CHRISTMAS CHIMES—Duet,	Inez Barbour-Elizabeth Lennox
33068	KAWAHA	Ferera & Franchini
	HAWAIIAN TWILIGHT	Ferera & Franchini
33069	HOLY NIGHT—Violin, 'Cello and Piano,	Hackel Berge Trio
	SILENT NIGHT, HOLY NIGHT—Violin, 'Cello and Piano	Hackel Berge Trio
33070	O COME ALL YE FAITHFUL	Reed Miller's Quartet
	VOICE OF THE CHIMES	Reed Miller's Quartet
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RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XVI. NO. 12

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, December 15, 1920

The best-known trade-mark in the world

designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

THIS December marks the closing of a year which has been the greatest in this company's history. Not only have our sales been unprecedented but our line has been amplified and strengthened by the addition of magnificent new styles, including period models produced by experts whose products have won international fame for supreme quality.

At this time we express our thanks to our representatives who have so thoroughly appreciated the exceptional merit and value of the Sonora and who have so steadfastly maintained its supremacy. With enlarged factory facilities we expect to improve deliveries greatly and hope to make even pleasanter our present cordial relations with our dealers. We shall probably also be able to provide instruments for new Sonora dealers during the coming year.

A Merry Christmas and a Happy
and Prosperous New Year to all!

Geo. E. Brighton
President

Sonora Phonograph Company, Inc.
New York City

The Talking Machine World

Vol. 16. No. 12 New York, December 15, 1920 Price Twenty-five Cents

WHY NOVEMBER 27 IS FAMOUS

It Marks the Birth Some Forty-three Years Ago of the Discovery of the Principle of the Phonograph by Thomas A. Edison—Historical Event

November 27 stands out as a day of special significance in the talking machine industry, for it was forty-three years ago—to be exact, November 27, 1877—that Thomas A. Edison announced to the world the discovery of the principle of the phonograph. In that year Mr. Edison, while experimenting with regard to reproducing a message sent out by the Morse system into a diaphragm with a stylus attached, noticed that the stylus moved with force enough to prick his finger. Right there was the germ idea of the phonograph. Subsequent developments of this idea are now history.

E. E. SMITH WITH COMPTON-PRICE

Was Formerly General Sales Agent for the United Phonographs Corp., of Sheboygan

SHEBOYGAN, WIS., December 4.—Ernest E. Smith, for the past two years general sales agent for the United Phonographs Corp., makers of the Puritan phonograph, has resigned his position and has joined the organization of the Compton-Price Co., Coshocton, O. Mr. Smith has been connected with large music houses in Cincinnati, St. Louis and other cities and is well known to the trade. Nine years ago he organized the Smith & Hurst Music Co., of Grand Rapids and Kalamazoo, Mich., and sold the Puritan in his own stores.

Gibbons & Owens, Brooklyn, N. Y., have taken over the store of the Rannah Co., 10 Fourth avenue, Brooklyn, N. Y., and will continue it as an exclusively Victor shop.

MUSIC AIDS IN SCHOOL WORK

Delaware Teachers Find Talking Machine Increases Efficiency and Discipline

That the educational scope of the talking machine is broadening was demonstrated in tests recently made before prominent educators by teachers of a Delaware school in which a large number of backward pupils had failed to pass in their studies.

The ready response of the pupils to the rhythm of the music of the school talking machine as an aid to greater mental activity was noticeably impressive. It was proved that in reading, physical drills and even the study of geography and history the children showed increased desire to learn when the music of the talking machine was inspiring them. It clarified and refreshed the mind of the pupils and put them in a receptive mood.

Also a help towards maintaining discipline, such as in entering the school buildings in the morning or at recess, music was of great importance. The orderly filing in of the pupils to the music of a march was a pleasing contrast to the disorganized rushing in to their work previously encountered.

NEW PITTSBURGH CORPORATION

The Salvee Reproducer Co., Pittsburgh, Pa., has been incorporated to do business in talking machines. The capital of the new company is $50,000 and the incorporators are F. Centrobi, Grafton; L. Salvi and A. Segreto, Ingram.

OPENS NEW MUSIC DEPARTMENT

The Hoover-Rowlands Furniture Co., Columbus, Ind., in response to its growing music business, has opened a special department in the store at Sixth and Washington streets.

RATING SYSTEM FOR EMPLOYES

The Effort of a New York Establishment to Determine the Value of the Services of Employes Will Be Followed With Interest

In an endeavor to get as good "a line" on its employes as possible one of the department stores is subjecting them to an interesting rating system. The rating chart is divided into four parts—quality, quantity, experience and co-operation—and each division has a maximum credit of 25 per cent.

One of the most complicated ratings is that of quality. This division of the chart is itself divided into four parts with maximum ratings as follows: Thoroughness and accuracy, 10 per cent; neatness in work and appearance, 5 per cent; courtesy, 5 per cent, and initiative, 5 per cent. At the head of the part of the chart devoted to quantity, which has five subdivisions, is this note to guide the person doing the rating: "Indicate in one column hereunder your estimate of employe's ability to accomplish the proper amount of work, considering the conditions and duties of the month." In this division the ratings are 25 per cent for maximum, or perfect, 20 per cent for excellent, 15 per cent for good, 10 per cent for fair and 5 per cent for poor.

Under experience and co-operation there are two divisions each. In the former the maximum rating for knowledge of merchandise and general store system, if a salesperson, or of non-selling duties if that type of employe, is 20 per cent. Five per cent is given for adaptability for service in other departments. Under co-operation 10 per cent is given for willingness and 15 per cent for work and attendance.

For each employe rated the total percentage is set down in a column at the extreme right of the chart. Four persons are required to rate each employe, in order to insure against any possibility of unfairness. When the rating is completed executives of the store feel that they will have no difficulty in giving honor "where honor is due."

PHOTOGRAPH SENT BY WIRE FROM ST. LOUIS TO NEW YORK

Talking Machine Record Basic Factor in Remarkable Invention of French Scientist—Grooves in Record Control Light Beam Which Makes Transmission and Reproduction Possible

A remarkable feat was accomplished on November 14 in New York when a photograph was sent by wire from St. Louis to the New York office of the St. Louis Post Dispatch and was received in the office of the New York World and reproduced in excellent condition. The photograph was sent by the new apparatus invented by Edouard Belin, the French inventor, and was made possible by the application of the principle of the talking machine record. According to the description of the process, the picture to be sent is turned into a talking machine record and the depressions in the record govern the electric current which controls the ray of light which makes the reproduction of the picture possible. Just how the picture is first made into a record is not disclosed, as this is one of the secrets of the process.

In working on his invention, M. Belin decided that a photograph—which can be produced only by light—could be reproduced only by the same means. In other words, the result at the receiving end of the line must be an actual photograph. That is the secret of his invention. This has been aptly described as the translation of a phonograph record into terms of light. The photograph to be sent is first turned into a phonograph record. The needle of the phonograph traverses every minutest part of this record, and the diaphragm of the microphone to which it is attached transmits over the wire a current that varies with the surface over which the needle travels. It does not matter how long the wire may be nor how far distant the receiving apparatus, the variations of the current arrive unchanged at the far end.

At the receiving point the current moves a tiny silver mirror which quivers in time with the vibrations of the diaphragm on the sending phonograph. The quiverings of this mirror send a ray of light flickering back and forth through a small glass screen, graduated from opacity to transparency and therefore allowing the light to pass in varying degrees of intensity. This varying ray is concentrated by a special lens so that no matter on what point of the lens it strikes its focus is always just inside an almost microscopic hole in the light-proof case in which is the sensitized paper or film, on a rapidly revolving cylinder.

The effect of this is to expose the sensitized surface to a ray of light which, as the cylinder revolves rapidly and progresses slowly along the line of its axis, traces a spiral line around it until all its surface has been covered. The coils of the spiral are so close together that it takes a powerful magnifying glass to separate them. Thus the picture gradually grows, with all its lights and shades, on the sensitized paper as this revolves within its dark case.

The wide possibilities of this invention when it shall be applied practically to the work of the world are almost obvious. What would not the newspapers of Boston and Chicago and St. Louis and San Francisco, for instance, have given if such photographs of the Wall Street bomb explosion as appeared in The Evening World that afternoon could have been transmitted to them simultaneously with the telegraphed news of that startling event!

With slight changes in detail even moving pictures might be sent across the Continent, for the apparatus can be made in any size to transmit any form of photograph.

COURTLAND B. SHAW'S NEW POST

Well-known Talking Machine Man Appointed Manager of the Eastern Division of the Manufacturers' Display Service Corp.

Courtland B. Shaw, formerly manager of the Dealer Service department of the Columbia Graphophone Co. and more recently merchandise man of that concern, has resigned to assume the managership of the Eastern division of the Manufacturers' Display Service Corp., of Chicago, with offices at 71 West Twenty-third street, New York.

Mr. Shaw started with the Columbia Co. in 1907 and during the past thirteen years has occupied many different positions in the local organization with creditable success.

Friends and associates of Mr. Shaw in the talking machine business join hands in wishing him success in his new enterprise.

REMINGTON OFFICES ARE ENLARGED

Space in Broadway Offices Doubled and Company Now Has Six Windows on Street

During the past month it was deemed necessary to increase the office space of the Remington Phonograph Corp., and the additional offices obtained make a total of six large windows on Broadway. These windows will be suitably engrossed, as the traffic is very heavy in the vicinity. The natural increase in the business, owing to the demand of the dealers for this product, since the receipt of the sample instruments, necessitated the addition.

See second last page for Index of Articles of Interest in this issue of The World

What Is the Sales Value, the Actual Money Value, of the Retail Store Window

By Joseph Ellner
Director Dealers Service Department, Einson Litho., Inc.

Whether the talking machine industry is approaching a period of "normalcy" after enjoying to the full a muchly overbought market, the signs seem to be that before the trade pendulum does finally behave itself it will have to swing to a buyer's market—for a while.

In other words, business diagnosticians and prophets are predicting that we are on the outskirts of a year of intensive selling and keen competition, with the heaviest burden on the shoulders of the retailer.

The progressive retail merchant who is looking ahead and laying his plans to accord with trade conditions must, therefore, prepare for intensive cultivation of his own immediate field. He cannot afford to stray all over the lot, but must get his full quota of sales from his own community through concentrated effort on sales economically made.

In formulating his campaign to sell more and at the same time reduce his cost of selling the live phonograph dealer is going to utilize to the limit every possible medium that can help him get the people, impress them and sell them. Instead of tranquilly casting his line in the local streams for the stray fish, the really progressive dealer will get up early and stay late industrially whipping the advertising waters without let-up to rout out every sale hidden in his territory. This very intensity of effort calls for a word of caution in the choice of media which the retail talking machine and record dealer will make to help him sell.

All advertising media are good: newspapers, direct by mail, window displays, posters, car cards, programs, motion picture—all can be made to produce results if used with purpose and intelligence. It is rather a question which advertising medium will produce a greater average of sales for a minimum expenditure of money. In an intensive and keenly competitive market economy is bound to be the decisive factor.

Merchandising men are agreed that window display advertising is the most economical form of advertising at the disposal of the retail dealer. It is the logical medium in any intensive campaign for tangible and immediate results. In spite of the truly remarkable development of the window display in the phonograph industry, which has marked it as the most progressive industry in America, talking machine dealers have not yet fully realized for themselves the limitless potential possibilities of window display advertising.

What is the sales value, the actual money value, of a retail store window?

Harry Rieders, president of the Efficient Audit Co., New York, made the significant statement that "window display is estimated to represent 60 per cent of sales" in all retail stores.

Another estimate by a prominent window display expert that appeared recently in Advertising & Selling was "that from 30 to 50 per cent of the retail store's sales are made from the windows; that is, from those that are properly trimmed." The same authority states the valuations placed by various stores on the money value of their windows. Chas. Stevens & Co., Chicago, value theirs at $150,000 a year; R. H. Macy & Co. value theirs at $150,000 a year; Lord & Taylor, $100,000 a year; Famous & Barr, St. Louis, $10 to $25 per day per window, according to size and location; B.. Nugent & Bros., St. Louis, $4 to $15 per day per window, according to size and location.

A certain manufacturer who makes an article that retails for one dollar sent out a window display to a number of his retail trade. The display was sent only upon specific request of the store owner who promised to set up the display in his window for a definite length of time and also faithfully check up on all sales made while the display was in the window. The following represents the returns made by sixteen of the stores:

Store No.		Period of Display	Sales During Display	Previous Sales for Same Period	INCREASES
Store	1	14 days	468 articles	204 articles	264 articles
"	2	8 "	1127 "	140 "	987 "
"	3	14 "	360 "	132 "	228 "
"	4	14 "	252 "	84 "	168 "
"	5	14 "	648 "	216 "	432 "
"	6	7 "	504 "	100 "	404 "
"	7	14 "	26 "	1 "	25 "
"	8	7 "	144 "	36 "	108 "
"	9	9 "	83 "	22 "	61 "
"	10	8 "	52 "	24 "	28 "
"	11	7 "	44 "	14 "	30 "
"	12	14 "	225 "	20 "	205 "
"	13	19 "	233 "	73 "	160 "
"	14	13 "	96 "	24 "	72 "
"	15	11 "	58 "	24 "	34 "
"	16	15 "	100 "	36 "	64 "

Stand out in front of your store some day and figure out for yourself the relative importance and value of windows from this angle. The number of people who enter any store is alarmingly small compared to the number that pass by. If you figure out that one out of thirty, perhaps, enters the store you will realize the tremendous importance of in some way catching and holding the attention of the vast army that passes your store every day. What is the use of your counter, your fixtures, your interior decorations, your advertising, if the customer-to-be blithely walks right past the place where you can sell him?

An authority on the attention value of windows recently checked the number of people passing by a window in a small city with a population of 26,000. One hundred and fifty-seven people an hour passed in front of that window from 7 a. m. to 9 p. m., or fourteen hours every day, making a total of 2,198 persons. At the ordinary rate of one out of thirty, which is liberal, indeed, only 73 persons per day would enter the store and the other 2,124 possible buyers would pass on utterly oblivious to the store's very existence.

The function of the window display is to halt those 2,198 oblivious persons and rivet their attention on a human interest story that conveys a message. The primary object of this message is to induce action. Not merely to arouse the buying impulse, but to make mere vague desire "go over the top," to make the desire to possess so irresistible that it must be satisfied, is the true function of window advertising.

The properly conceived window display is built on the basic idea that "illustration beats explanation." The object is to transfer an idea

(*Continued on page 6*)

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER VI

The SIXTH consideration in the making of the NYACCO album shows the album all completed. The pockets, made two in one, reinforced into the solid wooden back by the staples, lie perfectly flat, which gives the first attraction when the album is opened.

NYACCO

Watch our final issue showing all our six chapters combined into one

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.
Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.
Cleveland, O.: Cleveland Talking Machine Co.
Milwaukee, Wis.: Yahr & Lange Drug Co.
New York, N. Y.: Plaza Music Co.
Philadelphia, Pa.: Penn Phonograph Co. Inc.
Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.
Spokane, Wash.: The Northwest Phonograph Jobbers, Inc.
Washington, D.C.: E. F. Droop & Sons Co.

"Will there be a Victrola in your home this Christmas?"

This important question again confronts the people of the whole country right on until Christmas.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor retailers everywhere.

Victrola VI, $35
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victrola XI, $150
Mahogany, oak or walnut

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

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

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

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

Victor Wholesalers

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

Victor Talking Machine Co.

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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS

MAKING THEIR SELECTION

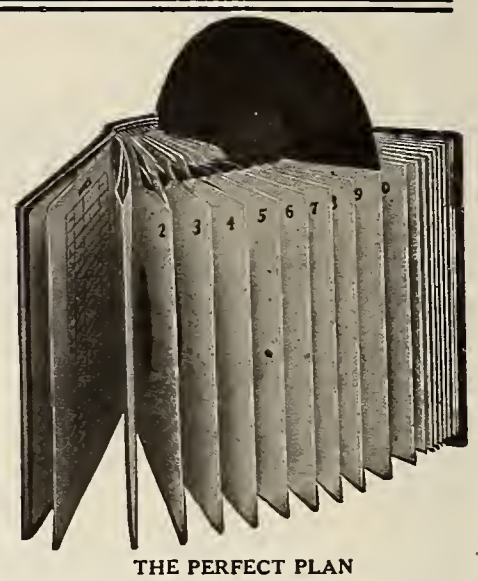
A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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



THE PERFECT PLAN

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

CHICAGO OFFICE: 508 S. Dearborn Street

SALES VALUE OF THE STORE WINDOW

(*Continued from page 4*)

from one mind to the minds of others. A picture is the most potent force for transferring an idea, as has been wisely observed: "One picture is worth more than a million words, if the picture is right."

The window display must do two things at the same time: It must add prestige to the store and it must sell goods. Costly, luxurious window fittings and striking color schemes and other of the usual expensive trappings that go under the name of "high-class" window display material may seem to add prestige to a store, but if they do not directly tend to sell merchandise their value as window advertising is nil. On the other hand, window displays may be very clever, unusual, striking and "stunty"; they may draw the attention of the idle and the curious, but their appeal is usually at the expense of, rather than tending directly to, the buying impulse. In other words, such windows are very likely to divert attention from the merchandise it is desired to sell to the extraneous means employed to attract attention. Such window displays, with all their dramatic or artistic merit, are merely modifications of the old-fashioned electric buzzer that attracted your attention to the window and made you swear.

Strange as it may sound, the gravest danger in window display, and one oftenest made by retail merchants is to make an attractive display **with** the merchandise, instead of telling a story **about** the merchandise. A window display advertisement must tell a clear, reasonable, forceful and convincing story, be full of what advertising experts call "reason why" in order to overcome the last obstacle to the impulse to come in and buy.

The more important talking machine and record manufacturers are to-day doing some of the most progressive and consistent window display work in the merchandising field. The window display service departments of these manufacturers are often splendidly equipped and headed by practical merchandising men. The monthly displays issued by these departments vie with the best that appear in any class of stores in the country. Yet it must be set down that neither the talking machine manufacturer and recorder nor the talking machine dealer has even scratched the surface possibilities of window display advertising.

Grudgingly ordering a subordinate to set up the monthly window cut-out received from the manufacturer is not manifesting the proper attitude toward the vitally important subject of window display advertising. The store owner must be thoroughly sold on the sales possibility of windows. For both prestige and profit he must be personally interested in having the most effective windows obtainable. He must bring to the task of making his windows add prestige to his store and secure him trade his closest study, all the ingenuity and inventiveness in his make-up: his natural feeling for color effects and his native or acquired merchandising sense which will tell him at once that certain effects will invariably appeal to the public. In short, it is not enough for a talking machine dealer to subscribe to the window display service of the talking machine manufacturer. Complete as the monthly display is in itself, it yet requires his time and thought to make it a really powerful sales force in his window.

Foot for foot, the window is the most valuable space in any store. Dollar for dollar, window advertising is the least expensive form of advertising at the command of the retail store owner—and for whatever is spent in thought, time and money, good window advertising will bring bigger returns on the investment than any expenditure made by a talking machine dealer or any other type of trade promotion work.

NAVY D. S. M. FOR EDISON

ORANGE, N. J., December 5.—Thomas A. Edison has received a distinguished service medal for service on the Naval Consulting Board, his secretary said recently. The medal was mailed him in a letter from Secretary Daniels. The citation read as follows:

"For exceptionally meritorious and distinguished service in a position of responsibility as president of the Naval Consulting Board."

LEASES BUILDING IN DALLAS

DALLAS, TEX., December 6.—The Telo-Tone Phonograph Co., of Chicago, Ill., has recently leased for a term of years the two-story building located at Main and Austin streets and will equip it for the wholesale and retail sale of talking machines. W. L. Weaver is manager of the new enterprise.

In Acknowledgment

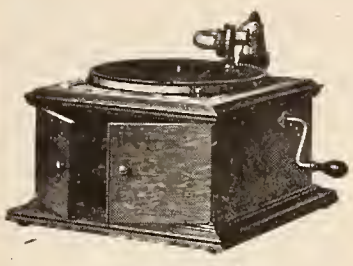
At this season of the year there is prevalent throughout the PEERLESS organization a sense of satisfaction over the year's accomplishment and a feeling of just pride in its intimate relationship to the success of the phonograph industry.

It is fitting, therefore, that we express at this time our gratitude for the patronage and consideration of the trade with which it is a privileged honor to be so closely allied.

Greetings and best wishes to all—for an era of greater achievement, peace and prosperity with the birth of 1921.

PEERLESS ALBUM COMPANY : 43-49 Bleecker St., New York City

PHIL. RAVIS, President



Victrola IV, $25
Oak

Victrola VI, $35
Mahogany or oak

Victrola VIII, $50
Oak

Victrola IX, $75
Mahogany or oak

Victrola X $125
Mahogany, oak or walnut

Victrola XI, $150
Mahogany, oak or walnut

Victor Supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere, unmistakably tell of Victor supremacy.

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

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

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

Victor Talking Machine Co.

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

Victrola XIV, $225
Mahogany, oak or walnut

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

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

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, DECEMBER 15, 1920

WHY OPTIMISM SHOULD BE CULTIVATED

THERE has never been a time in history when it was so essential for business men to work more earnestly with the object in view of creating a hopeful and confident feeling in regard to business than to-day. During the past six months there has been a tendency to unsettlement, and the attention of our Government and many of our people has been perhaps too largely diverted to international problems when it should have been directed to our own business affairs and to the maintenance of trade stability.

Business of all kinds has been undergoing a reorganization with its accompanying credit deflation and this has led to a psychological situation among the purchasing public where it is awaiting changed price conditions irrespective of the righteousness of the demand. This aspect should lead to concerted educational action on the part of American business men—action with intelligence and concentrated power behind the move—so that business progress may not be materially thwarted or the optimism which has properly dominated the talking machine industry be undermined.

Most of our troubles are largely mental, and if men permit themselves to get into a frame of mind so that they indulge in pessimistic thoughts over business there are ninety-nine chances out of every hundred that they will succeed in undermining trade opportunities. A pessimistic condition of mind foredooms men to defeat. They start in handicapped, and they stand no show of winning the race against an optimistic competitor.

We should have faith in the business future, and faith in this country's ability to meet all demands made upon it—faith in its ability to produce prosperity for over a hundred million Americans.

An interference with this program, we believe, is the over-indulgence in the propaganda of "thrift." The cultivation of economy is not at all times good. It means restriction all along the line—we mean by that rigid economy. Conservatism, of course, is always wise and commendable, but to cultivate in a narrow spirit the so-called saving idea—by giving advice to people to mercilessly cut down their expenditures—means nothing else than the curtailment of business.

If we could cultivate the well-balanced side—to have people work all along the same lines in which they proceeded in normal times and in which they have been reasonably successful—it would to a great extent cut out the uncertainty and it would get the depression idea out of the minds of the American public.

The country does not need an overdoing of a thrift campaign to-day; it needs more judicious buying, and the talking machine industry is interested, as scarcely any other can be, in maintaining the buying spirit. No one wants another orgy of extravagance, but between extravagance and a spirit of miserliness which will stop all buying and consequently all commerce, there is a great gulf fixed.

The mere accumulation of idle money may please the bankers who are able to invest it in first-class bonds at eight per cent, but it certainly does not make for business or prosperity in industry. The propaganda against buying has been carried to a point where honest merchants and manufacturers are penalized even more seriously than the profiteers. This is not a square deal.

This is a time when reason and common sense should prevail—not the time to abandon or ignore the established methods that lead to business success. For instance, there is no reason why publicity methods should be abandoned in the slightest. Keen advertisers realize that advertising is a powerful force to stimulate business confidence.

Men who are on the fighting lines of business realize that it is at just such a time that the weak and inefficient retreat and abandon the field to the stronger and more aggressive business forces.

If the talking machine men fail to do their share in the publicity end of the business—fail to mold public opinion—fail to interest possible buyers, then they are not contributing as they should, by effort and example, to the maintenance of business activity.

NEED FOR SALESMEN WHO CAN REALLY SELL

WITH the much-discussed sellers' market now in full swing the need for salesmen who can really sell—men who can move stocks of talking machines and records in an intelligent and satisfactory way—is becoming more apparent every day. Too many dealers are inclined to move along the line of least resistance in the sales field—to cut prices or sell on long time and small terms, and indulge in other practices which are not along correct business lines. This is a suicidal policy.

For some time past the retail talking machine trade has had an easy time of it; there was comparatively little need for special sales ability or any unusual strain on the mentality of the sales force because the demand exceeded the supply. But just now the retail talking machine field offers some real opportunities for the energetic, capable salesman—the man of real ability—the man of ideas—who will make a study of the entire selling field and apply all of his intelligence and skill to building up a sales organization that will show results.

The salesman who can do this work is worthy of his hire, and we feel sure that no merchant will quibble about salary where results can be shown. With a live organization the income of a good salesman should be limited only by his ability to bring in business. Interest in salesmanship must be revived, and in this connection one of the large talking machine companies is doing commendable work in conducting a school where retail salesmen are instructed in every essential detail in presenting their products to the consideration of the buying public.

There is room for a big, directing mind in every retail institution—for a man of unusual grasp and vision, who will realize that we are facing new conditions which call for the exercise of progressive ideas so that the public is awakened from its present lethargy to the need of buying talking machines and records.

This plan calls for more than mere salesmanship; it calls for a broad scheme of publicity combined with salesmanship. The purchasing public must be awakened by advertising to a realization of the fact that music is an essential to-day as it was during the war times. It is not the time for either manufacturer or dealer to hide his light under a bushel. The situation calls for vigorous generalship. These are the days when the weakling disappears, and the man of strength and originality—the man of action—triumphs. Let us be up and doing!

SHAKESPEARE ON TALKING MACHINE RECORDS

THE announcement that Sothern and Marlowe, the noted Shakespearean actors, have already started to record their art for the talking machine, is of broad significance, for it opens still another channel through which the talking machine can increase its usefulness to mankind.

There are, of course, limits to the recording of the spoken drama in a way that will make it intelligible and valuable to the present and following generations, but it is certain that Shakespearean works can be recorded most successfully, for they all depend upon diction rather than upon stage settings for their success.

Numbered among the most prominent exponents of Shakespeare's works, Sothern and Marlowe should be able, by the recording of their own interpretations of the various Shakespearean plays, to offer to dramatic students of the future examples of interpretation that should prove most valuable. It will be interesting to see just how far this recording of the spoken drama can be carried on successfully.

CREDIT CONDITIONS HURT TRADE PROGRESS

THE WORLD is in receipt of a number of complaints from talking machine retailers in certain sections in which they allege that their business is seriously retarded through the failure of local banks to extend the usual co-operation in the matter of loaning on instalment paper. They claim, moreover, that they are at a serious disadvantage in a financial way as compared with the larger retail houses who have sufficient capital to carry their own paper.

The World has taken up this matter with a number of financial men, some of whom are prominent in banking circles. They declare that while the attitude of the country bankers is due in some respects to their policy of sending surplus cash to New York to be loaned on call at high rates rather than offer it to local business houses at normal rates, the talking machine dealer himself is in a considerable measure responsible for his own financial troubles, for the reason that in many cases he does not carry a sufficient cash balance in his local bank to give him financial status as a borrower.

They state that even the most conservative bank will, as a rule, loan to a customer a sum approximating five times the amount of his deposit, provided his financial situation warrants it. Limited balances on this basis give to a dealer limited borrowing capacity. According to these financial men the remedy lies in the dealers supporting their local bankers in order that they may in turn receive desired accommodation without undue difficulty.

TO ALL our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness

This question is a very important one so far as the development of retail business is concerned these days, and it is difficult of adjustment in a broad way owing to the absence of any retail association of a national character in the talking machine industry.

ADJUSTING TRADE TO NEW CONDITIONS

TAKING everything into consideration, the talking machine trade in the main is most fortunate just now in meeting the new situation that has developed in the business field, for, although depression has been most evident in many lines, this trade has felt it only to a minimum extent.

There are those who feel that the industry is now undergoing a housecleaning that will distinctly work to its advantage by eliminating certain undesirable elements and putting the trade on a sound and worthwhile basis.

There has been a general cleaning up in many sections of the country of machines of little known value or standing, and it is the opinion that, although the unloading of such lines has caused considerable disturbance to the dealers in the better known makes, it has served to clean up things so that nationally known products of recognized quality can again be featured to advantage. With selling to be done, the retailers have found that it pays to handle lines with which the public is familiar and in which it has confidence. This does not mean necessarily old makes alone, but also the newer products of recognized merit—instruments which have been properly made and marketed intelligently.

Housecleaning under any conditions is annoying and troublesome, but nevertheless often necessary and desirable. It will be well if these adjustments in the trade are finished before the first of the year so that we can start off in 1921 with a clean slate.

1920---1921

We feel that the year 1920 would be incomplete without extending to our many friends the Season's Greetings.

The New Year without a doubt has much in store for the aggressive dealers in Victor product.

Our best wishes for a joyous Christmas and a New Year of much Happiness and Prosperity.

ORMES, Inc.

26 East 125th St. *Wholesale Exclusively* NEW YORK

Tracing and Remedying the Causes of Sales Which Are Lost by the Sales Force

By Fred Parsons

There are few talking machine stores where, for one reason or another, several sales are not reported lost each week. The dealer or manager who is a genuine trade builder makes it his business to find out just why these sales are lost. This does not mean "ragging" the sales person in every instance, for it frequently happens that the salesman or saleswoman is not entirely at fault—that there is something wrong with the store system itself. It is up to the man in charge to find out what is wrong and remedy it, for the loss of a sale not only means business lost to the store but also means business that has gone to a competitor.

A live dealer in the East insists upon his sales people keeping an accurate account of every customer who goes out without buying, giving the reason for the customer's attitude, and declares that the records of these failures are more important than the sales record inasmuch as the sales are on the books and the money in the cash drawer, while the lost sale is gone. At frequent intervals meetings of the sales staff are held, when these records of lost sales are gone over very carefully in an effort to learn something from the various incidents. An analysis proves at times that the sales person has been indifferent, has made mistakes in getting the records requested, or has endeavored to talk the customer into buying substitute records. Sometimes the customer is allowed to go out because the record requested is not in stock and there is little effort made to sell him some other record. In all such cases the blame naturally rests on the sales person.

When dissatisfaction on the part of the customer is traced to poor delivery service, an unsatisfactory quality of goods or a fixed policy of the store that makes it necessary to refuse requests, exchanges, etc., then the failure of the sale is chargeable to the store management. Tests have indicated that fully 50 per cent of lost sales are due to the indifference of the sales person. Sometimes the customer becomes tired of waiting and walks out without being served. Other times he is escorted to a booth, given a number of records for testing and then left alone. Still again he may request certain records only to be informed by the sales person with a quite evident air of indifference that the desired numbers are not in stock. This indifference causes many lost sales, for no matter how small the purchase the average customer likes to feel that the store is at least pleased to have his patronage. When his trade does not appear to have any value for the salesman the customer naturally feels a bit peeved and is likely to transfer his patronage to some dealer who can display some slight interest in the fact that the visitor is going to buy a couple of dollars' worth of merchandise.

Every Lost Sale That Is Charted Offers a Guide to the Elimination of Faults of the Sales Organization.

Some lost sales are traceable to tricky methods on the part of the salesman who sometimes tells a deliberate falsehood in an effort to close a sale. The sales person who is tricky is a menace to business under any circumstances. There is one remedy for this fault and that is to get rid of him. Discourtesy is another fault that is not to be tolerated. Careful investigation indicates that less than one per cent of lost sales are traceable to dissatisfaction with the goods offered, the balance being directly chargeable against the attitude of the sales person or to the store methods.

Every lost sale that is charted, therefore, offers a guide to the elimination of at least one fault of the organization, and while it is not humanly possible to remedy all the faults, the more flagrant ones can be taken care of easily when once they are recognized.

When it comes down to a question of actually selling the goods rather than taking orders, this matter of lost sales takes on fresh importance. With only a certain amount of business to be divided among competitors the house offering the best selling service has, with other things being equal, the best chance of getting the bulk of the business—at least a fair share.

Gift-time is the time to make a killing on the Motrola

JONES MOTROLA INC.

29 West 35th Street
NEW YORK

83 E. Woodbridge St. DETROIT
57 E. Jackson Blvd. CHICAGO
6019 Hollywood Blvd. LOS ANGELES
226½ Peachtree St. ATLANTA

THE Christmas season is here, with all the world on the quest for gifts. Along every street sweeps a crowd of men and women with money to spend.

Here and there a display window halts the throng with the strongest message the business world knows: Advertised goods.

A display of Motrolas in your window—*starting today*—will add tremendously to their pulling power. Use the Motrola window card, or one of your own.

Our advertising makes it easy at all times to sell this electric self-winding attachment. Christmas time, when the interest in phonographs and phonograph accessories is at its height, makes it easier yet.

Why, man, you can make a killing on the Motrola simply by giving it a chance—a little attention.

It's sensible, labor-saving, modern, efficient—and inexpensive when you consider the length and importance of its service to phonograph owners.

Millions have read about it. *It winds any make of phonograph—electrically!*

"It came upon the midnight clear
That glorious song of old"

IT IS OUR SINCERE WISH THAT

OKeh Records

MAKE YOUR COMING SEASON
ONE OF UNEXCELLED
PROSPERITY AND
GOOD CHEER

GENERAL PHONOGRAPH CORPORATION

Otto Heinemann
President

A SUCCESSFUL PLAN OF AUGMENTING SALESMEN'S WORK

Details of How an Enterprising Eastern Concern Gets Into Communication With Prospects as a Means of Strengthening the Sales Contentions of Representatives

Discussing the subject of "Making Each Sale Count" in System for December Norman Lewis points out that the salesmen of an Eastern concern were each written a letter a short time ago which started out as follows:

"I have planned a little way to back up your personal sales work with good, strong sales letters from this office.

"You do not sell everyone you call upon. If you did, selling goods would be so popular and profitable that there'd be no one left to run for President.

"The reasons you don't sell every prospect are varied. Your man may be out of town, or you may find him in bad humor, or any one of a dozen reasons.

"Out of all this bunch of dealers whom you call upon but are unable to sell there are at least a few very desirable prospects every day who you know would give us fine representation."

The letter then pointed out how helpful to the salesman it would be if the home office sent out a personally dictated letter to each one of these especially desirable prospects, driving home again the same sales arguments that the salesman had put over in person, with perhaps a few additional clinchers. It was explained that this special work was in addition to the firm's regular direct-mail advertising, which included form letters, circulars, broadsides and so forth, mailed at frequent intervals to the entire list of prospective dealers.

The letter then went on as follows:

"I have had some three by five cards prepared like the one enclosed and am sending you a bunch under separate cover. All you have to do at the end of each day is to fill out one of these cards for each especially desirable prospect you want followed up."

The card had space for the prospect's firm name and address, his line of business, the name of the buyer, whether the salesman saw him or whether he was out, the price quoted, whether the dealer handled any competing products, and if so, why. There were several lines on which the salesman was to put any additional information that would help in writing a more personal and effective letter.

While each prospect was written a personal letter the amount of work was minimized through the intelligent use of form paragraphs.

The plan produced big results, at small cost. The letters were effective and paved the way for the salesman's next visit. The men saw that the house was helping them and their enthusiasm and loyalty, as well as their sales, were naturally increased.

WORK ALONG EDUCATIONAL LINES

Morehouse-Martens Co., of Columbus, O., Introduce Oscar Saenger Record Course in Local Sunday Schools With Great Success

The Morehouse-Martens Co., Victor dealer, of Columbus, O., recently materially benefited its business through the efforts made along educational lines. A four-lesson course in singing from the Oscar Saenger records was given free to the pupils of the local Sunday schools, under the direction of Miss Stevens. At the conclusion of the course a summary was made of the progress of each child and a report on this was sent to their respective mothers. As a result many mothers had their children complete the course. Of course, this also led to additional Victrola sales.

Let us have faith that right makes might, and in that faith let us dare to do our duty as we understand it.—Lincoln.

SPEND $25,000 ON EQUIPMENT

Special Rooms, Artistically Furnished, One of a Number of Striking Features in the Establishment of Geo. S. Dales, Akron, O.

George S. Dales, Victor dealer of Akron, O., recently expended more than $25,000 on the expansion and interior fittings of his store. Some of the rooms included in the Dales establishment are most unique and should prove very wonderful places for prospective customers to visit. They include a Japanese room, a reception room, a handsome salesroom, a number of Victor parlors, a special Galli-Curci room, a Harry Lauder room and a special Caruso room. Each room is decorated in a manner highly appropriate to its particular theme. In the rear of the store there is a very fine educational department.

PASHAS ALL WANT VICTOR MUSIC

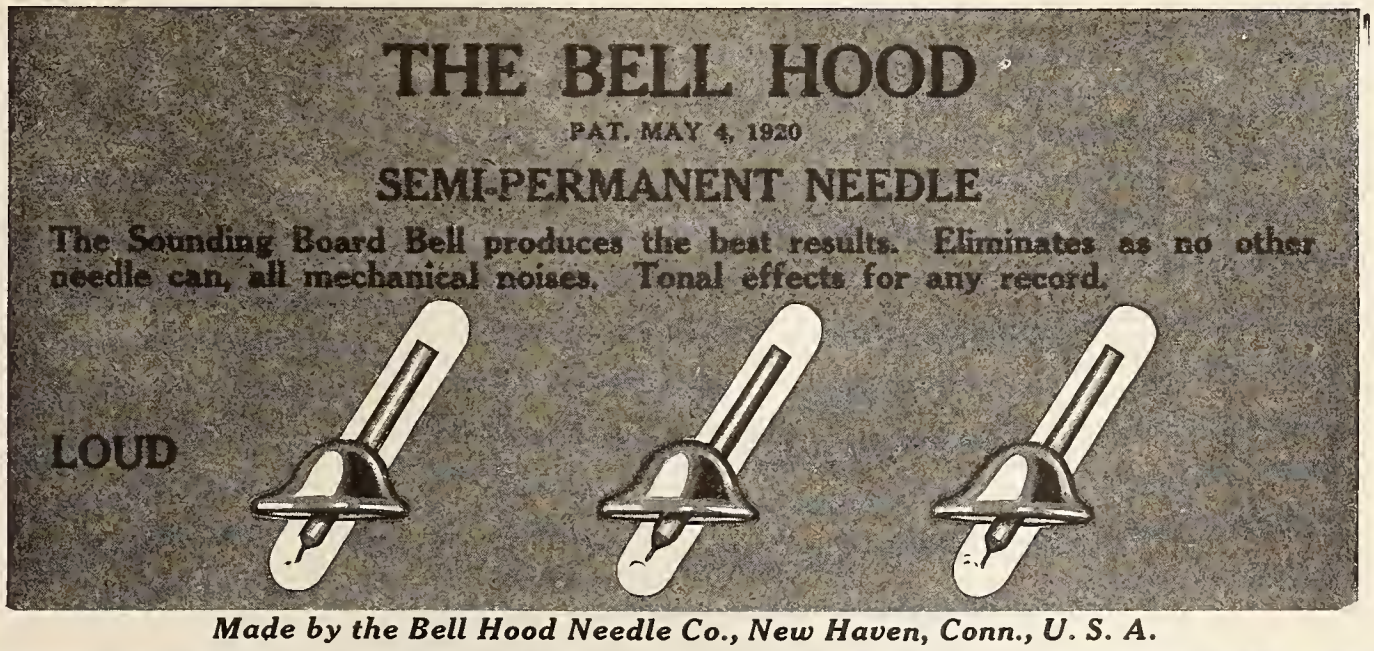
Period Models Desired for Luxurious Homes of Wealthy Lords of Cairo

Cairo and the dreamy Nile and other places on the map of ancient Egypt, which are celebrated with oboe obbligato in popular songs of the day, are virgin territory for the sales of Victrolas, according to L. Delanglade, who writes from Cairo, Egypt, under date of September 28, says the Stewart Talking Machine Co. of Indianapolis. Mr. Delanglade urges the establishment of a Victor store among the bazaars of that world-old city, saying that the "wealthy pashas" are simply tearing their beards over lack of opportunity to furnish their palaces with Victrolas of the elaborate period models.

"Nothing but old-fashioned machines that screech and scratch are to be found in Egypt," says the writer. "These people are fond of dance and opera music and Arabic tunes."

His petition for an agency was referred to the Victor Co. with the hope that something could be done to carry Victor happiness to the land of the Pharaohs.

BELL HOOD *Semi-Permanent Needle*



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

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

THE BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

807 The Arcade, Cleveland

3901 Sheridan Road
Chicago, Ill.

PETERMAN SALES CO.
Oneonta, Alabama

N. E. M. I. T. CO.
127 E. 23rd St., New York City

89 10th St., South
Minneapolis

Distributors for all states west of Mississippi River and Wisconsin

The Powerful Newspaper Campaign

These advertisements, three columns wide and fourteen inches deep, are only a part of our powerful newspaper campaign. Each one appears in 465 newspapers with an aggregate circulation of more than 16,000,000.

Columbia Grafonola

Columbia Grafonola

We've Hammered Away Like This for Months

Every Columbia dealer knows of the great and ever-expanding magazine campaign by means of which we make the merits of the Columbia Grafonola familiar to the public.

And now Columbia dealers are seeing reflected in their Grafonola sales the effects of this compelling newspaper campaign, samples of which are shown on these pages.

Backed up by these two great campaigns, you cannot fail to increase your sales if you take full advantage of them.

Tie up to them by using our Sales Room and Booth Hangers, our Monthly Window Display Service, and our Dealer Advertising Service, all of which are closely identified, in both text and illustration, with these two great national campaigns.

COLUMBIA GRAPHOPHONE COMPANY, New York

Canadian Factory: Toronto

$100 REWARD

will be paid to anyone giving information which will enable us to prosecute and convict the person, firm or corporation packing and selling steel needles in envelopes similar to the Brilliantone envelopes or purchasing and placing on sale steel needles so packed.

Brilliantone Steel Needles are sold only through our regular distributors. Name of jobber in your territory upon request together with samples and prices.

Sales Agents for W. H. BAGSHAW CO.

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

AT 34th STREET

347 FIFTH AVENUE, NEW YORK

SUITE 1003

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

Stimulating Activity in Musical Matters Helps Sales and Is Right Kind of Publicity

The aim of every talking machine dealer who aspires to win the largest measure of success is to bring himself and his establishment as close as possible to the purchasing public. The average talking machine dealer is no stranger to advertising, though he himself may not be a large advertiser in his own locality. Everywhere he turns he sees the advertising of this or that concern—ofttimes his competitor's—and cannot but be impressed with the fact that publicity is a recognized force in modern business. A music merchant is sometimes found, however, who, while admitting that advertising is a mighty good thing—in fact essential—explains that his advertising is limited because he cannot afford to use big space in the newspapers. The trouble with such a man is that he imagines that newspaper copy covers the whole range of advertising. He overlooks the fact—if he has ever learned it—that some mighty good advertising can be done without making a big splurge in newspaper pages.

Some of the most successful advertisers in the retail trade are those who combine with their newspaper advertising other avenues of publicity; who seek to make their stores the musical headquarters of their respective cities; who take an interest in local music and civic affairs, and by identifying themselves with every progressive movement call attention directly to their businesses. There is one Western dealer, for instance, who, when a prominent artist appears in his city, arranges an excursion for the benefit of the suburban music lovers. The house looks after all the details, charters interurban cars and underwrites the whole affair. The transportation is sold at cost, and the music house realizes its profit in the advertising that naturally accrues.

Several other music merchants have gone into the managing end of the music game to bring support to their buisnesses and to attract attention. One dealer in the South, for instance, has for several years underwritten a regular concert series, bringing to his city a dozen artists of national and international fame. In his work he has enlisted the support of the music clubs, the school authorities and the public-spirited citizens of the city, and by conducting the concerts under his own name he hooks up most emphatically with the musical life in his locality. The retailer who does not keep in touch with the musical affairs of his city and with the doings of the musical clubs is missing a direct opportunity for advertising his business.

Make a list of a dozen of the large or small town dealers in pianos and talking machines in the United States, and it will be found that the head of the house in almost every instance is, and has been, closely identified with the musical events in his home city. He has taken an active interest in these events and lent his support in a way that is bound to command attention, and the result is always favorable. The more friends the talking machine retailer can cultivate among the musical people of his city the stronger will become his grasp upon their business, for it is human nature to buy from a friend when possible.

Successful Advertisers Who Combine Newspaper Advertising With Other Avenues of Publicity Generally Win.

Newspaper advertising may be considered an essential, but it is not by any means the whole thing. It may be regarded as the visiting card that introduces the retailer to the people in his community, and whether or not they become more intimately acquainted with him depends upon his own efforts. Looking after the details of the musical program for this or that organization, furnishing announcements for concerts, helping in the selection of the program, encouraging the younger element to form orchestras and take more interest in things musical, giving recitals of the latest records in the store—all come within the province of the "live" talking machine man. It represents the personal application of the principle of encouraging music advancement. Stimulating activity in musical interests is the most direct method for stimulating the sales of musical instruments, and it is advertising of the right sort.

The retailer who can develop the friendship of the music lovers in his locality to the point where they naturally come to him for advice and assistance in the conduct of local musical affairs has little cause to worry about the growth of his business, and retailers who have reached that point are far from being uncommon.

The idea back of the whole movement is that the retailing of musical instruments is not in itself a separate thing, but is part and parcel of the musical life of the community, affording as it does the means for creating music. When the retailer understands this angle of his business properly he is in possession of one of the important secrets of business development.

U. S. LEADING CREDITOR NATION

The United States is at present the leading creditor nation in the world. This position hitherto has been occupied by Great Britain, which before the war had loans outstanding in foreign countries of from $15,000,000,000 to $20,000,000,000, while Germany stood second with about $6,000,000,000 of foreign loans and France third with $5,000,000,000. The United States was then a debtor nation to the extent of about $4,000,000,000.

What other nations did little by little over many years, this country, under the pressure of war exactions, did in three years. The change in its financial position with regard to other nations will necessarily make a profound change in its future relations with other nations. It is a change which is undoubtedly destined to bring many other changes in its train.

DEATH TAKES JAMES O. COOK

Word has been received of the death of James O. Cook, senior member of the Cook & Hall firm, Victor dealers at Hopkinsville, Ky. The death of Mr. Cook will be keenly felt by all who knew him in this business. He was a veteran in the Victor retail field and took an active part in all things that were for the betterment of good music.

ECLIPSE

SELL

Victor

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
MOD. F. MARCA INDUSTRIAL REGISTRADA

THE ECLIPSE MUSICAL CO.

Victor Wholesaler Cleveland, Ohio

Columbia Records Grafonola

Charles Hackett, tenor star of the New York Metropolitan Opera Company, sings Bartlett's beautiful love song, "A Dream." This great *exclusive* Columbia artist, singing symphony records *in English,* is good for steady sales. Columbia 79287.

Columbia Graphophone Co.
NEW YORK

SOME INTERESTING FACTS ON MICA

Half of the World's Supply of This Essential Product for Talking Machines Comes From India—Details of How Deposits Are Mined

Mica is one of the things for which, according to many authorities in the talking machine industry, no satisfactory substitute has been discovered, and although it is not, like jute, an Indian monopoly, more than half the world's supply of the mineral comes from that country. In India it is very widely distributed, but the tracts in which it is found in plates of sufficient size to have a marketable value are few and strictly defined. Mica in more recent years has been mined in the Nellore district of Madras, but the main deposit is in a belt about eighty miles long and twelve broad, which lies in the northern part of the Hazaribagh district and stretches into the adjoining districts of Gaya and Monghyr. The main center of the industry is at Koderma, in the Hazaribagh district.

Mica does not occur in thick seams like coal, but in small deposits or "books," and a mica mine or quarry presents the appearance of a huge rabbit warren, the workers burrowing from "book" to "book" by passages that are sometimes just sufficient to admit a small boy. In most cases very primitive methods are used, the lower levels of the mine being reached by roughly made bamboo ladders and the excavated material being passed, hand over hand, from one coolie to another. As the demand for the mineral has increased and the deposits near the surface have been worked out, more scientific methods are gradually being introduced, and mica is now being dug by means of shafts 300 or 400 feet deep.

Mica has been extensively used in the native arts of India from time immemorial, and it also has a high reputation in Indian medicine.

The main importance of mica in modern industry, however, lies in the fact that it is one of the best nonconductors of electricity and is, therefore, indispensable in electrical engineering. On this account the Government took over part of the mica field during the war and worked it as a State industry in order to insure supply.

Impetus was given to the industry about twenty years ago by the invention of a method of cementing small pieces of mica together and molding them into sheets, which are called "micanite." In former days it was said that 80 per cent of the mica which was dug out of the mines was waste, and great waste dumps of the refuse, glittering in the sun, were a conspicuous feature of the mica mines and factories where the splitting was done. Since this process of welding was introduced a considerable amount of marketable mica has been recovered from the waste heaps, and a larger proportion of the mineral that is excavated is being used.

THE "HERE TOO" MAN IN THE TALKING MACHINE TRADE

Too Many Dealers Satisfied to Take What Business Comes to Them, Instead of Going After It Energetically—The Silent Salesman Idea Not a Practical Success

Some years ago there were two hot-corn merchants doing business at the same crossing on Sixth avenue, New York. Both were negroes. One fellow, a little energetic cuss, with a voice entirely out of proportion to his size, walked up and down the pavement with short, quick steps, bellowing at the top of his voice, "Heah's you' hot cone. Bes' what is, right heah, five cents a ear." The other negro, a great, big, overgrown darky, would walk slowly up and down his side of the street just barely mumbling, "Heah, too; heah, too." The first darky did a land office business—the second got just about enough to live on.

That system of competition applies to every line of business, including the talking machine business. Even to-day, after years of education, years of coaching, of protesting, there are still dealers who operate their stores on the "here, too" plan. They have talking machines and records to sell. That lets them out. Their competitors have the same goods to sell, but with this distinction—they sell them.

The only really successful silent salesman is he casket in the undertaker's window, and nobody wants to buy that if he can help it. But, every other product must be sold. If the dealer can make a living by sitting down and waiting for the trade to discover that he is selling talking machines and come in and insist on buying, a fortune is in his grasp if he will simply raise up his voice, either personally or through printers' ink, and tell the people that his store is not just a private den, but is a business house.

In every newspaper one picks up to-day there is to be seen talking machine advertising of one sort or another, and it is the dealer who gives that advertising a personal application, who brings before the prospects the fact that he sells talking machines and records advertised so liberally, who is getting the most out of his business.

There are too many of the "here, too" variety who are satisfied with the business that comes to them without effort, and with the crumbs that fall from the live dealer's table, as it were.

RECORD ARTISTS IN WOONSOCKET

WOONSOCKET, R. I., November 30.—The eight Famous Victor Artists recently visited this city for the second time and gave a concert that aroused the enthusiasm of a capacity audience. The concert was under the auspices of LaRoe's Music Store, which establishment has arranged for a number of other concerts by talking machine artists during the present season. The next feature will be the appearance of Reinald Werrenrath, the noted baritone and Victor artist, on December 12.

Mr. Dealer are you selling the Record Flasher? It is very much in demand and invariably sold when properly presented to your customers.

The Record Flasher is easily attached to any phonograph; it gives an abundance of illumination, it makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed.

Beautifully finished in Nickel and Gold.
Packed (12) to a unit package may be assorted.

RETAIL PRICES { Nickel finish without battery - $2.25
Gold " " " - $3.00
Batteries each - - - - - - $ .75

Regular Trade Discounts to Dealers.
When writing always mention your distributor.

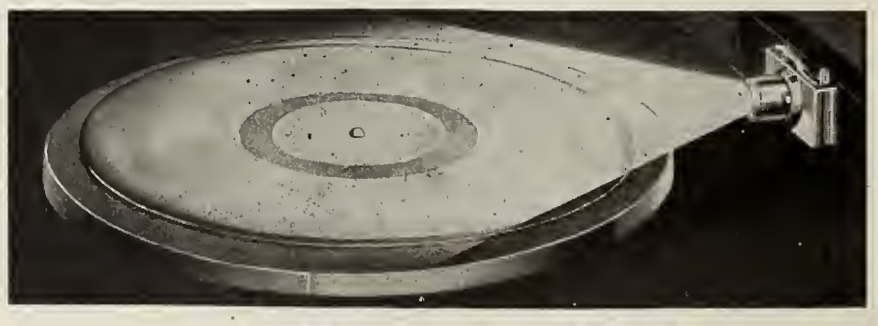
Manufactured by
STANDARD ACCESSORY CORPORATION
355-357 East Water St. - - - - - - Milwaukee, Wis., U. S. A.

ORDER FROM YOUR JOBBER

A

RECORD FLASHER
REG·U·S·PAT·OFF·

SHOULD BE ON EVERY TALKING MACHINE



IT'S NECESSARY—VERY NECESSARY

The Windsor Phonograph

To meet the

Holiday Rush!

We are prepared to fill orders for immediate shipment for Christmas Delivery

made by

The Windsor Furniture Company,

CHICAGO, U.S.A.

Sold only through Dealers.

What the Talking Machine Has Done to Aid the Cause of Music in America

:: By G. W. Harris
From an article in N. Y. Evening Post

A comprehensive survey of just what the talking machine has done to aid the cause of music has been published in the New York Evening Post as compiled by G. W. Harris. He declared that the talking machine has done more than any other device or instrument ever invented to democratize music and adds that the United States would not have reached its present place as the musical center of the modern world for another century without the talking machine. Europe has its endowed opera houses and its subsidized orchestras, but the United States, without Government or State endowment or subsidy is supporting more musical organizations of all kinds and has more individual musical artists than ever before in history. The growth of the popular appreciation of music is evidence of a greater education along musical lines. Due to the fact that every home may now hear the best music by the world's best artists through the medium of the talking machine, it is evident that this instrument has been a most potent factor in this advancement. Mr. Harris asks some interesting questions and answers them as follows:

Do the distribution and sale of these records of performances by the foremost music makers of the time prove that the talking machine is helping to spread the appreciation of good music and a love for the best?

What kinds or classifications of records have the largest sale to-day throughout the country?

Has there been a relative increase in the demand for classical and high-grade records, as compared with cheap ragtime, jazz and the like in the last fifteen or twenty years, and in what ratio has this relative increase been noted?

What kinds of records are in greatest demand in the cities, in smaller towns, in rural communities? How does the distribution in cities and in rural places compare? Does the demand vary in different sections of the United States—as the East, the South, the Far West?

Without the Talking Machine This Nation Could Not Reach Its Present Place in Music for a Century

With the idea that detailed information of this kind would be both interesting and valuable, these questions were put to several of the leading makers of talking machines and records, and their answers show unmistakably that the talking machine is an instrumentality of inestimable value in the cultivation of public taste and the raising of higher standards in musical appreciation throughout the land.

Generally speaking, these manufacturers agreed that during the "natural life" of any popular record its sales far exceed those of the more stable types; but it is questionable, in the long run, if any seasonal record exceeds, in extended sales, certain records which have come to be accepted as standard, or "permanent," in the record repertoire of to-day.

The manufacturers agreed that there can be no question that the musical sensibilities of the whole world have advanced with the development of the talking machine. The obvious examples of this growth lie in a demand which does not diminish, but increases with time, for the better class of records. But there is other evidence of a much more subtle but a more potent kind.

It lies in the fact that the public at large demands even in its popular records a higher degree of musicianship than would satisfy it ten, even five, years ago. Its ear has grown in susceptibility, and modern music, even of the most "bread-and-butter" sort, involves definite artistic elements the old-fashioned bandmaster or the old-fashioned dance orchestra conductor never would have dreamed of.

Some time ago the leading manufacturers, in the interest of better music, began to rescore many of the older, popular compositions. They followed this by substituting for the ordinary piano accompaniment with songs of the popular type an accompaniment for the full orchestra, retaining all of the resources of instrumental tone color used by the great composers of the world. For the purpose of strengthening a voice, of keeping it true to pitch, of lending interest to the pauses between the stanzas of a song, enriching a composition generally, they

(*Continued on page* 19)

STODART
PHONOGRAPH
The sign of a quality phonograph
Standard equipment Plays all records
Five beautiful models in mahogany
We make our own cabinets, and have exceptional manufacturing facilities, so insuring maximum phonograph value for you.
In Case Design, Tone and Equipment, the Stodart demonstrates a Quality Standard
Dealers handling this artistic instrument, report constantly growing sales.
Make money and build prestige with the Stodart.
Send for new catalogue—just off the press—and full particulars of this proposition.

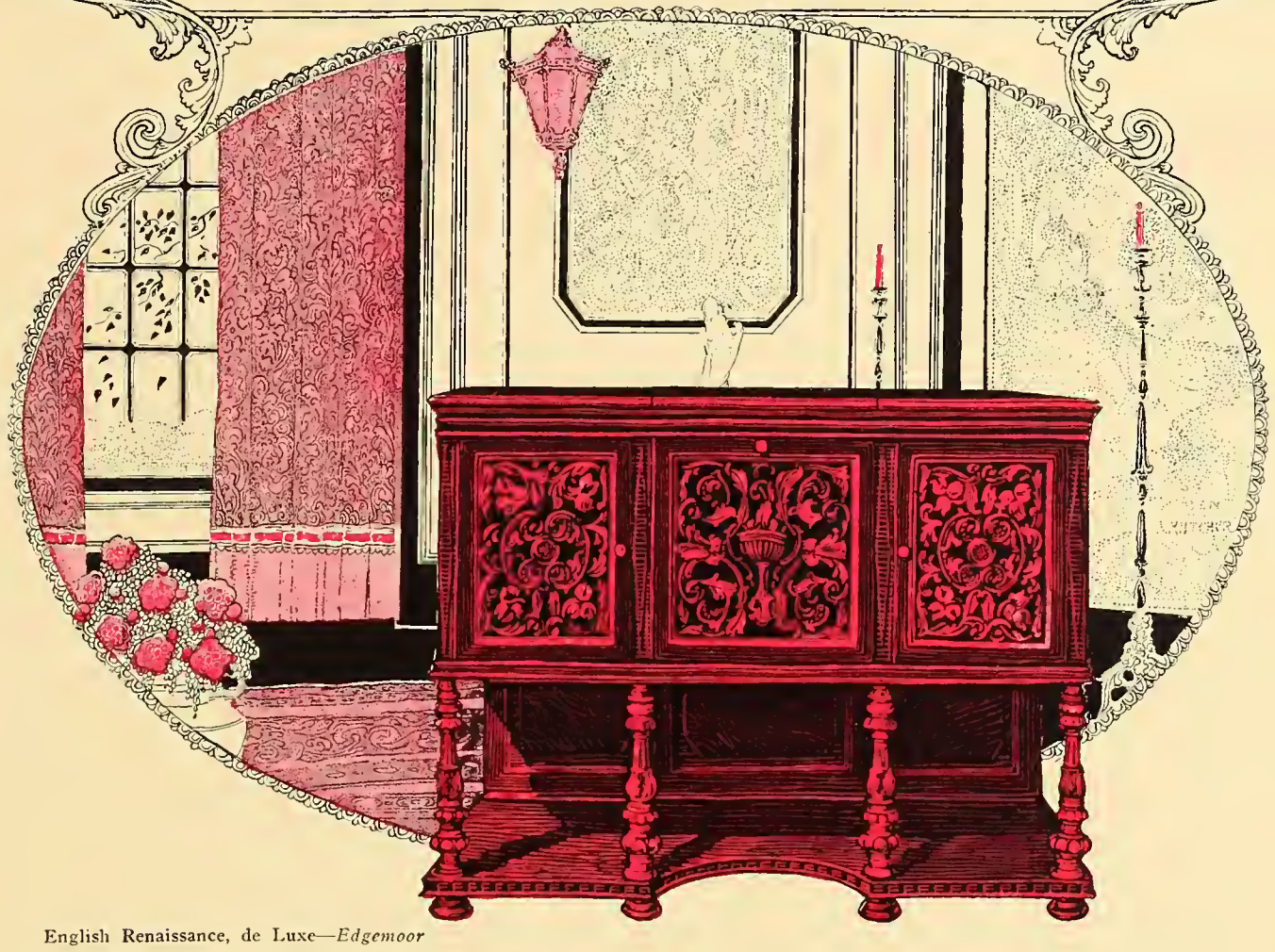
STYLE AA

STYLE D
STODART PHONOGRAPH CO., Inc.
"PHONOGRAPHS WITH A PEDIGREE"
Bush Terminal Sales Building
130-132 West 42nd Street NEW YORK

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



English Renaissance, de Luxe—*Edgemoor*

The Public Appreciates Period Styles

THE able manufacturer and merchant do not wait for customers to ask for goods that are not in stock and then hurriedly try to get something that will do. Far-sighted men anticipate public demand and cash in because they have the new things first.

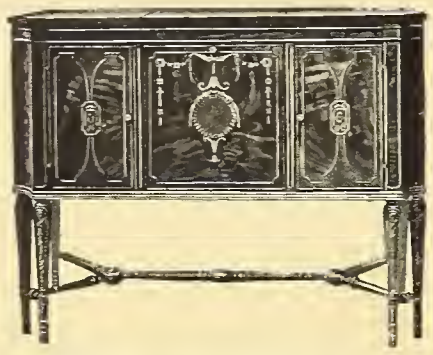
It is now clearly evident that in the future the preference of many buyers of quality phonographs will be more and more for the period designs. Dealers, even the smallest, are finding no difficulty in selling period Sonoras quickly, and it is well for *you* to recognize this trend of popular taste so that you can be ready to give your patrons what they want. On the following pages is pictured the magnificent and unrivaled Sonora line.

Gothic, de Luxe—*Normandy*

Sheraton, de Luxe—*Kenilworth*

Italian Renaissance Junior—*Luzerne*

Louis XV, Standard—*Lorraine*



Hepplewhite, de Luxe—*Traymore*

Louis XV, de Luxe—*Du Barry*

Duncan Phyfe, de Luxe—*Fulton*

Louis XVI, de Luxe—*Richelieu*

24 Wonderful Period Styles

A GLANCE at these pages will convince every phonograph dealer that Sonora presents a line of period models that is unapproached in beauty of appearance, that is unique in its unvarying excellence, and that is notable in the variety of styles offered for selection.

The workmanship of these instruments is of a decidedly superior character, the cabinets being the products of designers and artisans who are second to none in the world and who are equalled by few, if any.

Not only in attractive appearance but in important and exclusive features of construction Sonora is without an equal.

For fast, easy, profitable and more *cash* sales, you need the famous

THE INSTRUMENT OF QUALITY

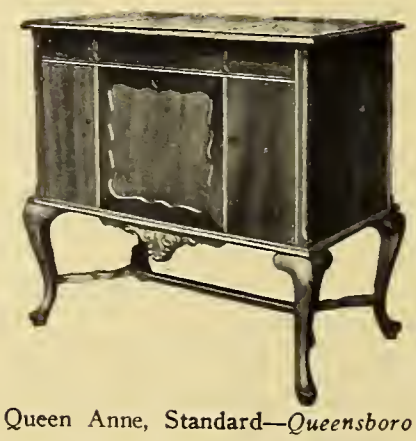
Sonora

CLEAR AS A BELL

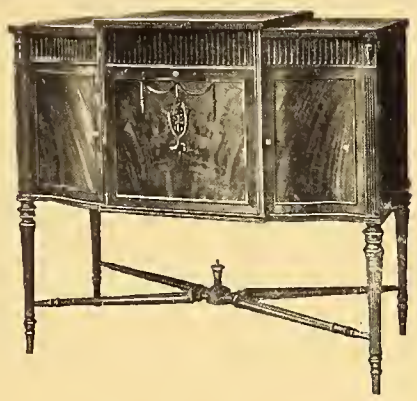
Jacobean, de Luxe—*Robespierre*

William and Mary, de Luxe—*Raleigh*

Jacobean Junior, de Luxe—*Lancaster*



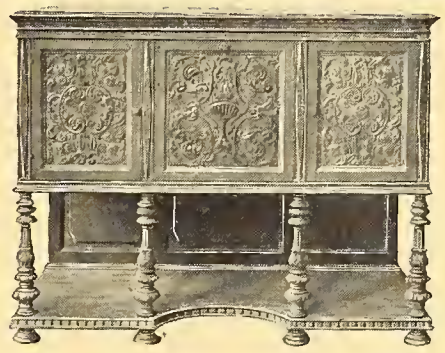
Queen Anne, Standard—*Queensboro*



Adam, de Luxe—*Westminster*

Gothic Junior, de Luxe—*Notre Dame*

Colonial, de Luxe—*Mt. Vernon*



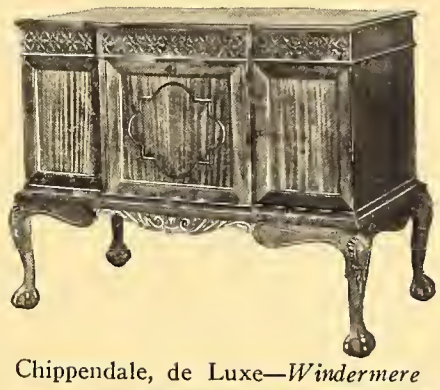
Italian Renaissance, de Luxe—*Milano*

Proof of Sonora's Supremacy

THE most important thing in a phonograph is its tone. Sonora welcomes comparison. Every Sonora has the superb, pure, rich, clear-as-a-bell tone which won highest score at the Panama Pacific Exposition and Sonora is invariably selected when heard in comparison.

Sonora's period styles are reproductions of the works of the great furniture creators of all time. They are *not* original creations, as he would be a bold man who today would proffer his designs as being better than those originated by such geniuses as Chippendale, Sheraton, Adam, Hepplewhite, and the other masters.

Not only by the connoisseur, but by those who are but slightly familiar with fine music and choice cabinetry, Sonora is recognized as being



Chippendale, de Luxe—*Windermere*

Hepplewhite, Standard—*Canterbury*

Louis XVI, Standard—*Royale*

Adam, Standard—*Hartford*

The Highest Class Talking Machine in the World

Italian Renaissance, Standard—*Verona*

Hepplewhite III—*Pembrook*

Hepplewhite Junior, de Luxe—*Islington*

English Renaissance, de Luxe—*Edgemoor*

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Only Phonograph Sold Without Offering "Easy" Payments As The Leading Attraction

Grand

SONORA is experiencing the greatest year in its history. Sonora production is still far behind demand, and there are millions of dollars of unfilled orders on our books. The public is taking Sonoras as fast as they can be made. Sonora's quality, however, is never lowered in order to "rush" production.

The Sonora owner enjoys the pride of possessing this superb phonograph, the instrument of *supreme* quality.

A Sonora agency becomes increasingly valuable each year. The Sonora, world famous, enjoys great popularity, sells quickly, and makes money for Sonora dealers.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of those who sell Sonoras are secure.

Our enlarged factories are now in operation and we can add new dealers. Write *now* regarding an agency.

Elite

Baby Grand

Minuet

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

Nocturne

Invincible

Trovatore

began to use the counter melody and the obbligato. These things are looked for in the popular record of to-day, and if they do not exist even the popular ear is unsatisfied.

By the simple process of "living with things" people grow to know and understand them. And by the simple process of living with the best musical records for a few years the people of America have been developing a musical understanding, a musical judgment, which has barely yet been dreamed of. It has been charged that the United States has not yet produced, among its composers, any world genius, but it is true that it has a host of good composers, many of whom are excellent musicians, and whose knowledge of music certainly is far above that of many of the accepted composers of other days.

Another thing is interesting. People are beginning to demand that popular and "old-time" songs be sung, to a greater degree than ever before, by the great recording artists. It only, of course, indicates the development of one set of susceptibilities. But that the other set is growing in equal measure is evidenced by the requests, almost as numerous, for compositions of the better type—not only by singers, but by symphony orchestras and even the string quartet.

One leading maker of records answered the questions propounded thus, categorically:

"We classify popular songs and dances for immediate sale to the public, while heart songs and standard ballads have steady sale. The former records sell quickly and in large quantities; the latter slowly, but steadily. One class is more or less ephemeral in value, the other class lasting.

"To your second question, relative to the increase in the demand for classical and high-grade records, as compared with ragtime, jazz, etc., in the last fifteen or twenty years, we would say that there had been an increase for the better sort, though it is relatively small; the ratio we cannot accurately determine.

"Regarding the kinds of records in demand in cities versus small towns, jazz and instrumental pieces have a decided lead in cities, while smaller towns and rural communities seem to prefer the sacred selections and ballads. For instance, Stephen Foster's songs are steady sellers in the country regions.

"It is difficult for us to allocate a distinct type of music to a certain section of the country. 'Blues' have a relatively larger sale in the South, but, aside from this, distribution is about equal in the various sections of the country."

So, also, some said that they had been unable to discover any distinct regional demand for records; that city and country alike require to-day a definite quota from each class, and that it is surprising how, far from the great musical centers, compositions of the latest obvious type are called for. In many instances it is easy to infer for the individual in some remote section as high a degree of musical culture as that to be found in the cities.

"Distribution in other parts of the country may be generalized by saying that between the satisfactory demand for the 'populars' and the call for 'standards,' 'sacreds,' and 'classicals' the distance is not as great.

Then, naturally, in such a cosmopolitan country as this talking machine record makers have to meet the needs of the large foreign-speaking population. These good people are large consumers and the demand is divided among the different nationals, each national demanding its native music—French, French-Canadian, Italian, Jewish, Polish, Hungarian, Russian, and so on. The foreign type of record, containing, as it does, the music from the various homelands, will be found on sale even in the smallest hamlet of Italians or Poles or other nationals.

As for the future, the record has its full life ahead. The day is coming when these records will be obtainable as readily as general articles of merchandise, and as distribution is perfected every dealer will sell in greater quantities. This will be but the sequence of the tremendous distribution of the talking machine itself during the past five or six years. This consumption, or, rather, the installing of these instruments in the homes of the people must be reflected in multiplied record sales.

EVANSVILLE STORE ENLARGES

Three new demonstration booths have been installed in the music department of the Bandy Furniture Co. in Evansville, Ind. The trade in the talking machine section has grown so rapidly that the equipment had to be materially enlarged. This change necessitated altering the store front, but the improvements justify the expense.

FRIGHTENED BY OWN RECORD

Hulda Lashanska Calls Listening to Her First Record Most Exciting Moment of Her Life—Thing Seemed Uncanny, She Remarked

MILWAUKEE, WIS., December 7.—When Hulda Lashanska, noted soprano and Columbia artist, heard her first record she had much the same feeling as a person seeing a ghost. Her friends chaff her about the glazed look that came over her face when the sounds of her own voice came from the instrument.

"Listening to my first record was the most exciting moment in my musical experience up to date," the pretty young singer said, telling of her experience recently.

"I can't describe the queer sensation it gave me; I had the strange impression that somehow there were two Lashanskas—that someone had taken a part of me and was using my voice. I sat on the edge of a chair, all eyes and ears, as if I had never seen a graphophone before in my life. The thing actually scared me. It made me uncomfortable and spooky, just the way people probably feel at a spiritualistic seance. If my double had suddenly risen up out of the machine in thin, vaporous, quivering shape I know it would not have astonished me at all, for I was simply hypnotized and a million miles away from the recording laboratory. I kept saying to myself, 'Did I really do that? Is it really I?'"

Mme. Lashanska is known and loved not only for her beauty and talent, but for her unbounded charity.

During the war she not only devoted much of her time to singing in the hospitals and encampments, but gave no less than $14,000 worth of concerts to the Red Cross and other charitable organizations, and sold $4,000,000 worth of Liberty bonds through the medium of her voice.

All Mme. Lashanska's training has been in America, although she lived in Paris for a short time in order to perfect herself in French, which she now speaks like a native. Her diction in this tongue, as well as in other languages, is remarkable and has been commented upon.

Mme. Lashanska was heard in person in Milwaukee on December 6, when she appeared at one of the Athenaeum morning musicales.

According to a dispatch from Christiania, imports into Norway of articles of "luxury," such as motor cars, motor cycles, pearls, diamonds, laces, paintings, pianos and talking machines, are forbidden by the Government.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES
(Trade Mark)

Have we solved the above problem correctly?

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

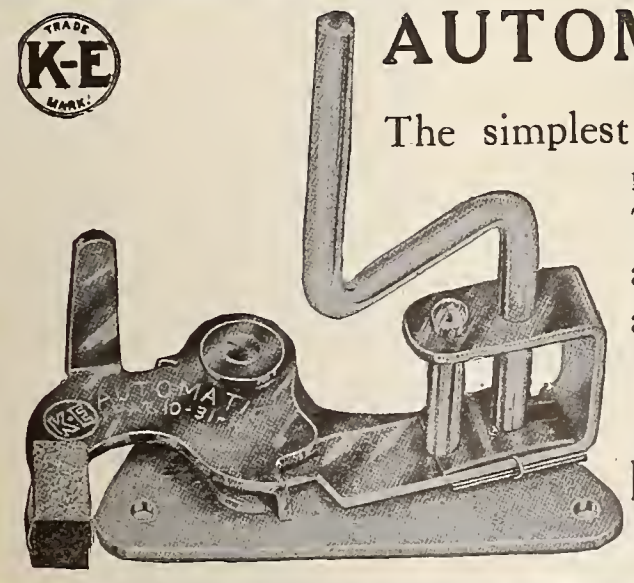
PARKS & PARKS, Inc. **TROY, N. Y.**

New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226½ Peachtree St., Atlanta, Ga.

K-E TRADE MARK

AUTOMATIC STOPS

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



Send 50 cents for Sample Stop

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

Henry Ford Says:

"The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all concerned it is time a real practical effort was made to bring the business of the country and the life of the country down to pre-war standards."

We Agree With Mr. Ford, but Desire to Add

that we religiously maintained a fixed price all during the war that undersold the market and gave the trade

An Exceptionally Good Product in

Prima-Donna

"The Instrument Inspired"

WHEN VALUE AND PRICE ARE CONSIDERED IT SELLS ITSELF

From a standpoint of value—before the war—during the war and even today—PRIMA DONNA STILL REMAINS the best phonograph value at the price on the market. The reason for this is the manufacturers of Prima Donna saw further than their competitors and put the standard high and the prices right before the war and thus set a policy that has withstood throughout the price-changing period, and it stands today as the most substantial value on the market.

Bungalow Model $95.

Can You Beat This?

Prima Donna truly is the instrument inspired, for it is all one could ask for in construction, tone and fine craftsmanship.

Its tone value is enhanced by the scientifically constructed all wood amplifier.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish.

In short Prima Donna is constructed as well as any machine on the market and very much better than a great many.

Can You Do Without This?

As an up-to-date dealer you must realize the importance of co-operation between manufacturer and dealer in present-day selling methods. This every Prima Donna dealer is assured, as our special local advertising and unique window slides have proven a wonderful sales booster. We not only expect to sell to you *but help you sell the consumer,* as our profit is so small we MUST have re-orders, and the only way to get them is to help you move the goods.

Parlor Grand $225

Will You, Mr. Dealer, Show Enough Interest and Sound Business Judgment to Ask for a Catalog?

The only Phonograph unreservedly guaranteed for one year.

Our output from three big factories guarantees you immediate deliveries.

SIX MODELS

Bungalow....$ 95	Astoria.....$160
Stratford.....115	Majestic.....200
Blackstone....135	Parlor Grand.225

WE PAY THE WAR TAX

Guarantee Immediate Delivery—F. O. B. New York

If you are a good buyer and a buyer of good phonographs and want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with the factory standing behind its product and behind the dealer, write for our Catalog and selling proposition today. Yes, we give exclusive territory if available.

Blackstone Model $135.

Frederick P. Altschul

PRIMA DONNA

Distributor

112 WEST 23rd STREET NEW YORK

Various Methods of Increasing Talking Machine Sales Interestingly Described

By Wm. Bliss Stoddard

The merchants of Wichita, Kan., recently cooperated in staging a Suburban Day, with many special reductions, and the added incentive of a refund of fare when the purchases reached a certain stipulated amount. Of course a great deal of individual advertising was done, and publicity that attracted considerable attention was gotten out by The Melody Shop—whose windows featured the purchase of a Victrola on the club plan. Several days before the sale all the suburban patrons and many of the city friends received through the mail large manila envelopes containing cards gotten out in the form of the familiar school report card, which read:

PUBLIC OPINION SCHOOL
Report of THE MELODY SHOP—First Grade

Branches	Grade
Stocks	Complete
Styles	Latest
Quality	Highest
Prices	Fairest
Service	Perfect
Advertising	Truthful
Deportment	Courteous
Days Absent	Always on the Job
Times Tardy	Never Behind Time

This is to certify that THE MELODY SHOP has been promoted to the most popular class among the Wichita stores.

CRITICAL SHOPPER, Teacher.

Of course you are going to take advantage of SUBURBAN DAY.

Be sure to investigate our Club plan of purchase of talking machines and records. Full information on the other side.

On the reverse side of the card were stated the initial payment and the rate of monthly payments, which were divided into several classes to meet the requirements of different customers.

And Now Comes the Blue Bird

The Eastern Outfitting Co., Los Angeles, Cal., has recently given considerable publicity to a well-known line of talking machines. The best bit of advertising was its show window. It was lined with white crepe paper upon which blue birds were appliqued, while a flock of them was pasted on the glass, the line extending in the form of a bow, so as not to interfere with the view of the contents of the window. The floor was covered with green felt and on it were placed several phonographs. In the center was a small yard enclosed with wire netting, in which was a small house covered with blue paper. Strutting about the yard was a rooster dyed a brilliant blue. A white card, bordered with blue, advised "The Blue Bird Is the King of Them All." A little folder that they sent out about the same time was sealed with a little sticker in the form of a blue bird. On opening the attractively printed folder it read:

THERE'S HAPPINESS FOR YOU IN A BLUE BIRD

There is nothing like music to transform a "house" into a "home." There is nothing like the magic of a phonograph to bring happiness and harmony into the family circle. The Blue Bird phonograph is a handsome, well-made machine that plays all records. We have them in mahogany, fumed oak and walnut—priced from $115 up.

We carry a full line of foreign and domestic records.

EASTERN OUTFITTING CO.

Choosing One's Advertising Medium

This is the season when the advertising managers of the larger stores and the proprietors of the smaller stores are planning their advertising appropriations for 1921. How to choose the most popular ones is sometimes a difficult problem. Many would have this solved for them, and at the same time do a largely increased business in the slack period that follows the holidays if they would adopt the plan of Witherill's, Syracuse, N. Y. This store recently held a coupon sale. They took a half page for the purpose, the greater part of which consisted of little squares in which certain records were quoted at reduced rates, while in the center was the cut of a phonograph, which was offered for "Nothing down, and $5 a month, if this slip is presented before November 15." In each square was inserted the name of the paper in which the ad appeared. A large card posted in the window explained the purpose of the coupon sale:

In every home there is usually one favorite newspaper, the one upon which the housewife depends for her daily store news. We want to know which is your favorite. Our

COUPON SALE

has proven a most successful method of finding out. When we receive the coupons they are all carefully counted out and credited to the newspaper from which they are clipped. Thus we are able to determine which is the best, the second best and the third best, and we distribute our advertising accordingly. So you see how valuable this information is to us, and why we are willing to offer very extraordinary inducements for you to bring the coupons here during the sale.

To secure the merchandise advertised it was necessary for the intending purchaser to bring the square clipped from the paper in which it was seen. The same ad appeared in the three daily papers, so that each had the same chance. It was up to the public to decide. The readers were impressed with the fact that they were helping to decide the policy of the store, and many who would not otherwise have come decided to have a look, at least, at the bargains offered, and in this way assisted in creating business during the month.

Keeping the Payments Coming Regularly

Since a great number of talking machines are sold on the time payment plan many dealers have found it difficult to secure regular payments. One of the dealers of San Diego, Cal., has overcome this by keeping a card list of all such customers, with the dates on which payments are due. Each day the stenographer goes through the card list, and about a week before time for the monthly payment a short note is sent to the customer, asking him to come to the store to hear the new records, a list of which is enclosed. The letter concludes with "Inasmuch as the next payment on your talking machine is due January 9, I shall be glad to have several of these records set aside for your entertainment when you visit us to pay your account." In this way the customer is delicately reminded of his obligation, and yet in such a way that those who come to pay frequently remain to buy some new records.

DROOP & SONS CO. 63 YEARS OLD

Well-known Victor Wholesalers in Washington, D. C., Started Business in 1857

WASHINGTON, D. C., December 1.—E. F. Droop & Sons Co., the prominent Victor wholesalers and piano dealers of this city, recently celebrated the sixty-third anniversary of the establishment of the business, which was founded by Edward F. Droop, father of the present heads of the company, on November 17, 1857. There were no special ceremonies to mark the occasion, the fact being made public through the medium of some attractive advertisements.

DEATH OF LOUIS POULAIN

Louis Poulain, for more than sixteen years an Edison dealer in Clarion, Pa., passed away on October 29, following a short illness. He entered the Edison retail business back in 1904, when he became a dealer in Edison cylinder phonographs and records, later taking on the disc, upon its introduction, and was active in the phonograph business until a few days prior to his death.

Father Knickerbocker says—

$1 a Day

Will Bring Good Business Your Way

By Using

The Binger Window Display

Write for Particulars

A Merry Christmas and a Prosperous New Year's Business to the Victor Trade

KNICKERBOCKER TALKING MACHINE CO.

Metropolitan Victor Wholesalers

138 West 124th Street New York

Gennett
RECORDS
"The difference is in the tone"

Truth

The charm of the Gennett record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett. Your phonograph, if it is a good one, will *reanimate* the Gennett Record perfectly and give you an entirely new musical experience. Hearing is believing.

Make the test by hearing some of the new Gennett Records. One of the most popular is the new Gennett No. 4644, an 85-cent double-face record which gives you the privilege of listening to Mann and Shaw sing, "Like We Used To Be" as well as Hart's pure tenor solo, "Old Pal."

Any Starr dealer will gladly play for you without any obligation.

Gennetts better all phonographs—but are best Starr-played

THE STARR PIANO COMPANY, Richmond, Indiana

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

Tandy Mackenzie, new *exclusive* Columbia tenor, sings that beautiful love song, "Old Fashioned Garden." Stock up with this record for new fashioned receipts. Columbia 79410.

Columbia Graphophone Co.
NEW YORK

ORCHESTRAL INSTRUMENTS BY SIGHT, SOUND AND STORY

Plan of Musical Instrument Study Evolved by the Victor Co. That Is Meeting With Nation-Wide Success—Big Educational Factor Along Musical Lines in the Schools

The formation of orchestras in nearly every high school and grammar school throughout the country is becoming one of the most important divisions of public school music. The large symphony orchestras of America are enlarging their scope by making a direct appeal to children by children's concerts with explanatory talks on the orchestra and especially selected music and through the music memory contests.

Such movements are stimulating a very real desire to know the orchestra, to hear its story and to understand its composition. The logical place to impart this widely sought knowledge is in the schools. Ever ready to serve the schools, the Victor Co. has issued a plan of instrument study known as "The Instruments of the Orchestra by Sight, Sound and Story," which for the first time in the history of music offers a complete presentation of the instruments of the orchestra in this threefold manner. The complete series embraces a set of eighteen charts (fourteen inches by twenty-two inches), showing each instrument in microscopic detail in its natural color; two special Victor records (Nos. 35670 and 35671), which give the exact reproduction of the individual tone color of each instrument of the orchestra singly, then in family groups and in full ensemble, each presented by an excerpt from some well-known classic and an accompanying booklet, which gives a full description of each instrument, its origin, history, development and uses by various composers.

Specimen Chart and Page in Miniature From the Victor Set of Eighteen Charts for Teaching Music in the Schools

Orchestra of the High School, Oakland, Cal.

Before the Victor charts, records and booklets were published there was no way by which the thousands of boys and girls interested in orchestral music might hear all the instruments properly played, singly and in ensemble, and at the same time see how each one looked. The playing position of each instrument and the seating plan of an entire orchestra, giving the numbers of each instrument used and comparative value, are of great usefulness.

The Victor Co. has prepared this work of orchestral study at the insistent demand of school people all over the country for many years and now that it is available it is meeting with a wide and enthusiastic reception and has been productive of immeasurable good.

WEHRLEY MUSIC CO. ENTERTAINS

Interesting Demonstrations of Use of Grafonola in Kindergarten Work Given Before Teachers of Monroe County—Many Musical Features

STROUDSBURG, PA., December 7.—The Wehrley Music Co., North Seventh street, was host to the teachers of the Monroe County Institute at the Stroud Theatre Academy recently when they were given a musical treat and had the opportunity of seeing a demonstration of the introduction of music in school work. A buffet luncheon was served and greatly enjoyed.

Although the rainy weather kept many teachers away, there were very many of them present and all were delighted with the high quality of the program. One feature had to be omitted. That was a practical demonstration of the Columbia Grafonola and records using kindergarten children from the Model School, with Miss Lindstrom as the leader.

Evidence of sincerity in your line of argument awakens interest, while a four-flushing chatter arouses suspicion. Lack of candidness on your part may "hook" an order now and then, but it never permanently "lands" a customer.

PHONOGRAPH RECORD LABELS

That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.

There's always a more comfortable feeling if a big house is producing the phonograph offered for sale. Rishell has 55 years of solid business success behind it—certainty of quality, delivery, liberality of treatment, price maintenance, evenness of discount, ample trade help—and continuous support before the public.

No. 25
Period console type in rich mahogany or English brown mahogany.
Plays all records without attachments.

Quality Counts

Jobbers who are looking far ahead into the future should be keenly interested in the most unusual business proposition offered in connection with the distribution of Rishell Phonographs. The Rishell franchise is the most desirable and profitable opening for the jobber today, because Rishell is the one phonograph of non-competitive quality, which assures permanence of dealer contracts; satisfaction in the individual sale; constant growth through the approval of the owner.

Send TODAY for particulars of jobber contract

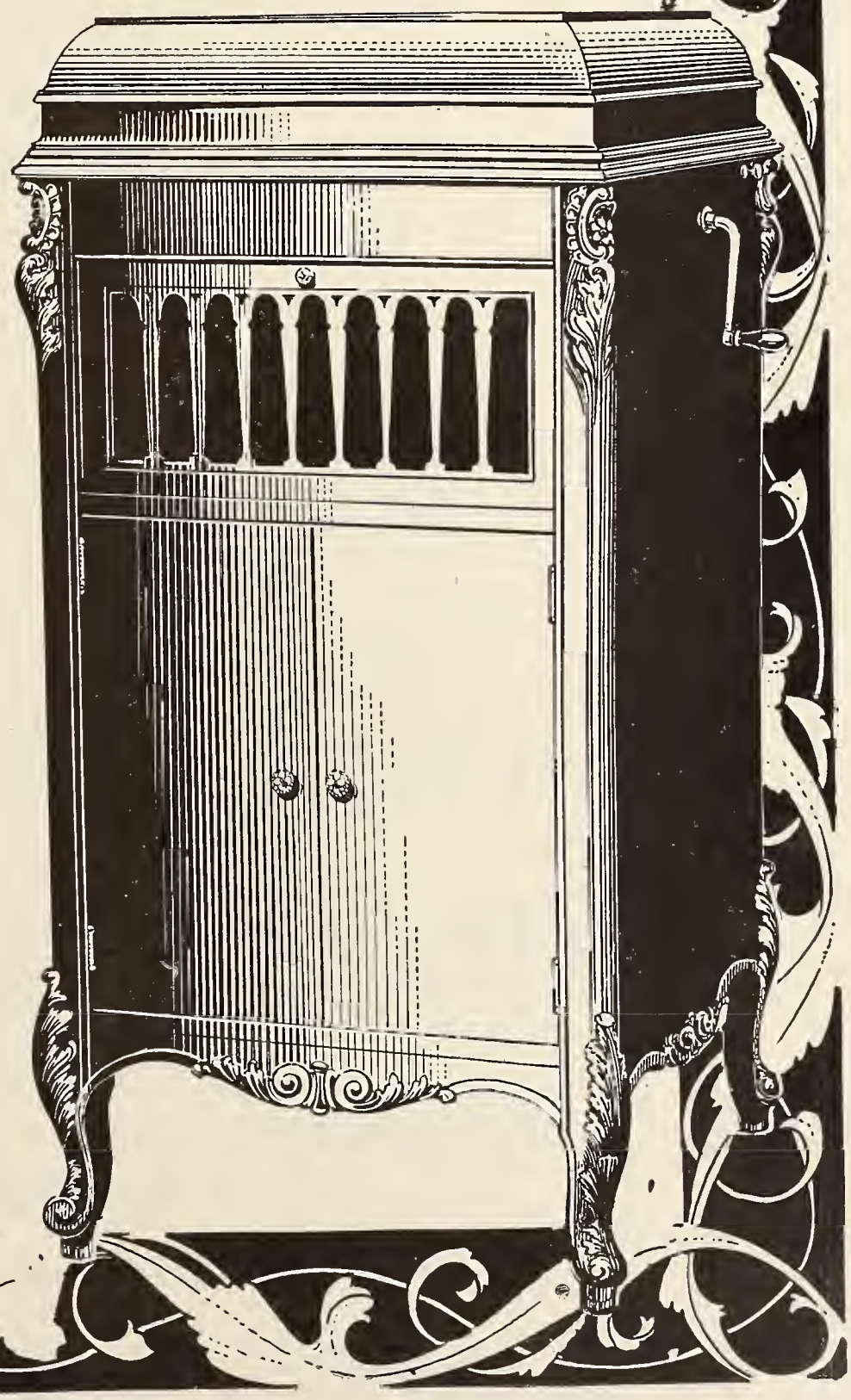
Rishell Phonograph Company :: Williamsport, Pa.

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

Rishell

THE MIRROR OF TONE

The prevailing conditions of the *buyer's market* are familiar to every business man. The public has definitely turned away from *cheapness*, although it is demanding low prices. Big manufacturing facilities, big stocks of materials, big assets, make it possible to produce in Rishell Phonographs the perfection of tone and inimitable cabinet work at prices that compete with mediocre "machines," and yet yield the most satisfying profit to jobber and retailer.



Write TODAY for details of a contract that will put you in command of your market

Rishell Phonograph Company
Williamsport, Pa.

New York Distributor:
GRAND TALKING MACHINE CO.
268-270 Flatbush Ave. Extension, Brooklyn

Why Every Dealer Should Keep His Establishment Well Stocked With High Class Records

From time to time in The World we have emphasized the importance of dealers handling a record stock that would be most complete in every detail—a stock not confined merely to the popular hits of the day, but which would include all the standard numbers which form the real backbone of any record library, and which appeal to those of distinct musical inclinations.

While it is not hard to believe that there are dealers who are sometimes indifferent to the importance of handling records of the so-called classic numbers, it is impossible to conceive of the existence of any shop in the metropolis which could invite the complaint of a writer in the New York Globe, who presents his troubles under the name of Pendragon, and tells of his discouragement in getting the records he desires in the following graphic story:

"Jazz music has only one mood—a mood of sardonic hilarity; and its appeal is to the satyr that lurks—and why not?—in every breast. Nearly all of us like it occasionally, but for a steady diet it is something too coarse and direct. It wasn't jazz music I had in mind when I took my way to a music shop and bought a talking machine the other day, but certain well-known orchestral records that had pleased me several years ago—notably the andante of Beethoven's Fifth Symphony, the nocturne and intermezzo from "A Midsummer Night's Dream," and a well-known elegie as sung by Caruso.

"I bought the machine first, and asked to have it sent as soon as possible, for I haven't a piano, and my soul—admitting I have one—was thirsty for music. Then I lingered over lunch with a catalog of records, slowly compiling a list of the numbers that appealed to me, and having an extraordinarily good time in anticipation. Even though I can't have an orchestra of my own, I mused, as I walked back to the store, all these riches are to be mine whenever I have the energy to wind the contraption up and adjust the fibre needle.

"The girl looked at my list doubtfully and made a pilgrimage through the record stocks. She returned looking a bit weary. "We have only one of these," she reported. "The Irish tune from County Derry is the only one we have." If I were the kind of person who would let his mouth fall open in surprise I should have done it then. "But what use is the instrument to me if you haven't any of the music I want?" I asked. She was kind and tactful. She was sorry. But she couldn't help it. They were out of the pieces I wanted. Perhaps I'd like to sit here and make another selection? Somewhat dazed I took a seat and pored over the complete catalog.

"Whenever I came across something it seemed to me I might like I asked for it. All around me, from ten thousand little cubicles, came the noises of jazz, mingling like a sound of many ripsaws with an overpowering number of tin cans descending a staircase. "Tiddle-De-Winks" and "Gems From Irene" tripped over "Love

Standard Numbers Form the Real Backbone of Every Record Library. They Appeal to the Musically Elect

Nest" and the "Hy'n Dri" fox-trots—tripped and fell prostrate with a hideous confusion of tympani. Gathering my courage with an effort I mentioned the Tannhäuser overture. No, they didn't have it. The attendants were palpably a little irritated by my choice. Wasn't there something else? A catalog of the new August numbers was thrust into my hands. They had all of these, they said. I knew they had, for I could hear them all going at once. "Blue Diamonds" cut across "A Young Man's Fancy" with a great shriek of automobile accessories, and "All the Quakers Are Shakers" kept up a wild demon's dance with "Harem Life," "Dardanella," and the "Fluffy Ruffles" one-step.

"'Yaddie Kaddie Kiddie Kaddy Koo' and "That Hula Hula" assaulted my ears from opposite directions just as I was hopefully bringing up the subject of the Peer Gynt Suite. Surely here was an old stand-by. It was old, sure enough, but no stand-by. They were out of the Pryor's Band version, out of the Victor concert version, out of the Vessella rendering. "There's not much call for these, you see," the girl said, smiling openly. "Sometimes we can't get them for as much as a year at a time." I knew then that I was an anachronism.

"Why didn't I want what everybody else wanted? Why should I come around bothering them with requests for tunes of a bygone date and fashion? The din redoubled about me. "And He'd Say Oo-la-la" accompanied "Ching-a-Ling's Jazz Bazaar" in murderous concatenation. I felt queer and more than a little mad. It was time to give up. I left. I had lost my desire for music. Visiting a sausage factory doesn't whet one's appetite for dinner. What I shall do with that talking machine now, I don't know."

Now for the moral of the story. Admitting that it is hardly probable that any store would be so lacking in records as the one described by our friend, it is nevertheless true that a record stock should be well balanced and not confined to popular records alone. The truth that the standard selections are the backbone of the record trade has been attested many times by leaders in the industry. For the dealer to confine his sales to the popular "hits" of the day and neglect the classical records is not the better part of wisdom. In doing this he is losing sight of the future and is enjoying the false glitter of fool's gold.

Then there is the customer to be considered. It is only the old, old story which is ever present—a satisfied customer is a dealer's best asset, and it takes a hundred good acts to wipe out the ill feeling brought about by one inconsiderate act or one example of poor service. To be forced to tell a customer that you have none, or only a very few, of the records he desires is to lose his trade for all time, for it is an evidence of the dealer's inefficiency. So remember, when you are looking over your record stocks the story of your friend Pendragon—remember and see to it that you are not the one to be included in the list of careless dealers. If the shoe fits, put it on.

Good-will, like a good name, is won by many actions, and can be lost by one.

THREE BIG HITS

You Can Always Depend On

THE DE LUXE STYLUS

(The Best Semi-Permanent Needle Made)

TO MAKE THREE BIG HITS

1—Perfect Reproduction of Tone 2—No Apparent Wear on Records

3—Plays 100-200 Records

Full Tone

Medium Tone

The De Luxe is always glad to speak for itself—Send for samples—
Order thru your jobber or direct from us

DUO TONE COMPANY, *Inc.*

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Three for 30 cents

Liberal Discounts

LAMPAGRAPH

Gives Light and Music

For Tone and Volume This Instrument Is Unsurpassed
Electrically Lighted and Operated
Plays All Records

Jobbing territory now being allotted

WRITE FOR LITERATURE

Lampagraph Company Rialto Theatre Building **St. Louis, Mo.**

CHICAGO OFFICE: 320 Republic Building

NEWS OF THE TRADE IN TOLEDO

Toledo T. M. Co. Buys Three-story Building on St. Clair Street—Business Outlook Is Brighter—Victor Business Generally Good

TOLEDO, O., Dec. 4.—The Toledo Talking Machine Co. has purchased a three-story brick building at 121 St. Clair street, this city, and when alterations are completed will occupy the entire building. The manager of the Toledo Talking Machine Co., Chas. H. Womeldorff, says that with the rapid growth of business and Victor production on the increase his company was compelled to seek larger quarters at once and not wait for the expiration of the lease on its present quarters. Modern equipment will be installed in the new building, so that Victor products can be speedily and economically handled. A model shop and all advanced ideas pertaining to the business will occupy a prominent place in the new building.

Toledo has, it is believed here, passed through its worst season of business depression. Merchants report good sales in the leading makes of talking machines and records, but a considerable let-up in the sale of the lesser known makes of machines.

Mr. Pete, of the Lion Store, reports that his sales are ahead of the same time last year. The Lion Store is exclusively Victor.

Mr. Elwell, of Grinnell Bros., Victor dealers, is very well pleased with business and expects a big increase over last year.

The J. W. Greene Co., which handles the Victor and several other lines of machines and records, reports business good.

The People's Outfitting Co., Victor dealer, is meeting with good success with the Christmas Club plan.

The Cable Piano Co. will soon move into temporary quarters, where it will remain until it can get possession of the new Summit street store. Mr. Maag, of the talking machine department, states that he will install up-to-date modern equipment in the new store. He also reports business as good.

The La Salle & Koch Co., Victor and Columbia dealers, are having a good active trade and will go into the holiday season short of stock.

Mr. Frame, of the Talking Machine Shop, expects to experience the customary holiday shortage of Victor goods. The Talking Machine Shop is an exclusive Victor dealer.

Mrs. Sheridan, of the Wm. B. Duck Co., exclusive Victor dealers, reports machine and record business as good.

The following were recent callers at the Toledo Talking Machine Co.: T. A. Davies, of the Wm. Taylor, Son & Co., Cleveland; C. H. Bennett, of the Eclipse Musical Co., Cleveland; E. O. Little, of Auburn, Ind.; C. Wagonlander, of Sylvania, O.; Ed. M. Pratt, of Delta, O.; W. D. Rowlands, of Lima, O., and M. D. Brown, of Clyde, O.

NOW THE SYMPHOLA CO.

Was Formerly the Irish Zono Supply Co., of Belfast—New Quarters Now Occupied

The Irish Zono Supply Co., of Belfast, Ireland, is now doing business under the name of the Symphola Co. and is located at 11a York street. The proprietors of this company, which manufactures and imports talking machines and all kinds of musical instruments, are A. M. and W. H. Smyth. For some time the plant has been undergoing a reorganization and extension. Now, with all alterations completed, the Symphola Co. has opened in larger quarters, which makes it possible to take care of the increased trade with greater ease.

Writing to The Talking Machine World, W. H. Smyth says that conditions in the trade in Ireland just at this time are very unsettled, but he looks for a quieting down in a short time, and then the talking machine industry will reap a great harvest. Incidentally, he adds that he has found The World "to be a veritable gold mine of information and usefulness."

ATTRACTIVE CRAYCRAFT DISPLAY

Craycraft Co.'s Booth of Artistic Arrangement Wins Attention at Meeting of Stock Breeders' Association Recently Held in Noblesville

This attractive display of the Craycraft Dry Goods Co., Victor dealer in Noblesville, Ind., is a splendid example of the work being accomplished by the field representatives of the Stewart Talking Machine Co., exclusive Victor jobbers at Indianapolis, Ind.

Craycraft Co.'s Artistic Display

An active campaign was started by the Stewart Co. towards getting its dealers to realize the importance of attractive window displays and the neat appearance of their stores in general. This photograph, as explained by the Craycraft Co., was one it was able to place at the meeting of the Stock Breeders' Association, which was held in Noblesville.

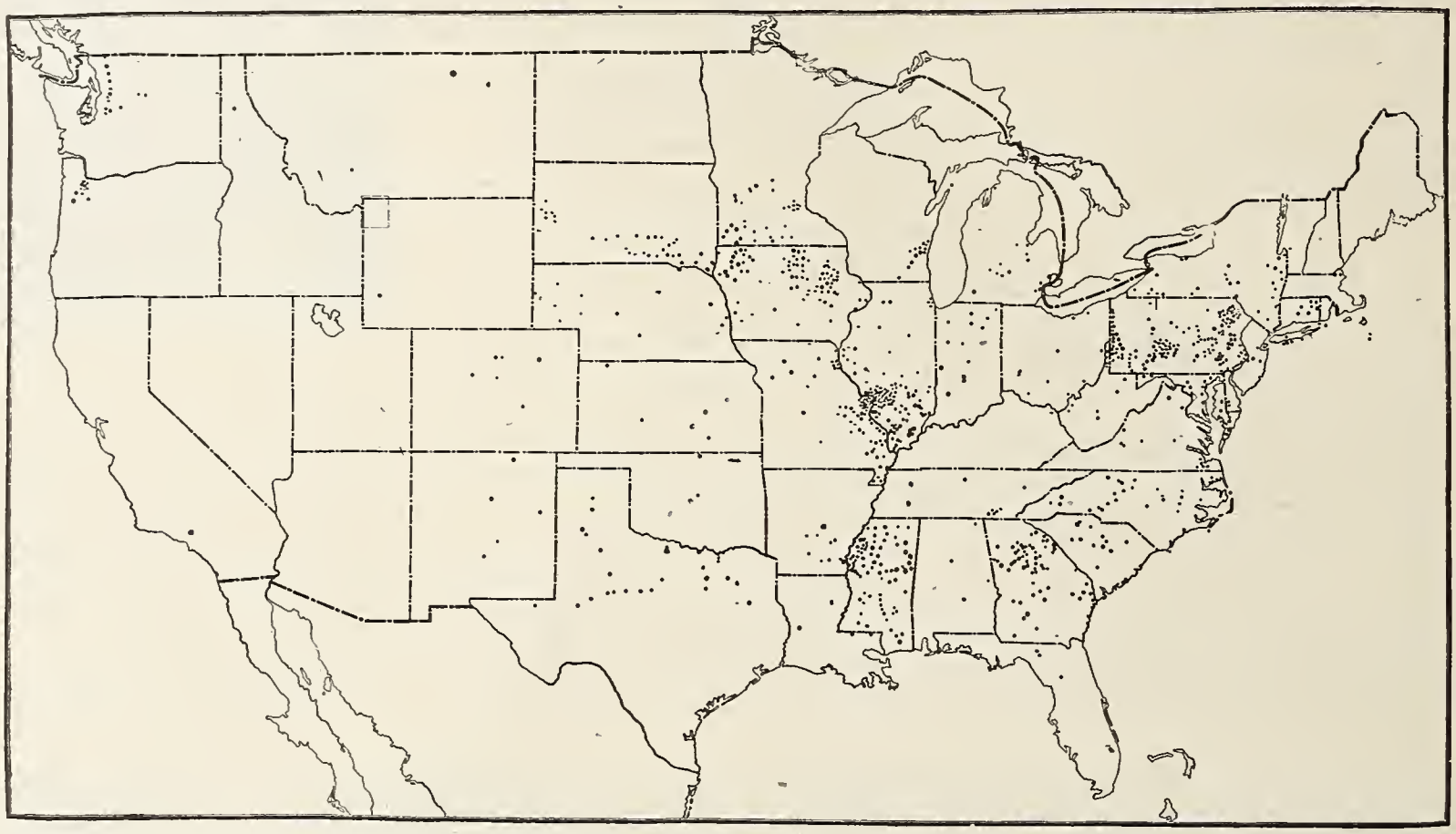
A man who can see a doughnut is an optimist; a pessimist can see only the hole.

THE NEW MODEL E
GARFORD PHONOGRAPH
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO

The SERENADO
TRADE MARK
SERENADO MFG. CO.
CEDAR RAPIDS, IOWA

ORGANIZATIONS ARE BUILT ON SERVICE



THE PROOF OF SERVICE IS AN ORGANIZATION

There is a dealer under contract for the sale of The Serenado at each point shown on the map.

Some of those dealers are large, some of them are operating in a small way but each and every one of them contracted with us because The Serenado was recognized as standard and of high quality and our effective co-operation and the low prices made possible by our merchandising methods were desired.

They are continuing with us for the same reasons.

As states are opened the better class of dealers are taking on the line—isn't that a guarantee of service rendered?

SERENADO MFG. CO.
CEDAR RAPIDS, IOWA

All **the World's Artists play and sing their best**
for the Audience of *The Serenädo*

NEW HEADQUARTERS OF JONES MUSIC CO. DEDICATED

Progressive Concern in Washington, Pa., Recently Celebrated Opening of New Store With Three-day Program—Modern Equipment and Furnishings Throughout—Comprehensive Line Carried

WASHINGTON, PA., December 1.—The new quarters of the G. W. P. Jones Music Co., established in 1900, are now located at 56 North Main street, in a handsome three-story brick structure that has no peer in any locality, outside of some of the large metropolitan centers, for its modern arrangements and up-to-date surroundings.

In a word, it is a real music shop. It is at the same time the delight of the music lover and the pleasure of those who serve the many patrons of the Jones Co. It is estimated that fully $100,000 was spent in the various improvements and the store is most handsomely fitted up.

The formal opening of the new store was celebrated in October. It is estimated that fully 30,000 persons passed through the store during the three days. The first day was called Dedication Day, when the Globe Orchestra, assisted by Glenn M. Carson, basso, entertained a large audience in the piano salons on the second floor. In the afternoon the Current Events Club had charge and the program was most fitting. The Steinway piano was used. In the evening at 7 o'clock Vaught's Orchestra furnished the music, with Miss Charlotte DeVore, soprano, as the singer. At 8.15 p. m. the Harmonic Choir was the attraction, with J. Blaine Salzer as conductor, Miss Irene Jones, accompanist, and Miss Mildred McKahan as violiniste.

Thursday was Student Day, Thursday night Artistes' Night, and Friday Society Day. The musical programs were in keeping with the days and attracted large and enthusiastic audiences.

The exterior of the building is painted in a beautiful colonial yellow trimmed in white. The display windows and entrance are most attractive. The visitor is struck by the elegant taste and beauty of the interior finish and decorations. The walls are laid off in panels of robin's egg blue, surrounded by old ivory. All of the woodwork and trimmings on this floor are in old ivory. The whole is finished in the Adam style of architecture.

Just inside the door is a small lobby. The floor is of quarter sawed oak. Just beyond are the demonstration or record booths, on each side, with a hallway between. There are sixteen of these, enough to take care of all customers, and they are absolutely sound proof. They are large enough to allow the customer to get the full benefit of the record. The walls of all the booths are double, there being two panes of glass all around.

The Unit Construction Co., of Philadelphia, installed the new fixtures for the talking machine department, which is one of the model departments of its kind in the State. The Victrola, the Columbia Grafonola and Edison phonograph are handled, as well as the Victor, Columbia and Edison records.

In the center of the first floor and just back of the booths are the record racks, which have a capacity of 25,000 records. This company is noted for its full stock of records, and many more have been added during the past few weeks, which will make it one of the most complete in the country. Just back of the record racks is a unit counter, which contains all of the wrappers, envelopes and needles. On top of this is a plate glass show case and on each end is a large counter with plate glass tops.

One of the features of the new establishment is the music hall on the first floor. This is in the rear, where there is an auditorium, twenty-four feet wide by seventy feet deep, with a stage twenty-four feet front by fourteen feet deep. The seating capacity is 250.

There is a passenger elevator from the first floor to the second and third floors.

On the second floor are the player-piano and roll, sheet music and general musical instrument departments. The entrance is from the large passenger elevator and an easy stairway, both in the rear. The department for player-pianos and player rolls is first, where a complete catalog of Q R S, Vocalstyle and Melodee player rolls can be found.

In the front half of this floor will be found sheet music, upright pianos and musical instruments of all kinds. The two departments are separated by French doors, which add to the beauty of the finish.

In the rear is a workshop, twenty-six by seventy feet, where Victrolas will be repaired,

Ethel Blose Barr

pianos refinished and tuned, and in fact all kinds of repair work done on all sorts of musical instruments.

Mrs. Ethel Blose Barr is in charge of the record department, and in response to a request by The World representative made a selection of the Victor records, which follow. Speaking of them, Mrs. Barr said: "These records, while affording a variety for lovers of music, would retain their place as favorites in any collection. I am personally very fond of these selections and consider it a good list for anyone owning a Victrola to purchase."

Cacliz March (18057).....Athenian Mandolin Quartet
Duna (64863).....Reinald Werrenrath
Elegie (Massenet) (89066).....Caruso-Elman
Faust—Ballet Music (17284).....Vessella's Italian Band
Flirtation (87549).....McCormack-Kreisler
Good-bye (Tosti) (74550).....Evan Williams
Hosanna (Granier) (88403).....Enrico Caruso
Irish Love Song (64346).....Alma Gluck
Kathleen Mavourneen (18091).....McKee Trio
Lanette—Waltz Caprice (Saxophone) (18117)
H. Benne Henton
Love's Power Waltz (18092)..Hurtado Bros. Marimba Band
Lohengrin Prelude (64744)....Boston Symphony Orchestra
Lucia Prelude (Harp Solo) (17929)..Francis J. Lapitino
Mavis (64407).....John McCormack
Passion Dance (18217)..Six Brown Bros. Saxophone Sextette
Quartet from "Rigoletto" (96001)
Sembrich, Severina, Scotti and Caruso
Romance (from D Minor Concerto, Op. 22) (74600)
Jascha Heifetz
Samson and Delilah (My Heart at Thy Sweet Voice) (64877).....Gabriella Besanzoni
Sextet from "Lucia Di Lammermoor" (96200),
Sembrich, Caruso, Scotti, Journet, Severina and Daddi
Sing Me to Sleep (89094).....Gluck-Zimbalist
Sirens' Waltz (Accordion) (17950).....Pietro
Slavonic Dance No. 1 (64488).....Fritz Kreisler
Villanelle (74639).....Galli Curci

NEW VOCALION RECORD PLANT

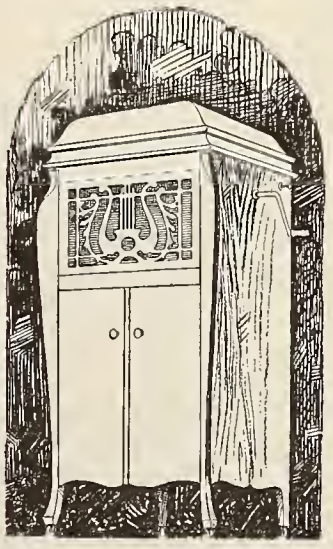
Aeolian Co. Buys Part of Colt Plant in Meriden for Electroplating Department

MERIDEN, CONN., December 8.—The Aeolian Co. recently purchased a large section of the plant of the Colt Mfg. Co., on North Colony street, this city, and will utilize the premises for housing the Vocalion record electroplating department. The securing and equipping of this new plant is expected to prove a factor in still further increasing the production of Vocalion records.

The building acquired by the Aeolian Co. is a one-story structure of brick, on a plot of ground fronting 100 feet on North Colony street and with a depth of 200 feet. There is a railroad siding in the rear of the property convenient for shipping purposes. The acquisition of the new electroplating plant follows closely upon the opening of a new addition to the Vocalion record factory here recently.

MR. DEALER:

You can sell Adora Phonographs



This model is 48 in. high
Retail price, $135

Every 'ADORA' sold sells others.

'A trial order will convince you.

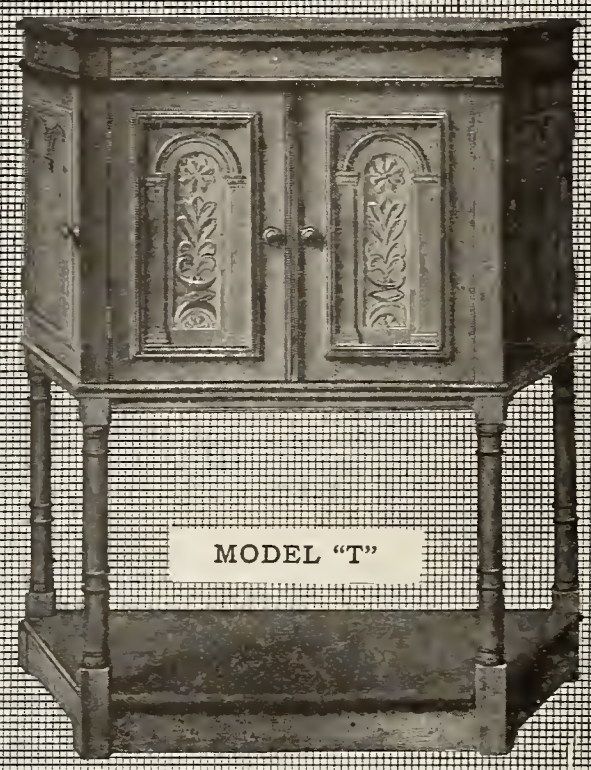
It is the only phonograph made with a Five-Year guarantee.

Write for catalogs and prices on ADORA PHONOGRAPHS, United States Music Rolls, Puritan Records and Accessories.

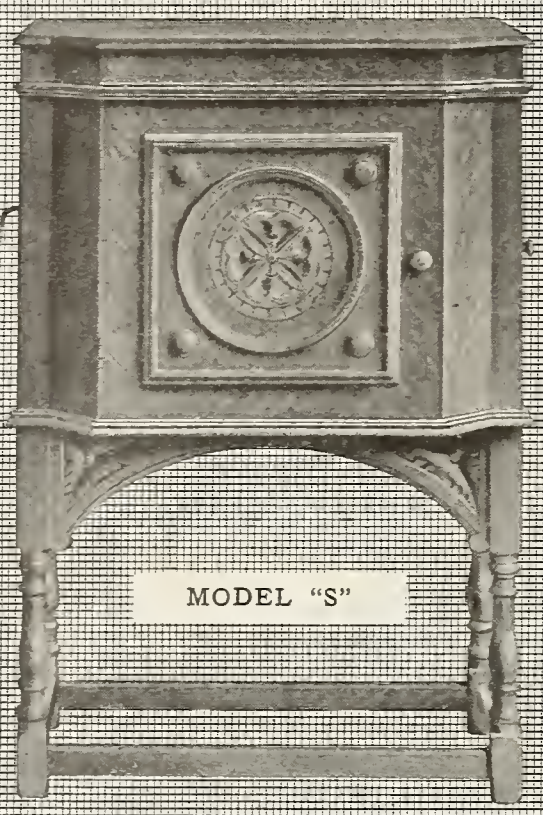
Adora Phonograph Co.

242 E. Jefferson Ave. **DETROIT, MICH.**

SHERATON



MODEL "T"



MODEL "S"

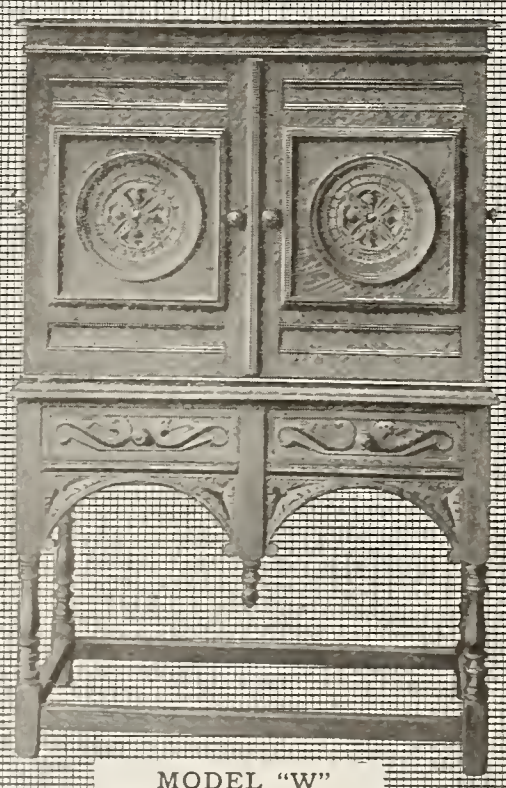
The Pathé

REG. U.S. PAT. OFF.

Actuelle

From the dealer's viewpoint the Actuelle is a good merchandising proposition—a money maker. Because of the strength of its unique position in the trade—remember, there is nothing to compete with it—it carries a brilliant and unequalled prestige. Only a Pathé dealer is permitted to handle the Actuelle.

PATHÉ FRÈRES PHONOGRAPH COMPANY
EUGENE A. WIDMANN *President*
BROOKLYN, N. Y.



MODEL "W"

CROMWELLIAN

LUCIEN MURATORE

YVONNE GALL

MARGARETHE MATZENAUER

TITO SCHIPA

HELEN YORKE

PAUL ALTHOUSE

RUDOLPH GANZ

ROSA RAISA

JACQUES THIBAUD

Florence Mulholland

PERCY HEMUS

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Pathé

REG. U.S. PAT. OFF.

The Repertoire and the Artists

THE Pathé Dealer can meet every customer with confidence because he knows he has what each customer wants. The immense Pathé repertoire is a magnificent library of all music presented through the medium of a superb galaxy of world famous artists.

CLAUDIA MUZIO

PATHÉ FRÈRES PHONOGRAPH COMPANY

EUGENE A. WIDMANN, *President*

BROOKLYN, N. Y.

Columbia Grafonola

Both the Mexican String Orchestra and the Curti Mexican Orchestra play waltzes on this month's Columbia Novelty Record. "Always So" and "Queen of the Dance" will waltz money into your till. E-4813.

Columbia Graphophone Co.
NEW YORK

TO AID IN THRIFT WEEK CAMPAIGN

Music Industries Invited to Take Part in National Movement in January

The music industry, through the Music Industries Chamber of Commerce, has been requested to become an integral part of the thrift movement, under the jurisdiction of the National Thrift Week Committee, which will hold a National Thrift Week covering all parts of the country January 17 to 23.

The plans of the Chamber in this connection will be developed by its National Bureau for the Advancement of Music.

The acceptance by the Chamber of the invitation to join the National Thrift Week Committee carries an obligation of promoting publicity showing the connection between music and thrift, and in inducing individual members of the industry all over the country to cooperate with the local Thrift Committees, and especially so to develop their own advertising and selling campaigns at the time as to bring out the idea of the desirability of thrift through economical and wise buying, as well as to show the thrift and economy of using musical instruments and supplies. This will mean, in effect, showing the public the essentiality of music in the new aspects which are just being realized by the general public, such as music in industry, music as the great force to keep the home life together, music as the means of developing a community spirit and a rational community life, and music as an essential part of proper musical education for the child.

The Chamber will put its chief efforts upon national publicity showing the essentiality of music and how its use contributes to national thrift and economy; in making sure of the individual members of the trade in each locality in the country making proper co-operative connections with the local Thrift Committee, and in supplying the members of the industry with ideas and material for their individual thrift advertising.

The 1921 National Thrift Week will be the fifth of its kind, and it is expected that the talking machine trade, which is affiliated with the Chamber of Commerce through several channels, will participate in the campaign.

WATKINS BROS. OPEN NEW STORE

J. S. MacDonald and Other Prominent Trade Men Make Addresses at Opening Ceremonies in Manchester, Conn., Recently

HARTFORD, CONN., December 1.—There was held recently the formal opening of the new furniture and piano store of Watkins Bros., in South Manchester, Conn., which is expected to take care and develop the steadily growing business of Watkins Bros. in that section.

The doors of the new store were opened by Aaron Johnson, chairman of the Board of Selectmen of Manchester, and those in attendance immediately adjourned to the auditorium on the second floor, where seats were provided for about 500.

In addition to a pleasing musical program a number of visiting executives from the companies with which Watkins Bros. do business took occasion to make addresses, the speakers including Theodore Steinway, of Steinway & Sons, J. S. MacDonald, sales manager of the Victor Talking Machine Co., Camden, N. J.; Jacob Becker, president of Becker Bros., New York, piano manufacturers; W. J. Wallace, vice-president of Berkey & Gay, furniture manufacturers of Grand Rapids, and a number of others.

The new Watkins Bros. store is located at Main and Oak streets, and has been fitted up in a most attractive manner. The same lines will be carried in the new branch that are handled so successfully in the company's main establishment in this city.

S. K. LEVY OPENS RETAIL STORE

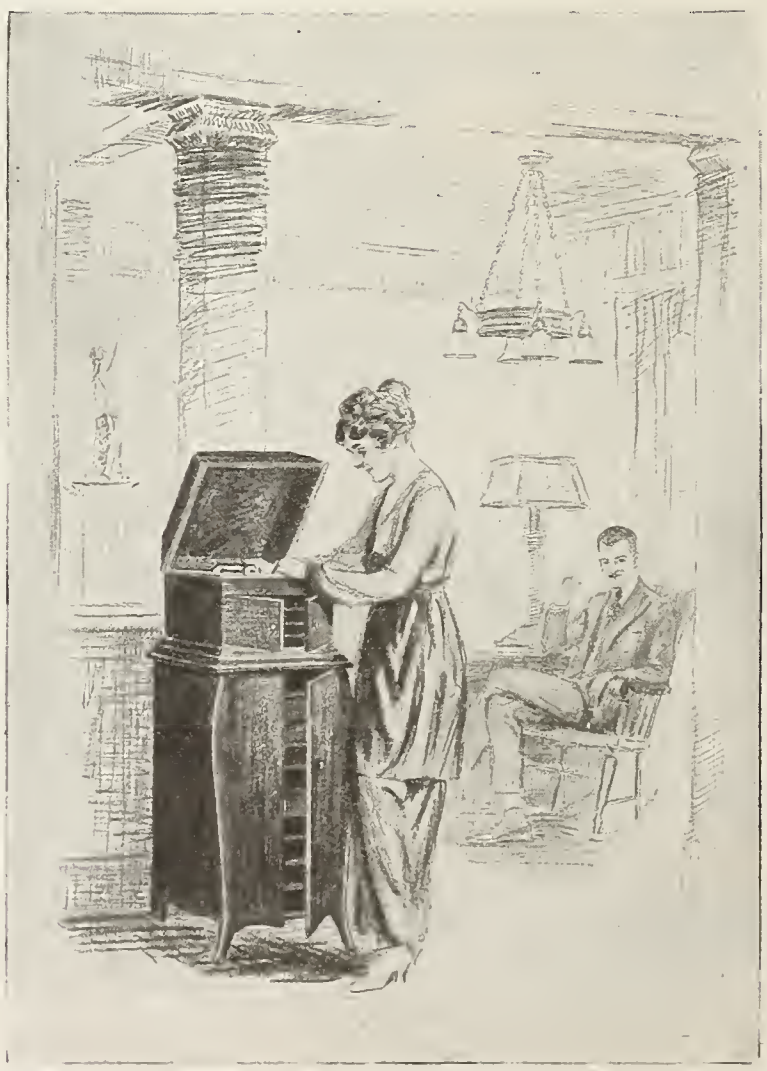
Well-known Piano Man Engages in Retail Business at 285 East Fordham Road, New York

Samuel K. Levy, who was connected with Kohler & Campbell for eleven years as regulating foreman, and for the last five years with E. Gabler & Bro. and the Faber Piano Co. as salesman, covering the wholesale and retail fields, has just opened a store at 285 East Fordham road, New York, where he is handling a full line of pianos and players and Columbia Grafonolas and records.

If you want better ideas—more active, original and valuable—apply your thinking apparatus to your business and watch the results.

UDELL

The Standard of Cabinet Quality



The Udell Works
1205 28th Street
Indianapolis, Indiana

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
263 SUSSEX ST., NEWARK, N. J.

Early American Model

Widdicomb PHONOGRAPH

The Aristocrat *of* Phonographs

EXPERTS who have heard the Widdicomb say that the Widdicomb Amplifier is a triumph of scientific ingenuity.

It positively eliminates vibration and plays all records without any suggestion of "blasting".

Equal prominence is given to the lower as well as to the higher musical tones, even when playing a difficult orchestral record.

Here is a new epoch in the musical development of the phonograph. It marks a step forward that immediately places the Widdicomb as a leader.

Widdicomb dealers profit by this exclusive feature.

The Widdicomb Furniture Co.

Grand Rapids Michigan

Established 1865—America's Finest Furniture Designers

(23)

SONORA JOBBERS IN SALES CONTEST

President Brightson of Sonora Phonograph Co. Will Award Cup to Winning Jobber at Annual Convention—Unique Scoring Plan

The sales department of the Sonora Phonograph Co. has evolved a plan whereby the standing of each Sonora distributor in relation to others is calculated on the sales for any month in connection with the population of the territory covered. By this plan the distributor in the small territory has an equal chance for a high percentage standing with the distributor for a larger and more popular section.

George E. Brightson, president of the Sonora Phonograph Co., has offered a beautiful silver cup to be awarded at the next Sonora distributors' convention to the distributor having the lowest number of points during the year. The awarding of President Brightson's silver cup will be an annual event.

The annual standing will be figured on a point basis, the first place for a month being 1, the second 2, etc. The Griffith Piano Co., Newark, N. J., and the Yahr & Lange Drug Co., Milwaukee, Wis., are leading the procession, and there is a keen competition for the cup that promises to make the contest a most interesting one.

McLAUGHLIN BUYS OUT GIBSON CO.

Kentucky Music Man Will Now Operate Two Stores in Paducah—Large Line of Pianos and Victor Talking Machines Handled

PADUCAH, KY., December 2.—O. D. McLaughlin, the "Music Man" of this city, has purchased the Gibson Piano Co., at 518 Broadway, and will operate both the Gibson store and his own place, at 317 Broadway, under the firm name of O. D. McLaughlin. His stock of pianos will be added to the stock of instruments of the Gibson store. In the talking machine department will be carried Victor machines and records. The Columbia line, which was formerly sold by Mr. McLaughlin, will in the future be sold by J. A. Rudy & Sons.

NEW VICTOR STORE IN NEW CASTLE

Mather Bros. Open Attractive Talking Machine Establishment in New Castle, Pa.

NEW CASTLE, PA., November 30.—Mather Bros. held a formal opening of their new Victrola store in this city late last month, marking the event with a special musical program. Invitations were sent out broadcast and several hundred people took occasion to inspect the new premises during the three days set aside for the opening.

The new department is most modern in every particular, is equipped with soundproof demonstration booths handsomely furnished, and is well lighted and ventilated. The department is under the management of Louis C. Mather, who has had much experience in the handling of Victrolas and records, both in the wholesale and retail fields. The new store is at 213 East Washington street.

SCHMOLLER & MUELLER FIRE LOSS

Warehouse Just Occupied by Company Destroyed by Fire and Several Hundred Pianos and Talking Machines Are Burned or Wrecked

OMAHA, NEBR., November 30.—The Schmoller & Mueller Piano Co. suffered a loss of well over $200,000 as a result of a fire which gutted the new warehouse of the company at 1108 Douglas street recently. This is the third fire suffered by the Schmoller & Mueller Co. within a year, the first fire damaging the rear of the company's store at 1311 Farnam street, and the second completely gutting the building at that address.

The particularly unfortunate part of the latest fire is that although the company had purchased the warehouse building six months ago, it had only taken complete possession of the structure on the day of the fire, when the former owner, a transfer agent, moved the last of his stock.

At the time of the fire there were stored in the building seven carloads of pianos and several hundred talking machines, most of them set aside for the holiday trade. The blaze quickly spread beyond the control of the firemen and before the flames could be extinguished the roof had fallen, carrying with it the third floor, and the entire building was nothing but a shell, with ruined pianos and talking machines piled high in the center. The falling roof killed one fireman and seriously injured four more.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:
Geo. Mittleman, 200 Fifth Avenue, N. Y.

Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous MAGNOLA

Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Merry Christmas
'The World's Mu
Brings Happiness Ente
To all
BRIGGS

sical Instrument
rtainment and Education
)ankind . . .

Happy New Year

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
M. DE F. MARCA INDUSTRIAL REGISTRADA

THE
VICTROLA

C. BRUNO & SON INC.
VICTOR DISTRIBUTORS
351-353 4th Ave. New York

CABLE ADDRESS REG'D "FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE BARING 535

ANY { Size / Quantity / Quality } SERVICE AND SATISFACTION { Quotation / Delivery / Product } RIGHT

Phonographically Speaking They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

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

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

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

FEDERAL PHONO SUPPLY CO. 3009 JENKINS ARCADE PITTSBURGH, PA.

LAKESIDE SUPPLY CO. 416 SOUTH DEARBORN ST. CHICAGO, ILLINOIS

MOORE & WHITESIDE MONTREAL, CANADA

WALTER S. GRAY SAN FRANCISCO, CAL.

STEINOLA COMPANY Kansas City, Mo.

"IMICO" and "SERVICE" are SYNONYMOUS

THROWING BOUQUETS AT THE TALKING MACHINE WORLD

Flattering Letters From World Subscribers and Advertisers From Widely Separated Parts of America and Foreign Countries Emphasize the Remarkably High Standing of This Publication

It is always pleasing to the editors of The World to receive words of commendation from subscribers. Recently these have been flowing in to us not only from all parts of the United States, but readers of The World located in England, Ireland, France, Germany, Canada, Australasia, China and Japan have added some very pleasing words of appreciation in renewing their subscriptions.

The general tenor of these communications is admirably conveyed in the letter received from Thomas Edens Osborne, the prominent talking machine factor of Belfast, Ireland, who adds: "I now enclose my annual remittance for subscription and can truly say that I subscribe to no publication connected with the talking machine industry, or, in fact, any industry, with greater pleasure, for The World stands unequaled and unrivaled as a trade paper and is most replete with all information required by business men who handle talking machines."

It will not be out of place in speaking of the high opinion held of The World by subscribers to mention that advertisers have also been throwing bouquets at The Talking Machine World as a medium for presenting their products for the consideration of dealers. One manufacturer writes:

"Previous to placing my advertisement in your paper I carried similar announcements in other publications presumably covering the talking machine trade without getting a single inquiry, but from the insertion of my very first ad in your publication I received such a number of inquiries that I have been simply amazed at the results, and can now fully realize why The World is such a power in the industry."

Expressions such as these from subscribers and advertisers naturally gratify all engaged in the publication of The Talking Machine World. But, after all, the aim of every successful publisher is to produce a publication of such merit as will create continuous and increasing interest among all its readers, and one which, because of its wide circulation, will bring the best results to advertisers. The character value of a publication such as The World is an asset of tremendous worth. The insurance to every advertiser of the greatest possible value in circulation and standing, no matter what the expense, is the foundation upon which The Talking Machine World has scored such a wide following throughout the world.

ROTOGRAVURE MAILING CARDS

Series of Eight Attractive Cards Prepared for Dealers by Granby Phonograph Corp.

A series of eight exceedingly attractive rotogravure mailing cards has been prepared by the Granby Phonograph Corp., of Norfolk, Va., designed for dealers' use in interesting first-class prospects in the Granby line. The cards measure four by six inches and depict by the rotogravure process the eight models of the line. Each model is shown in surroundings with which it particularly harmonizes. Great care has been exercised in their preparation and they practically serve the purpose of an interior decorator in the suggestions which they give to the prospective purchaser of a period model. On the back of each card is a small amount of text matter descriptive of the model shown on the face and containing a message to the prospective purchaser which will guide him in the selection of the proper Granby period model that will most advantageously blend with the present decorations of the home. This latest addition to the large amount of dealer literature which the Granby Phonograph Corp. provides will, no doubt, prove very popular with dealers.

STIMULATED SALES OF BAND MUSIC

Schmidt Music Co. Makes Capital of Appearance of Sousa's Band in Davenport, Ia.

DAVENPORT, IA., December 1.—Upon the recent visit of Sousa's Band to this city, where it played to a capacity audience at the Coliseum, the Schmidt Music Co. stimulated the sales of Vocalion records materially by using large space in the daily papers to feature military marches. Special attention was called to the "Commander-in-Chief" march on the Vocalion red record, as played by the Aeolian Military Band, and the immediate public interest in band music was reflected in the demand.

FOUNDED 1835 ARMSTRONG'S

Pathé REG. U.S. PAT. OFF. Distributors

There are numerous reasons why Pathé Dealers are satisfied.
Write today for full information.

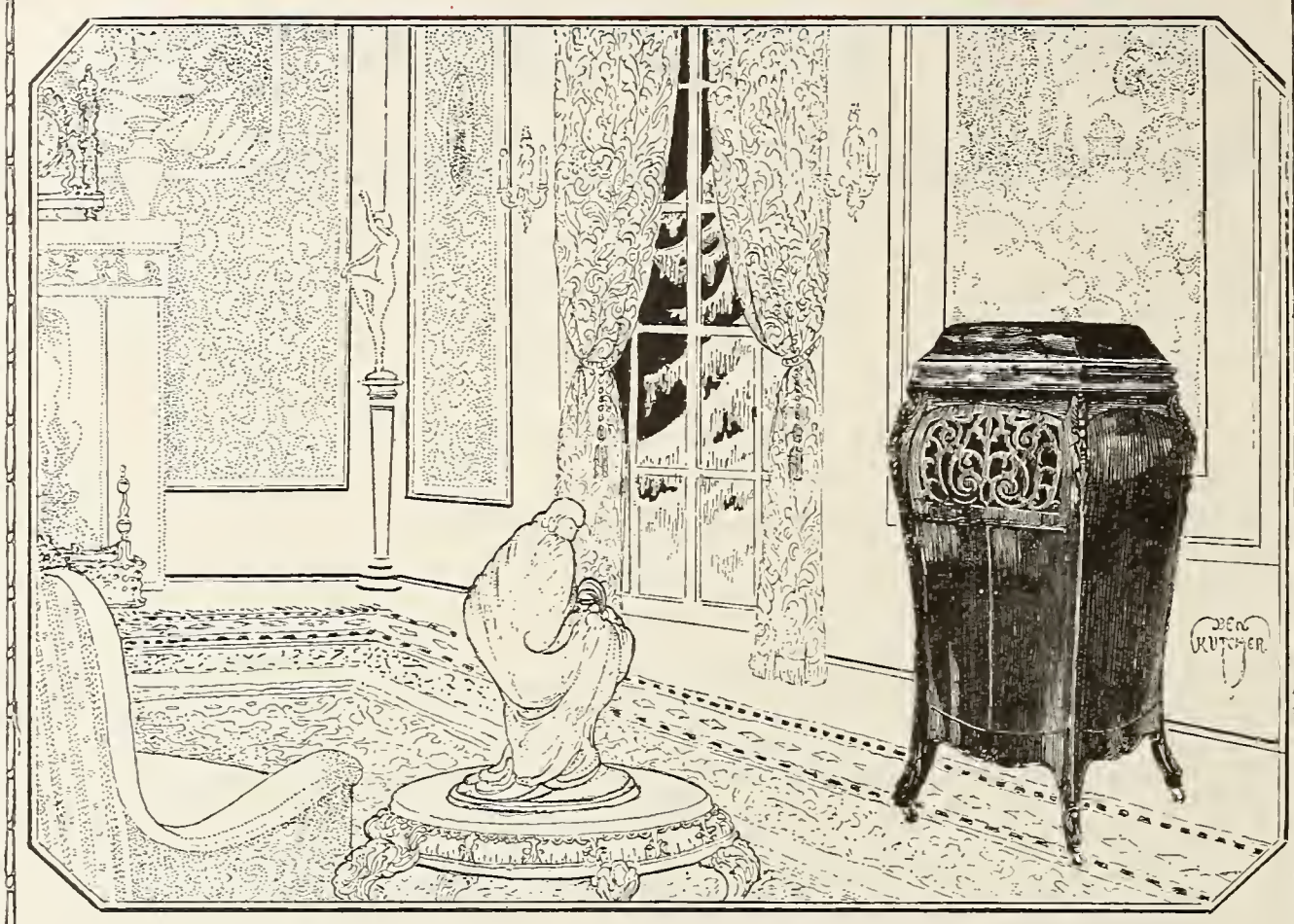
ARMSTRONG FURNITURE CO.

59 and 61 North Main Street Memphis, Tenn.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



DURING the current year the only limit on Sonora sales has been the number of Sonoras that has been made. Dealers know that every Sonora that can be obtained is sold easily, quickly, profitably, and that each Sonora owner is so enthusiastic over the beauties of this instrument that every Sonora sold sells others.

The Sonora is available in many magnificent and matchless upright and period styles. Production for 1921 will be on a larger scale and better deliveries are assured.

A Sonora franchise is valuable and becomes more valuable each year. In handling the Sonora you are not liable to attack nor will you be drawn into litigation, because Sonora is licensed and operates under BASIC PATENTS of the phonograph industry.

Write to the distributor who covers your territory about handling the Sonora

The Highest Class Talking Machine in the World

TO all our dealers and friends we wish a very, very Merry Christmas and a New Year brimful of happiness and prosperity.

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

Gibson-Snow Co.,
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N. J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

The Magnavox Co.,
616 Mission Street, San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Sonora Distributing Co. of Texas,
Dallas, Texas.
Western part of Texas.

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

Southern Drug Co.,
Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,
310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia and Florida.

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

C. L. Marshall Co., Inc.,
82 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Bldg., Toronto, Canada.
Canada.

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

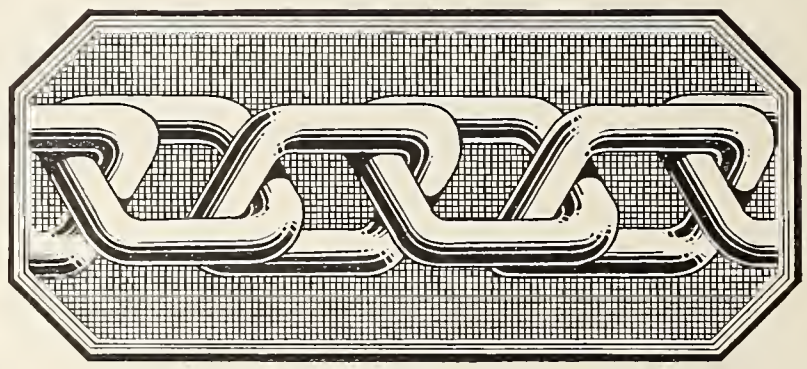
Smith, Kline & French Co.,
Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, District of Columbia, New Jersey south of and including Trenton, Virginia and West Virginia.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.



You cannot strengthen a chain by adding links; nor is the efficiency of a phonograph motor increased by adding springs.

With the Stephenson Precision-Made large model motor, a maximum of running time, evenly delivered and with reserve power a plenty, is obtained because of Stephenson construction and because of a proper relation existing between the size and temper of the springs and the gear ratio of the motor.

A maximum of running time, evenly delivered and with reserve power a plenty, is obtained without spring multiplicity.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One West Thirty-fourth Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the second of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

THE DEALER AND THE SCHOOLS

Last month I spoke at some length concerning the principles which ought to guide the dealer in considering the great but little cultivated field of educational propaganda in the public schools of the country. It is unfortunate that one must describe this field as "great but little cultivated," and everyone will hope that dealers in general will soon wake up to the possibilities which I am trying to set forth here in this practical manner.

The merchant who is expecting to be in the talking machine business to-morrow as well as to-day, and who realizes that he must cultivate his community after an intensive method, will also realize that the schools afford the most fertile of fields for the legitimate propaganda in which he is interested. When every little boy and girl who attends kindergarten or primary school has become acquainted with music through the medium of the talking machine it is quite certain that a surprising amount of interest will have been stirred up in the homes of the community; interest directed towards and favorable to the talking machine. The merchant, therefore, for this and many other parallel reasons has every cause to be interested definitely in placing the talking machine in the schools, irrespective of his own part in the transaction.

Principle, Not Personality

This is another way, of course, of saying that the machine which the merchant may be handling may not be the best possible machine for the schools. For instance, one of the leading talking machine manufacturers has an elaborate and well-organized department devoted to pushing the interests of the talking machine in the schools. Special types of machines are built, special records are devised, and a whole literature of instruction and general assistance is placed at the disposal of school teachers, music supervisors and others. Now, the point to be noted here is that it is far more important to have in the schools of one's community some worth-while satisfactory type of machine and equipment than to make sure that the specific make of machine one has in one's own store is the one installed in the schools. In other words, educational propaganda works one way as well as another way. The name of the machine is of secondary importance. The results that machine gives to the teaching of music in the schools and the general impression left on the minds of the children constitute the real and only strength of the proposition from the merchant's viewpoint. That is the right way of looking at the talking machine in the schools, and I set it forth here in the full understanding that not everyone will agree with me.

The Most Powerful of Allies

The merchant is not alone interested in the general fact that a talking machine goes into a school. His interests are still wider. When an opening has been made and the music supervisor has been able to bring talking machine equipment into the entire school system of a community as a part of that system's machinery, then the merchant who is supplying talking machines to his community should rejoice to know that he has secured the most powerful of allies. From that moment he should make it his business to interest school children and school teachers to the utmost. He should have concerts for the children, prepare special lists of records and give special attention to children's wants. He should also make it his business to supply the teachers with every kind of information on matters connected with the suitable choice and use of records for music appreciation and its teaching. He should take an interest in educational records, language-teaching records and other matters of the sort. In a word, he should identify himself with the particular array of special interests created by the fact of the entry of the talking machine into the schools.

The end and aim of all such campaigning is, of course, the creation of a steady demand for the talking machine and its records and accessories throughout the length and breadth of a community. The object of taking an interest in the schools is, of course, parallel with the main objective. That is to say, it is to be considered as simply a permanent advertisement for the talking machine and also an advertisement which has the extra advantage of costing nothing and of constantly, by virtue of its own nature, changing the form and scope of its appeal. It is an advertisement of infinite variety and one which never stales.

The Parallel Lines

It ought to be thoroughly realized that the use of musical instruments in the schools implies possibilities for the music merchant not yet half worked out. The main use of educational work on the merchant's part is to boost the powerful advertising weapon which is thereby created, but if the merchant wants to produce the best results to himself from the existence of this weapon it is essential that he place himself in sympathy with the ideas which it is germinating. In the schools, for instance, the use of the talking machine is mainly instructive. The music is high class, the best records are employed, much special folk-song and historical music is constantly put into use, and, in a word, the highest uses of the machine are brought into prominence. Now, it should be perfectly clear that a merchant of talking machines who avoids all attempts to cultivate in his store the selling of high-class music, who fills his place with customers who ask for nothing save dance records and saxophone orchestra stuff, will not attract the attention and the patronage of the school teachers and children who have been gaining at school opposing ideas. All the school use of the talking machine is high-class use and there is no other way of reaping the benefit of that use save by being in harmony therewith.

This is only another way of saying, therefore, that the chief value of the talking machine in the schools is to that merchant who is high-class and artistic in his methods. I do not mean to sneer at the promotion and sale of the more ephemeral records. I simply mean to say that just as styles and fads change from month to month whilst staple desires go on forever, so also the demand for good music in records is as steady and sure as the demand for the ephemeral stuff is capricious and inconstant. The merchant who is wise will keep in stock everything which is likely to be asked for, and he certainly will not sneer at any demand, no matter how queer. But he certainly also will put his principal energies and rest the weight of his propagandist work on the highest type of record and of machine.

An Influence Upwards

I should like to emphasize once more the

(*Continued on page* 40)

THE DEALER AND THE SCHOOLS

(*Continued from page 39*)

positive statement that the influence of the school on the talking machine business must be upwards and not downwards. Every school which is equipped with talking machines is a center of propaganda for the talking machine industry, but the value of that propaganda is to the highest elements in the industry and to them alone. It would be a grave mistake to believe that either now or any other time a permanent business in the talking machine line can be built up on any basis save that of high quality. The low-grade talking machine may have its place, but it has no permanent place. No reputation of lasting character is, or can ever be, built up on low-grade goods in a specialized industry like ours. The world, curiously enough, will consent to eat inferior food and to put up with the most hopeless transportation, housing and municipal government, but it demands that its luxuries, the things for which it saves and sacrifices, shall be of the best. It is much easier to persuade a family of the average type to save on the quality of meat and the grade of a house than on the things which go into that house. Moreover, there is no satisfaction in a cheap instrument of any kind, no matter who makes it. Especially there is no satisfaction in a cheap talking machine or cheap records. The average owner would rather, any day, pay the price demanded for something good, provided the salesman is wise enough to talk values and not cost.

Now, all educational work connected with the use of the talking machine in the schools directs itself to the end of producing familiarity with, and love for, the best of music, whether in song, in dance, in opera, or in the instrumental music. The whole of its influence is towards the best in music and towards forming permanent tastes for this. How foolish, therefore, to expect that the use of the talking machine in the schools can be turned to account if those who desire so to turn it do not put themselves en rapport with the spirit of the school work! The merchant who thinks wisely realizes the great power of the weapon which school use of the talking machine puts into his hands, and so he certainly recognizes the plain fact that he must guide his policy to accord with the spirit of the schools' use of the machine. If he does this he will reap great rewards. If he does not the presence of the talking machine in the schools of his community will do him no good at all.

HONESTY IS THE BEST POLICY

Be honest with your trade and honest with your firm, but, most of all, be honest with yourself. Turning a trick in the belief of "getting away with it" always reacts like a boomerang. A slick sale to the dealer means sure suicide.

Even in a purely selfish view, Honesty is the best policy because the dividends all accrue to you.

BUILDING UP A MUSICAL CLIENTELE

Active Work of King Leeson and H. A. Ruthven, of Leeson & Sons Co., Elwood, Ind., Has Resulted in a Large Retail Trade in Talking Machines and Other Musical Products

ELWOOD, IND., December 2.—That a live piano and music department in a department store if properly conducted can be made a quick success is evidenced in the department conducted by the R. L. Leeson & Sons' Co., this city. Although Elwood has a population of only slightly over 10,000, it is an active industrial center and the Leeson & Sons' Co. do a total annual business in excess of a million and a half dollars.

The music department in the store was started about a year ago, through the co-operation of King Leeson, junior member of the firm, and H. A. Ruthven, who has had considerable experience in the music business. Mr. Ruthven was

King Leeson

made manager of the department and his success was almost immediate, due to the adoption of live and practical ideas in advertising and selling.

Mr. Ruthven organized a four-piece orchestra now known as "Leeson's Jazz Band." After a thorough canvass of some particular outlying country territory it would be advertised that a free musical concert would be given on some specified night in the town where the farmers in that particular territory were accustomed to go to do their trading and on the night in question, weather permitting, the jazz band would arrive in the town with a player-piano to give a concert. Then, after a few selections rendered by the musicians, the crowd would be given a short but very interesting demonstration of the player-piano, following which a cordial invitation was extended to everyone to pay Leeson's new music department a visit before buying a piano or phonograph.

The popularity of Leeson's Jazz Band grew by leaps and bounds and soon Leeson's were receiving calls for their musicians to play at country church socials, farmers' family reunions, etc., in addition to their concert in all the burgs, hamlets and towns surrounding Elwood, with the result everyone living within a radius of fifty miles of Elwood knew R. L. Leeson &

H. A. Ruthven

Sons' Co. had pianos and phonographs for sale.

The sales from pianos and phonographs will amount to over $90,000 for the first year's business, it is said. This $90,000 worth of piano and phonograph business is of the substantial kind and the leases show the kind of initial payments and weekly or monthly terms that are worth while. For all phonograph accounts drawn up the payments are arranged so the account will surely be closed within a year to fifteen months at the longest. The New Edison, Columbia and Cheney phonographs are all good business getters with the house.

At the present time the music department of this store covers over 3,000 square feet of floor space and, in all probability, some additional space to meet requirements will be added in the new year.

Your observations of the plans of others help. It puts your thinking machine into motion, and the result is always beneficial.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

The Emerson Phonograph

with the Emerson Music Master Horn

THE PHONOGRAPH OF MERIT

Backed by

An Extensive National Advertising Campaign

We have some desirable territory open

Emerson Records and Phonographs

CARPENTER PAPER CO. :: Omaha, Nebr.

WESTERN IOWA AND NEBRASKA DISTRIBUTORS

STANDARD
MODEL 2MX

DE LUXE
MODEL

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

VICTOR DEALERS will open up a new field of prospective Victrola buyers this Christmas by offering their Victrolas IV and VI in connection with Lundstrom "Converto" Talking Machine Cabinets, which combination affords all of the advantages of the cabinet type machines at a considerably reduced price.

We shall be pleased to co-operate with dealers handling the "Converto" Cabinets by furnishing them promptly, without charge, window-cards, descriptive pamphlets and electrotypes, upon request.

THE C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.

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

CONVERTO WHOLESALE DISTRIBUTORS

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

Columbia Grafonola

Columbia Christmas Record Gift Envelopes will attract to your store people who are non-owners as well as owners of phonographs. They will create many new Grafonola prospects.

Columbia Graphophone Co.
NEW YORK

EDISON PRIZE FOR RESEARCH ON EFFECTS OF MUSIC

Strong Incentive Offered by Thomas A. Edison Inc., to Stimulate Interest in a Thorough Study of the Psychology of Music—Some of the Questions Upon Which Research Is Desired

Thos. A. Edison, Inc., has offered a prize of $500 for the most meritorious research on the effects of music submitted to the American Psychological Association before June 1, 1921.

The offer of this prize was prompted by the desire of Mr. Edison and his associates to direct attention toward the importance of research in the psychology of music. There is to-day, it is pointed out, too little scientific understanding of the effects produced by different kinds of music on hearers of varying degrees of training, etc.

The following topics are suggested as suitable, but the choice of subject is not limited to this list. The committee will welcome any research bearing directly on the nature of music and the way it influences people:

Classification of Musical Selections According to Their Psychological Effects on the Hearer.

Individual Differences in Musical Sensitivity.

Types of Listeners.

Validity of Introspection in Studying Effective Responses to Music.

Modification of Moods in Music.

Effects of Familiarity and Repetition: Emotional Durability of Various Types of Selections.

Effects of Constructive Types of Music on Muscular Activity.

Other Objective (Physiological) Measurements of Effects of Musical Stimuli.

An Experimental Study of Music as an Aid in Synchronizing Routine Factory Operations.

Researches brought to completion during the present academic year may be submitted in competition for the prize. Manuscripts may be sent at any time before May 31, 1921, to W. V. Bingham, Carnegie Institute of Technology, Pittsburgh, Pa., who will transmit them, without the names of the authors, to the members of the Committee on Award, to be designated by the American Psychological Association. Manuscripts should be submitted in form for publication.

DONATES CUP AS SALES TROPHY

General Manager of New Comfort T. M. Co. Gives Handsome Cup as Trophy—Sales Contests Are Keen in Various Trade Centers

CEDAR RAPIDS, IA., November 22.—Semi-annual contests of one month's duration are being

Cup Given to Winner

held by the New Comfort Talking Machine Co., of this city, as a means of offering a special incentive to salesmen in placing New Comfort dealer contracts. Members of the Los Angeles, Pittsburgh and Buffalo sales organizations have made remarkable records, three of their men establishing an average of one New Comfort dealer per day for the entire period.

The handsome trophy shown herewith becomes the permanent possession of the salesman winning three contests. L. M. Hausler, general manager of the company, who has donated the cup, is taking a keen interest in these contests, and is greatly pleased with the success of this unique sales plan.

"LIBROLA"

A Library Table PHONOGRAPH

Dealers can complete their line with this high-class instrument which appeals to the best clientele.

Progressive dealers everywhere are developing a prestige building, profitable business with the "Librola." Write for prices and open territory.

Immediate Deliveries

No. 250T. Patent applied for. Price $125 Net.
48" long, 28" wide, 31" high. Finished all around Oak, Mahogany or Walnut
All flat surfaces veneered, all others solid Mahogany or Walnut

We are ready to make immediate deliveries. Send in your orders today.

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

REPAIRS

24 Hour Service

Largest and best equipped shop in New York
We call for and deliver in New York
Outside of New York, Send by Express or Parcel Post

W. BAHR
336 East 87th Street New York
Tel. Lenox 7156

TO ALL EMERSON PHONOGRAPH and RECORD DISTRIBUTORS and DEALERS

You have probably heard of the appointment of receivers in a friendly suit in equity for the Emerson Phonograph Company, and we feel a short word of explanation and of reassurance will help you to a clearer conception of the present situation.

First and foremost we desire to assure you that there will be no interruption or interference of any kind in the continuation of our business.

The present unsettled condition in almost every line has made it difficult to collect accounts promptly and on time. On the other hand, maturing obligations of the Company had to be met promptly, and a situation was created which called for conserving the assets of the Company by the appointment of friendly receivers in a friendly equity suit.

The Company will continue business in an even more vigorous manner than heretofore. There will be no interruption or interference of any kind. Deliveries will be made promptly and our distributors are in a position to give immediate service on Emerson Phonographs and Emerson Record hits.

We thank the many friends who have written or telegraphed their assurances of support. At a time like this we appreciate the co-operative spirit of our distributors and dealers, which encourages us to feel that the future success of the Company is assured.

EMERSON PHONOGRAPH COMPANY, Inc.

Jacob Scholer and Thomas H. Matters, Jr., *Receivers*

NEW YORK CHICAGO

Emerson Records and Phonographs

December 11, 1920

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS Grey Iron and Brass for { TURNTABLES, MOTOR FRAMES, TONE ARMS, HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

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

PERIOD MODELS GROW IN FAVOR

Vice-President of Widdicomb Furniture Co., Back From Trip, Finds Progressiveness of American People and Desire to Beautify Homes Responsible for Period Style Demand

GRAND RAPIDS, MICH., December 1.—There is a notable trend on the part of purchasers to buy phonographs of period designs, according to J. G. Griswold, vice-president of The Widdicomb Furniture Co., manufacturer of the Widdicomb phonograph, in this city. Mr. Griswold has just made an extensive trip through the Eastern and Western markets and reports that this is one of the outstanding facts that he had noticed in his travels.

"That people are turning to period phonographs," says Mr. Griswold, "is evidenced in localities of all sizes. There are two reasons for this: The first is what I might term the progressiveness of the American people, the fact that they are always looking for something new and different in all lines of goods; and secondly, the great interest which is being displayed by the American family in beautifying the home.

"When the first period Widdicomb phonograph was brought out about four years ago it was received with acclaim. Since that time the trend of all phonograph makers has been to manufacture period models. The new styles which seem to be the most popular are the console types of various period designs fitting in harmoniously with the other furniture in the home."

NEW VOCALION PLANT IN MICHIGAN

New Four-story Factory Building Added to Present Assembling Plant in Grand Rapids

There is now in operation in Grand Rapids, Mich., a new addition to the Aeolian-Vocalion assembling plant established in that city some time ago, and now being operated under the general direction of C. H. Votey. . The new building is four stories high, of brick construction, and has 48,000 square feet of floor space, not including the basement. It faces on Lyon street and is connected with the older plant by bridges at the various floors.

The maintenance of an assembling plant in Grand Rapids has proven of distinct value to Vocalion distributors and dealers, particularly those in the Middle and Far West, owing to the fact that deliveries can be made more promptly than if the goods were to come from New York. From a single floor the assembling plant grew until it occupied an entire building, and continued demands have made necessary the erection of the new factory.

C. H. Votey, in charge of the Grand Rapids plant, spent several days in New York recently.

In the good old days it was the ambition of a pugilist to develop a wallop in each fist; now it's a wallet in each hand.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

EDISON IN EAST ORANGE THEATRE

Albert Spalding's Record of "Humoresque" Used to Accompany Film of That Name

Tying up a performance of the New Edison with the performance of a much-advertised motion picture, and repeating the performance to audiences aggregating many thousands of people, is the latest exploit of George Smith, manager of the Edison Shop, East Orange, N. J.

Permission to place the New Edison on the stage of the Palace Theatre, East Orange, and to let it assist in the performance, was quickly granted when it was discovered that the Edison Re-creation of Dvorak's "Humoresque," played by Albert Spalding, America's celebrated violinist, could be synchronized wonderfully well with the motion picture adaptation of Fannie Hurst's story of the same name, one of the biggest drawing cards in the motion picture field this season, which was playing at that theatre.

Inasmuch as the Palace Theatre boasts of a very select patronage, the Edison Shop was afforded a good opportunity to gain some wide and effective publicity. The performance also proved to be a convincing demonstration of the perfect realism of the New Edison, and members of the audience were moved to compliment the management of the theatre upon the engagement of so remarkable a violinist for the occasion.

FEDERAL ELECTRIC SIGN

"The Sign they Never Forget"

A Permanent Fixture That Soon Pays for Itself

Every one who passes within blocks of your store is a prospective customer. But the store that is lost in darkness loses many a sale.

A Federal Electric sign gives a timely suggestion to the prospective customer that here is a store ready to take care of his needs. And a timely suggestion brings many a sale.

But it pays to invest in a sign that will be a permanent fixture.

This Federal Electric Sign is made of porcelain enameled steel, will not rust, decay or fade—never needs refinishing. An occasional washing keeps it sparkling like new.

Costs but a few cents a day for electricity—no other expense. It is strongly legible both day and night from a distance in either direction—attracts business like a magnet—pays for itself many times over.

Mail coupon today for free sketch showing how your sign will look, also full information and price—no obligation.

9 Months to Pay

The first payment brings you your sign—you have nine months to make the final payments.

Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY
Representing Federal Sign System (Electric), 8700 South State Street, Chicago, Ill.

Please send me full information, price and free sketch of a Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan.

Name .....City .....State.....
Street and No.....Business .....
Store Frontage .....No. of Floors.....

T.M.W. 12

Goodwill

To those who have dealt, during the past year, in the most intangible yet most human of arts; who have brushed aside the dark curtains of life and brought the sunshine of music into countless homes throughout the world:

A Holiday Greeting from the members of the Unico family.

UNICO CONSTRUCTION CO. PRODUCTS

NEW YORK
299 MADISON AVE
COR. 41ST. STREET
CHICAGO
WILLOUGHBY BLDG.

Greetings

We are proud that it has been our privilege to aid, in some measure, that music might be displayed and sold in a manner befitting one of the world's greatest industries.

Accept our heartiest thanks for the favors of the past twelve months and our sincerest wishes for an exceptionally profitable New Year.

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith President

58th Street & Grays Ave

PHILADELPHIA

RECORD ALBUMS FOR CHRISTMAS

Dealer Moves Record Stock by Suggesting an Album Full of Records as an Ideal Gift—Results of the Plan Evidence of Its Value

A dealer out in one of the prairie cities of Canada is drawing the public's attention to the fact that an album full of records makes an ideal gift. He makes this the basis of his record advertising. Whether it be through the columns of the daily press, whether it be through the medium of his show window, or whether it be through the circular letters and kindred literature he sends out to his customers and prospects, this fundamental thought rings—"in choosing a gift for mother, father, brother, sister, son, daughter, sweetheart, etc., nothing is more appreciated and nothing will bring more satisfaction than an album full of phonograph records." Then follows a list of excellent recordings, any ten of which would make a complete album.

In conversation with one of The World's scribes this dealer said he had always found the results obtained from concentration on the "gift" idea to be profitable. Since he had first put the scheme into use he had materially increased the sales both of records and record albums. "And not only does it bring more business," he added, "but it is surprising how many people take the suggestion I offer and pick out ten selections without the least hesitancy. If I have any slow-movers on my shelves, too, I can often get rid of them by simply incorporating one or two of them in the list of suggestions for the album. I try, however, to include in the list numbers which offer both variety and the best of music—selections by famous baritones, tenors, sopranos, contraltos, bands, orchestras, trios, quartets, and the like."

MAKE A MERRY CHRISTMAS MERRIER

Attractive Folder for Victor Dealers Is Printed in Colors and Tells Interesting Story

An attractive Christmas sales booster is the little booklet prepared by the Victor Co. for the use of its dealers during the holiday season. The folder is beautifully printed in four colors and gold and tells the story that needs no explanation. Ample space is provided in the back cover for the dealer's imprint and on the inside pages are pictured the different models of the Victor line. This booklet, together with the very appropriate envelope printed in colors with the message, "To Make a Merry Christmas Merrier," is something that is sure to be useful to dealers.

A MERCHANT'S CREDIT
is often judged largely by the class of merchandise he sells .

Ask Your Banker What He Thinks Of

The New Edison

"The Phonograph With a Soul"

Frank E. Bolway & Son
INCORPORATED
Exclusive Edison Distributors
SYRACUSE :-: :-: :-: NEW YORK

CLARK MUSIC CO. ENTERTAINS

George Wilton Ballard Gives Private Recital in Edison Studio at Syracuse Music House

SYRACUSE, N. Y., December 6.—A socially brilliant recital or "Miracle Concert" was given at the studio of the Clark Music Co last month. Many prominent lovers of music availed themselves of the opportunity to hear George Wilton Ballard, who sang in unison with a Re-Creation of his own voice on the New Edison phonograph.

Whether Mr. Ballard sang or was silent, a voice equal in tone, clearness and beauty filled the room, as though literally re-created by some magic power to the bewilderment of those who heard him. Over four hundred guests attended.

SERENADO DEALERS USE SLIDE

The Serenado Mfg. Co., Cedar Rapids, Ia., manufacturer of the Serenado talking machine, is furnishing its dealers with an effective motion picture slide which is being used to splendid advantage. A reproduction of this slide is presented herewith, and Serenado dealers state that the consistent use

Striking Slide for Dealers

of this slide is producing direct sales and attracting the attention of many very excellent prospects.

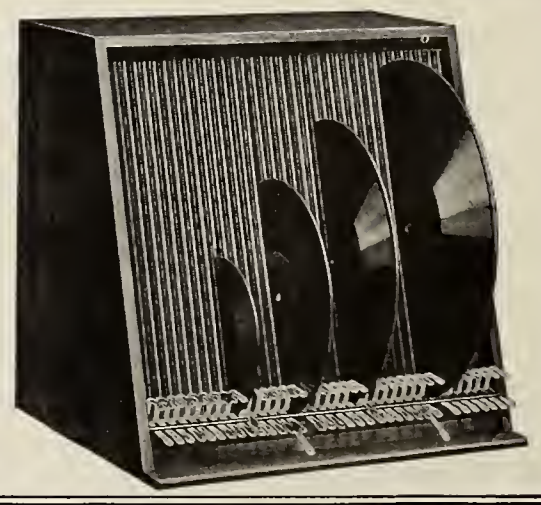
The Philwey "Rekord Phile" Is an Indispensible Requisite in the Modern Phonograph of Today

IT embodies all the good features necessary in a practical and serviceable phonograph record file.

The keys are numbered from one (1) to the number of record spaces contained in the file, and are placed at an angle so the numbers are seen at a glance.

The Partitions are metal bound, dampness will not affect them, they will protect the records from scratching and warping. The partitions are alternately light and dark, so as not to confuse the eye when returning the records to their proper spaces.

No wires or springs are used in its construction, and there is only ONE moving part.

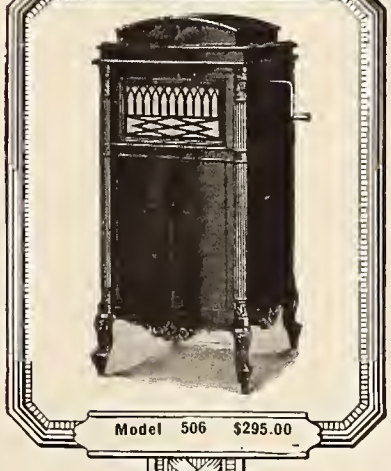


The Philwey "Rekord Phile" will be a big asset to your business, as the possibilities of increase in sales are practically limitless. Why not go into details with us NOW?

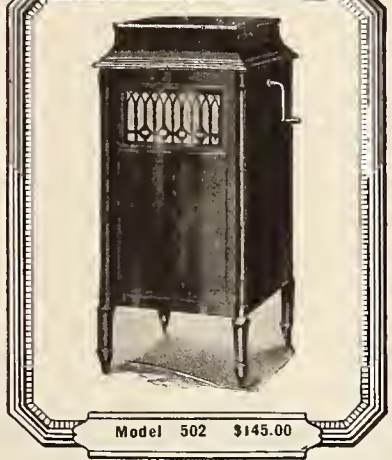
PHILWEY MFG. CO. Inc. 75 South Ave. Rochester, N. Y.

STEGER

The finest reproducing phonograph in the world


Model 506 $295.00

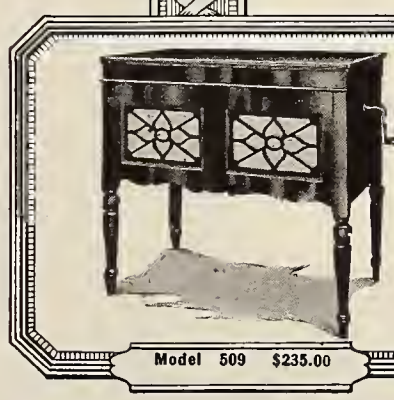
Model 505 $220.00

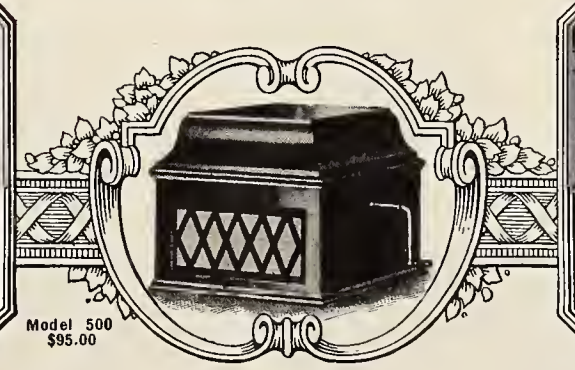

Model 502 $145.00

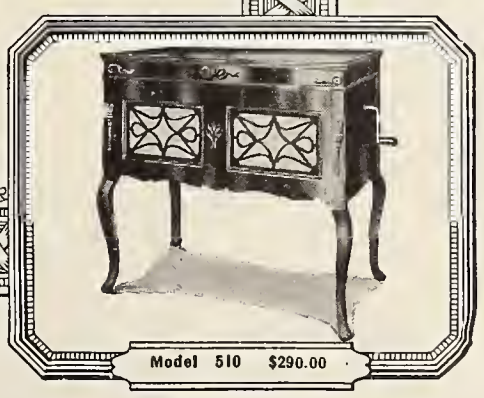
Model 504 $200.00

Model 503 $165.00

Model 501 $115.00


Model 509 $235.00


Model 500 $95.00


Model 510 $290.00

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

It is an exquisite adornment of the home—and more. It is the soul of music.

The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone-arm and tone-chamber, triumphs of human ingenuity and skill.

Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

You can make it a big asset of your business because of the quick turn-over—and because we can ship at once upon receipt of order.

Desirable territory open. Write for the Steger proposition today.

STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill

JOHNSON, "ONE OF THE GREAT BUILDERS OF BUSINESS"

Unusual and Interesting Tribute to Eldridge R. Johnson, President of the Victor Talking Machine Co., Which Appeared Recently in the Magazine System

As an example of great builders of business, of men who have made an unusual success by aiming nearer to perfection than had ever before been obtained, Wm. A. McGarry, writing in System for December, points to the person of Eldridge Reeves Johnson, founder and president of the Victor Talking Machine Co. After outlining in detail the early history and technical development of the talking machine and the events leading up to the formation of the Victor Co., the writer discusses Mr. Johnson's insatiable desire for improvement, even in the minutest detail, as follows:

"The rapid growth of the business soon made it impossible for Johnson to devote as much time as formerly to detail. He started the formation of organizations to carry on the work of improvement. Into each of these he put the spirit of scientific research. The task of directing their operations has been one of co-ordinating discoveries, of finding a practical use for abstract knowledge. In the mechanical phases of the business alone this research has been almost endless. There are several departments, each equipped with devices for tests and experiments, that are always looking to future developments. Naturally, this has been expensive, not only in the initial expenditures, but in the changes made necessary from time to time. The company has never hesitated to make such changes when convinced that they would improve the product. Johnson believes that every definite betterment will pay for itself in the long run. The history of his company has justified him.

"One of the best examples of this out of many available is in the tapering tone arm. It has been changed so often that the company has lost count, and it would involve a long search of shop records to determine the number of developments. Some of the alterations in the ratio of taper are so slight as to be almost undiscernible to the eye unaided by a micrometer,

E. R. Johnson

yet each represents some purification in the art of sound reproduction, the elimination of some mechanical noise, or other definite progress. In the Victor laboratories the great guiding principle is that nothing devised by man is ever perfect and therefore there is always room for improvement.

"But this does not apply only to the laboratories. The same practical idealism is carried into advertising, selling and every other phase of the business. As part of what is called the 'Ideal Shop' the corporation offers courses in salesmanship to employes of its selling agents. Long before any general publicity had been given to the value of psychological tests in industry, the Victor Co. had learned by these methods why people like certain musical compositions. From this knowledge has been evolved a system of striking parallels. In almost any well-regulated Victor shop the first question put to a new buyer of records is, 'Tell me what record you like particularly.' On the basis of the answer to that question the graduate of the Victor salesmanship school is able to select scores of records containing points of similarity.

Scientific Facts That Help Dealers

"The early arrival of the company in this field may be attributed to the reading and study habits of the head of the firm, which are more like those of a scientist than a business man. He is personally in touch, through the scientific periodicals, with new developments in the most abstract fields of science. One of his specialties is color. As a result, the organization has made a study of how people react to different color schemes, and the knowledge obtained is available for the smallest of the corporation's retail dealers. It will give expert advice as to the best side of the street on which to locate a store, and other information that the average small dealer cannot be expected to know.

"It is only natural that the spirit of improvement should permeate the shops. Here its most striking effect is in the avoidance of waste. Foremen and workers are on the alert constantly to find better methods of producing. What the entire organization is called on to bear in mind at all times is the effect any change will have on the producing machine and, through that, on the instrument. This idea is well illustrated by the advertising of the corporation. It is designed to be artistic in sentiment, yet practical

in its appeal. It does not stress one or more of the patented devices in the machine, but the results obtained from all of them.

"Standardization is generally conceded to have made its greatest records in lines of manufacture where the margin of accuracy is somewhat elastic. This is not true of the talking machine. It has been pointed out that while watches must measure time at intermittent intervals, a talking machine record must revolve evenly, maintaining the same percentage of accuracy throughout each degree of its revolutions, and measuring out billions of vibrations. In the manufacture of the original record and in producing the duplicates the highest skill is required. Yet the production of these records and of the still more intricate reproducing machines has been standardized.

"It follows as a matter of course that anyone seeking to better his product must purchase the best materials. One illustration that this pays in the long run is to be found in the main office building of the Victor Co., which is just across the street from the site of the original Johnson machine shop, now occupied by a modern unit of the plant. When this office building was ordered the company had prospered and it was possible to instruct the architects to spare no expense. They were told, also, to make provision for future changes in the handling or routing of office business. As a result telephone and electric-light outlets were provided on all four sides of each room. The additional initial expense of this building has been saved many times over by these installations and others that added considerably to the first cost. Shifts of office equipment and other changes may be made without breaking through the plaster or other expensive alterations.

"Pages might be filled with incidents of improvements in detail achieved and others now being sought. But the whole is best summed up by the statement that the head of the company is looking ahead twenty-five years. He believes it will take that long to complete the development of the talking machine. Already it is making its way in the field of education, but in the opinion of Johnson it has hardly scratched the surface here. When it is fully developed he is convinced it will play as important a part in education as did the printing press. Illustrations familiar to all spring to mind in the uses now being made of the device in rural schools.

New Idea Johnson Is Perfecting

"But here again they are inadequate. Johnson is now directing research work which has as its object the production of a talking machine record that will reproduce plays, short stories and even novels. He is confident that the day is coming when it will be possible for the owner of one of these instruments to hear Shakespeare recited by an expert elocutionist. In this connection it is interesting to note his belief that the reason the classics are not more popular is because the great majority of readers know nothing of elocution. They do not know how to read to bring out all shades of meaning. A slow reader himself, he finds deep enjoyment in the reading of a trained elocutionist.

"The history of the company and his own years of struggle before it came into being is ample evidence that Johnson has been intensely busy. Yet he has found time for a remarkably wide range of reading, and to write many articles and two books. The latter—one on tarpon fishing and the other on deer hunting—were written for private circulation and by way of recreation. It would be difficult to find a better popular essay on evolution than that contained in his 'Tarpomania,' in which is described the process by which the islands of the Florida Keys have been constructed by the co-operation of marine and plant life and the elements. Both of these reflect a knowledge of the world's first civilizations rarely found outside a college faculty. They illustrate also the inventor's ability to get down to fundamentals.

"When the Victor Co. began to expand after he had made the talking machine a commercial success, Johnson had had little experience as an executive and virtually none as a financier. Yet he was able to turn his mind to these new problems and, by the application of the same rules that had made him successful in fields of mechanical investigation and research, so to direct the physical growth of the company and the financial expansion to keep pace with it that they have remained sound and stable. Several of the men brought into the organization as foremen or mechanics when it was still a small machine shop developed executive capacity and became officials later.

How Wide Range of Interests Helps

"To-day all of these early associates of Johnson have retired, but he is working with the same untiring zeal that he put into his first experiments a quarter of a century ago. It goes without saying that any further developments in the machine will be the result of long study of intricate and complicated processes, requiring prolonged and intensive concentration. His ability to direct and to participate in this work is one rarely found in the chief executive of an industry employing about 14,000 people. It offers a striking illustration of his wide range of intellectual capacity and interests.

"No one who has not attempted or observed mechanical research can appreciate the amount of mental energy it requires. Long experience demonstrated this fact to Johnson. Some years ago he found himself on the verge of a nervous breakdown as a result of long-continued mental strain. In order to take his mind completely from the problems with which he had been occupied, he turned to writing, beginning a popular history of ancient peoples. He is also widely versed in floriculture and the gardens of his former home at Merion, Pa., were noted throughout the country among landscape gardeners. This entire estate was recently donated by Johnson to the community of Merion as the site for a War Tribute house in honor of the town's soldiers in the world war. He is paying the cost of the new structure."

A CALIFORNIA INCORPORATION

OAKLAND, CAL., November 30.—A newcomer in the talking machine manufacturing field is the Nightingale Phonograph Mfg. Co., which recently was incorporated with a capital of $100,000. The company is manufacturing console table machines exclusively and its factory is located in this city.

Those who command themselves can command others.

PHONOGRAPH CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Records
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

Repeat Orders!

Suggest the purchase of Sonora S. P. Needles to every person who visits your store during the holiday season. These needles give the greatest satisfaction and bring repeat business throughout the year.

THE INSTRUMENT OF QUALITY Sonora CLEAR AS A BELL

Semi-Permanent

NEEDLES

hold customers for you. **They sell at a price which nets you a good profit on each sale** and it's worth while to push them vigorously.

Mail your order to-day.

Attractive sales-producing literature and display matter sent free on request.

Three needle grades
LOUD—MEDIUM—SOFT
25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, *President*
New York, 279 Broadway
Canadian Distributors: I. Montagnes & Co. Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

H. K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

Eastern Distributor for the

ELECTROPHONE

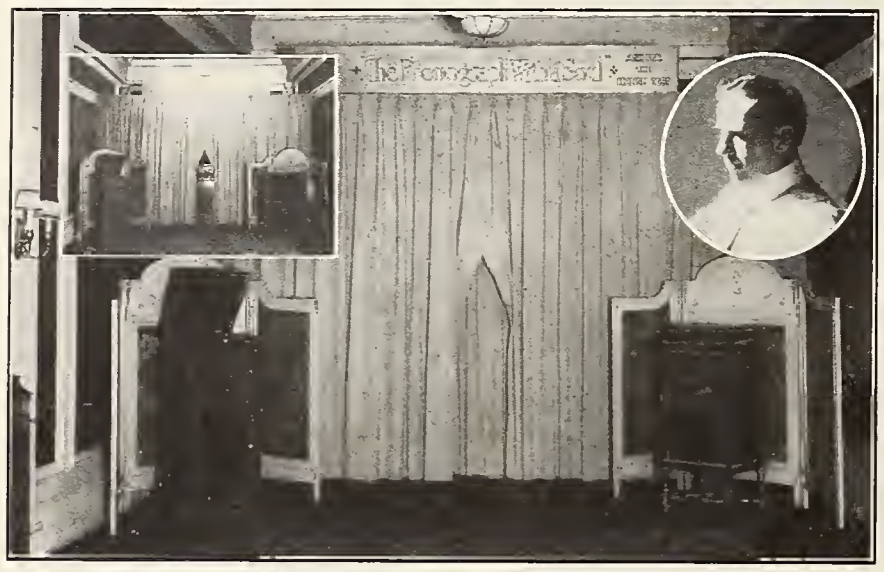
The machine with the SILENT electric driven motor

Dealers' Terms on Request

GIVE TONE-TEST IN NEW SETTING

Curtain Hides New Edison From the Audience at Tone-Tests in the Edison Shop, Newark

The Edison Shop in Newark, N. J., has evolved a new method for giving an Edison Tone-Test which has produced excellent results. Instead of requesting the members of the audience to turn their backs to the phonograph, or to close their eyes while the test is going on, the Edison shop has provided a curtain which hides the New Edison from the audience while the Re-Creations are being played. At the end of the test, the curtain is pulled aside, revealing the New Edison. The idea is credited to James H. Mullarky, and has aroused the enthusiasm of Robert Bolan, manager of the Shop.



Tone-test Setting at Edison Shop, Newark, N. J.

In describing the new plan Mr. Mullarky said:

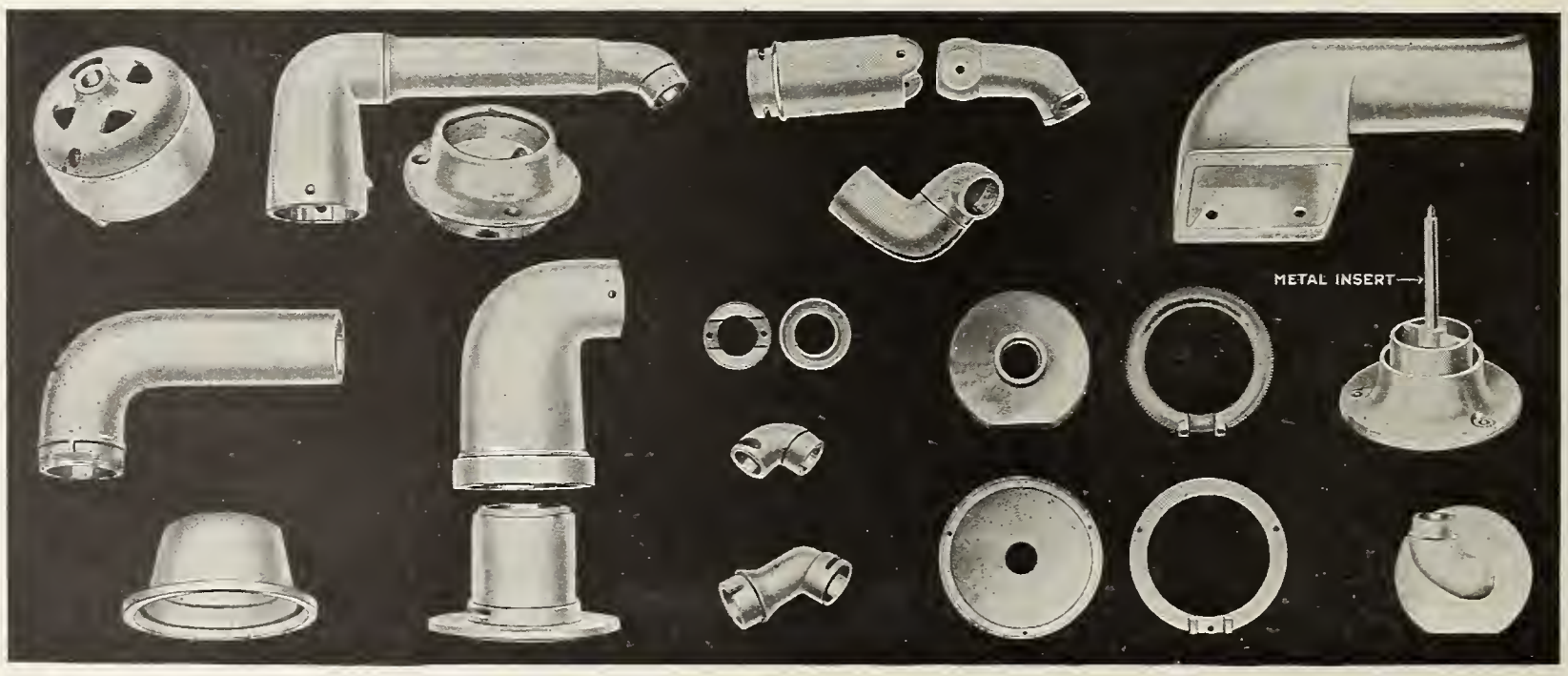
"The only objection to the realism test was that certain prospects might feel slightly embarrassed if asked to turn their backs to the phonograph or to close their eyes. I then thought of the curtain and found it a wonderful improvement in every way. After I had given it a try-out to prospects individually, however, I felt that it could also be worked collectively. Then I decided to try the realism test concert, for which I immediately made necessary preparations.

"We made arrangements with the newspapers to print an announcement for several evenings. Each announcement included a coupon, which, when filled in with the name and address of the prospect, entitled him to a printed invitation and card of admission. I prepared to give a little talk before the concert, as well as between the numbers, on the object of the test.

"Then came the night of the concert; a crowded house, an appreciative audience, and many loud bursts of applause throughout the program.

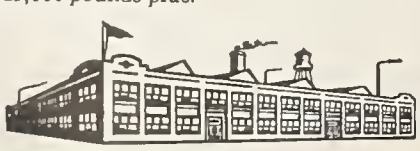
"At the close of the concert the audience rose and applauded tremendously. Not one person attempted to leave before the concert was over and even then none was in a hurry to do so. They showed all kinds of enthusiasm. Some asked if the instrument used was taken from stock; others expressed a desire to see the one used for the concert; many inquired about prices, and a number even asked when we would have another concert.

"We sold many of the selections re-created at the concert. Altogether, it was a grand success. I never saw such an enthusiastic gathering before and I think that everyone present who was not already an Edison phonograph owner was half sold when the concert was over. It was a success in every way."



Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.



THE IDEAL METAL
for Soundbox and Tonearm Castings

A Die Casting Alloy that is Double the Tensile Strength of Cast Iron—
200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER
Die Casting Division · Monroe and Throop Streets · CHICAGO

Public Demand *vs.* Public Acceptance

The Brunswick has created for itself a constantly growing market.

Everywhere tens of thousands of satisfied Brunswick owners are praising it to their friends—fostering more business for Brunswick dealers.

Brunswick sales are moving with an ever-increasing momentum like a giant snow-ball.

In The Brunswick are such radical betterments, such striking differences, that people take pride and pleasure in telling the Brunswick story over and over again.

That a phonograph plays all records is not an unusual statement. But before the coming of The Brunswick this always meant a series of adjustments—taking something off and putting something on.

In the Brunswick Ultona people see the real all-record reproducer, which plays any make of record with no more manipulation than a turn of the hand.

After seeing this obvious advantage of the Ultona, which puts all records at the command of the Brunswick owner, and after hearing the marvelously pure and clear tones of The Brunswick, nine out of ten are won at the first hearing.

The Brunswick is not merely accepted by the public. It is demanded.

Brunswick dealer confidence

Dealers, too, take pride in handling The Brunswick. They feel, as do all Brunswick owners, that they are doing their best personal friends a real favor in acquainting them with Brunswick superiority.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

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

New England Distributors:
Kraft, Bates & Spencer, Inc., 156 Boylston Street, Boston, Mass.

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

Brunswick

PHONOGRAPHS AND RECORDS

The Oval Tone Amplifier, built entirely of wood

The Brunswick Oval Tone Amplifier

Its Function and Importance

No other phonograph has this Oval Tone Amplifier. It is one of the two features that make the Brunswick Method of Reproduction radically different, the other being the Ultona.

The Brunswick Tone Amplifier is built entirely of wood. It is made of three thicknesses of light, resonant wood.

While the opening is oval, inside it is slightly flattened at the top. A scientific study of the laws governing musical sound have led to this unique shape.

Brunswick tones are steadier, softer and smoother than those reproduced by any other method. Sound waves expand in a normal, natural manner, because the laws governing them are strictly observed in this construction.

There is no cast metal throat. Metallic harshness is banished.

This fact is observed by every one hearing The Brunswick for the first time.

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Brunswick

PHONOGRAPHS AND RECORDS

The Ultona Playing a Brunswick Record

Plays All Records Better

without adjustment

Phonographs differ principally in their methods of reproduction.

The means by which the record is revolved does not count directly in the tone results.

The heart of the Brunswick Method of Reproduction is the Ultona, pictured above.

It is perfectly cushioned, scientifically counter-balanced. It does away with those defects in reproduction which come from too great rigidity.

It diminishes those disagreeable surface noises.

The Ultona is one of the great forward strides in phonograph history.

It makes old methods out of date. It brings new fidelity in reproducing from the record the fine shadings of tone, the delicate overtones, which were too minute for old-fashioned methods.

By reason of the Ultona, tones are more personal, more natural. Phrasing is distinct.

And the Ultona enables the dealer to offer his prospect the entire field of recorded music, along with The Brunswick.

Every record is heard at its best on The Brunswick.

No instrument does as much toward selling itself as does The Brunswick.

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Brunswick

PHONOGRAPHS AND RECORDS

Mario Chamlee

American tenor makes triumphant debut at New York Metropolitan Opera House in "Tosca"

Mario Chamlee, an exclusive Brunswick artist, has made a brilliant operatic success upon the Metropolitan stage. His gifts, both as a singer and as an actor, are being widely heralded by the press and public. His triumph in the part of Cavaradossi in "Tosca" assures him a high place in the list of American operatic stars.

Chamlee's vocal art, in all its richness, power and color, is acknowledged by the Metropolitan critics.

Richard Aldrich says in The New York Times, November 23, 1920:

"Last night's performance of Puccini's opera of 'Tosca' was chiefly notable for its introduction of one of the new members of the company. MARIO CHAMLEE, who appeared in the part of Cavaradossi. It is a considerable undertaking to step thus into the shoes of some of the most prominent and popular members of the company, in a part so highly esteemed by the public, and to make so favorable an impression as Mr. Chamlee made.

"He disclosed a tenor voice of excellent quality, of unspoiled freshness, with warmth, color, vibrancy and power; he sings spontaneously and normally.

"It is gratifying to note the favorable impression he made last evening, and to record the rather unusual reception given him by the audience at the close of his extended aria in the first act. Mr. Chamlee will, of course, have further opportunities of showing what he can do in the way of both song and dramatic action."

The critic of The New York Globe writes, November 23, 1920:

"This young tenor sings normally; his voice is fresh and his style has certain lyric qualities of merit. A good stage appearance and a manly demeanor are among his assets."

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Brunswick

PHONOGRAPHS AND RECORDS

Buying and Selling

The choice of Phonograph and Furniture buyers is influenced by distinctively designed parts and trimmings. Purchasing agents can co-operate with their own sales departments by supplying accessories and fittings that quicken the dealer turnover.

Phonograph Accessories

For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records.

Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Furniture Trimmings

A complete offering in all the Period and Commercial Furniture Lines.

Refrigerator Hardware

All sized Locks and Hinges.

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan New York: 7 E. 42nd St

NEW LOUISVILLE SONORA SHOP

LOUISVILLE, KY., December 5.—A Sonora Shop has been opened at 331 West Walnut street, featuring Sonora exclusively. This establishment was introduced to the citizens of Louis-

Page Announcing Sonora Shop

ville through the medium of full-page advertisements in the local papers, one of which is reproduced herewith.

The store is meeting with phenomenal success, and consistent advertising is being used to impress upon the public the tonal beauty of the Sonora phonograph and the fact that it has attained international renown and fame.

MUSIC COMMISSION APPOINTED

YOUNGSTOWN, O., December 1.—Mayor Fred J. Warnock recently appointed a music commission which will have charge of all matters of musical interest in the city and will promote the development of music. Funds for this purpose are available. The commission named includes John N. Reese, chairman; Mrs. C. B. Klingensmith, Mrs. Warren P. Williamson, Fred A. LaBelle, H. R. Watkins, Alberto Reardon, Joseph G. Butler, Jr., Singleton King and several other prominent citizens interested in the cause of music.

CELEBRATES FIFTIETH ANNIVERSARY

Smith & Phillips Music Co., East Liverpool, O., Established in 1870

EAST LIVERPOOL, O., December 2.—The Smith & Phillips Music Co., Washington street, recently celebrated the fiftieth anniversary of the establishment of the firm. The house was organized in 1870 by the late W. L. Thompson, under the name of the Thompson Music Co., with a store on the site now occupied by the Thompson House. In 1895 the growing business necessitated larger quarters, a three-story building being built on the present site of the store. In 1896 the company was taken over by W. F. Smith and W. H. Phillips, the present owners. The firm name at this time was changed to the Smith & Phillips Music Co. Starting in as agents for various musical instruments, the firm has grown to large proportions, and is a leader in the musical life of this city.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Nine Months Ending September, 1920, Total $5,652,530

WASHINGTON, D. C., December 5.—In the summary of exports and imports of the United States for the month of September, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during September, 1920, amounted in value to $65,776 as compared with $92,678 worth which were imported during the same month of 1919. The nine months' total ending September, 1920, showed importations valued at $673,973 as compared with $385,433 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,740 valued at $308,401 were exported in September, 1920, as compared with 6,871 talking machines valued at $298,525 sent abroad in the same period of 1919. The nine months' total showed that we exported 59,963 talking machines valued at $2,815,834 as against 45,223 talking machines valued at $1,554,445 in 1919, and 51,389 talking machines valued at $1,535,966 in 1918.

The total exports of records and supplies for September, 1920, were valued at $262,257 as compared with $297,856 in September, 1919. For the nine months ending September, 1920, records and accessories were exported valued at $2,836,696; in 1919, $2,530,599, and in 1918, $1,661,644.

MODERNOLA WINDOW DISPLAY

The Modernola was featured very effectively by the Forty-second street store of Krakauer Bros. for some time during the past month. A handsome instrument was placed in the center of the main window and the lights were kept burning in the evening, making an attractive picture. The Sonora and Columbia instruments were also displayed. In addition to these lines, the Widdicomb is also carried. Manager Milton Weil said that the talking machine trade has been growing steadily and sometimes beat the piano trade by a considerable margin.

Extensive improvements are in progress at the Celeste Music House in Detroit, Mich.

Come and See Us!

The next time you are in Pittsburgh be sure to visit our wholesale store and let's exchange ideas on the subject in which we are both vitally interested—the merchandising of Victrolas and Victor records.

As we are located within a stone's throw of the Pennsylvania Station, you can be seated in our office five minutes after you reach town. And we will try to make your visit a pleasant one, of course.

C. C. MELLOR COMPANY

1152 Penn Avenue **Pittsburgh, Pa.**

Edison Message No. 85

The value of the dollar is less. The quality of Edison Phonographs is greater. Raw materials and the cost of manufacture are much higher---yet the selling price of Edison Phonographs has increased only 15 per cent since 1914, including War Tax.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

Ted Lewis' Jazz Band's two latest fox-trots, "The Hula Blues" and "I Love You, Sunday," fairly sweep you onto your feet. The dancing public will make a clean sweep of as many of these records as you order. A-3306.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

ANOTHER GOOD WORD FOR "TALKER"

America's Musical Taste Improved by Talking Machine, says Zelma Lawrence

Writing from Birmingham, Ala., Miss Zelma Lawrence adds her testimony to the part played by the talking machine in the advancement of the cause of music as follows: "America's taste in music has improved greatly in the past decade, and American audiences continue to show more and more appreciation of the higher class music. I have played in many of the larger Western and Southern cities in the past ten years and have noticed a gradually increasing interest in the classics. Much of this increased interest in better music can be traced to the perfection of the phonograph. The newer instruments of all makes furnish selections by the leading artists of the day, and the children begin, almost from infancy, to hear the voices of Caruso, Melba, Galli-Curci, Ponselle and other famous singers, the violins of Elman and Kubelik, the piano selections of Paderewski, in my opinion the greatest of them all, and even the famous band selections of Pryor, Sousa and others.

"All this tends to ingrain in the child a taste for the better class of music, and while it is counteracted to some extent by the lighter jazz selections of today, the love of good music is bound to be so deeply imbedded that it will grow to a greater appreciation as the years go by. I am sure that the next generation of Americans will have far more appreciation of music than the present—and I frankly credit this increased interest to what is popularly termed as canned music as heard through the various makes of talking machines."

OPENS COLUMBIA DEPARTMENT

Little Rock Department Store Now Has Complete Columbia Display Rooms

The Pfeifer Bros. department store in Little Rock, Ark., has recently added a Columbia department on the third floor of the building at Sixth and Main streets. A full line of Columbia Grafonolas and Columbia records will be carried. The department has been fitted with glass demonstration booths and also has ample display salons. J. C. Havelill is manager of the new Columbia section and hopes to close a very good month in December, especially as the holiday trade will start his first month with a big rush of business

HAS MUSIC STORE IN KENTON

W. R. Pfefferle has completed the arrangements for the opening of his new music and jewelry store in Kenton, O. The location, which is on the south side of the main square, is an excellent one and a good trade is expected.

GRANTED DELAWARE CHARTER

The Craftsman Cabinet Co., Dover, Del., has secured a charter to do a general business in phonographs and talking machines. The capital of the new company is given as $50,000 and the incorporators are Raymond W. Hill, Lyman Harris and John Feechino, Dover.

MOVE TO KEEP UP PUBLIC BUYING

St. Louis Merchants Start National Move to Prevent Business Stagnation

ST. LOUIS, MO., December 6.—A national move to prevent business stagnation and encourage employment has been launched by local merchants and manufacturers, Melville L. Wilkinson, president of the Associated Retailers of St. Louis, announced recently.

The plan was suggested by David May, head of several large department stores, and was adopted at a recent meeting of local business men. Mr. May explained that the plan was to keep factories operating by retailers making immediate purchases for Spring trade. With the factories working, employes would have wages to purchase merchandise, thereby benefiting the retailers, Mr. May added.

E. F. HAMER OPENS REPAIR SHOP

Fond du Lac Repair Man Starts in Business for Himself in That City

FOND DU LAC, WIS., December 6.—E. F. Hamer, who has for the past fifteen years been identified with the phonograph repair business, has opened a repair shop for phonographs and sewing machines in connection with the grocery store which he is operating at present at the corner of Twelfth and Morris street.

Mr. Hamer is an expert mechanic in his line and has done the repair work on phonographs and sewing machines for most of the larger retail houses in Fond du Lac.

For 1921

A volume of business and a measure of progress for all Victor Dealers that will surpass all previous records.
This is the Holiday wish of

The Oliver Ditson Company
BOSTON
Charles H. Ditson & Company
NEW YORK
Victor Exclusively

Use this Big Sales Help

in Your Business

to attract crowds to your store and increase sales of phonograph records.

Use it as a big profit producer. Sell the Magnavox to clubs, theatres, movie houses, schools and dance halls. Summer resorts, parks, camps, steamships, etc., can make good use of this sound amplifier.

The Magnavox so magnifies the sound of a record (or the voice) that it will fill a big auditorium. A record can be heard a mile in the open. Yet it can be modulated at will to become a mere whisper.

There's a good profit in every sale.

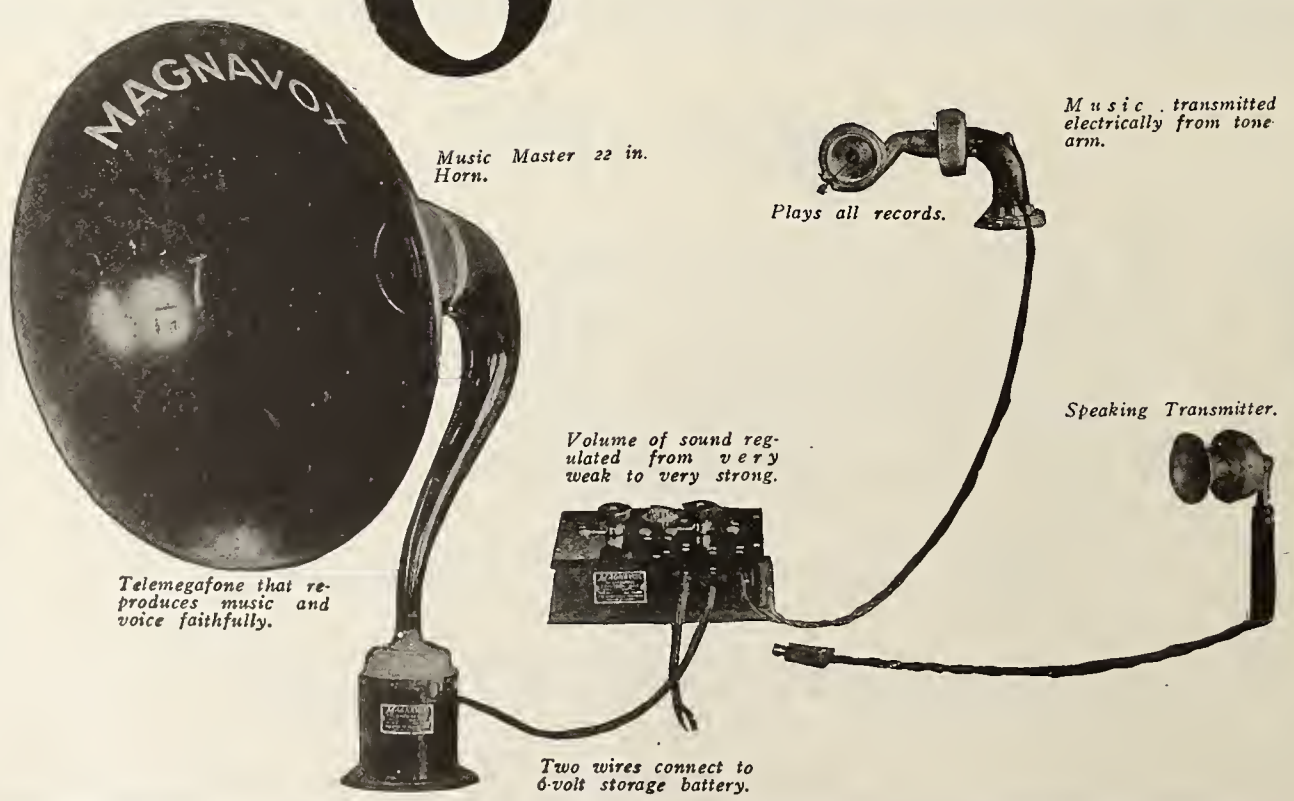
Bulletin 22520 contains full details. Write for it.

J. O. MORRIS CO., Inc.

Distributors for New York and New England

1270 Broadway New York

Magnavox



Some Practical Pointers on the Efficient Selling of Talking Machines

By W. H. Wade
Wade Talking Machine Co.

These brief suggestions are given with the idea of assisting the salesman to make more sales by concentrating and directing his efforts along proved lines of salesmanship. It is not my purpose or intention to attempt to lay down a rule for every case, but simply to bring to the surface a few thoughts on how I personally handle a sale.

It is necessary to make each step in the process of selling with the greatest caution. Study each buyer by carefully observing his words and action.

Always remember that at best you are only contributing 25 per cent to the actual closing of the sale.

Attention, interest and desire have been created before the buyer stepped into the store and it remains for you to create the "resolve to buy" what you have to sell.

It is fair to say that 90 per cent of all callers who leave without buying do so because the salesperson failed to do his or her part.

Step out promptly to meet every person who enters the store. Do not permit them to enter apparently unobserved. If you are busy call another sales person or greet the caller with a smile and excuse yourself for a moment until you or someone else can wait on them.

Conduct the prospective buyer into a room and provide a chair. Open the conversation something like this:

"You are, no doubt, familiar with the different makes of instruments?" which will bring an answer of the following order:

"Yes, I have a ——— phonograph," or, "I have a friend who has a ——— phonograph," or, "I don't know anything about them; I'm just looking around."

What does this answer tell you?

The extent of their knowledge and what is in their minds on quality and price.

"We show all the leading makes, so you have the opportunity of comparing them side by side."

Don't ask, "What kind of music would you like to hear?" because you may unknowingly embarrass the buyer by forcing him to admit his lack of knowledge and immediately you have aroused a sub-conscious antagonism.

Know what you intend to play and only play such selections as you have carefully studied yourself and can call attention to the particular features as you play it. Allow full latitude for variety of both tone, quality and volume.

Under all conditions dwell upon musical merit.

For demonstration purposes bring into the room a record of lady's voice, No. 77843; a record of violin, No. 5843; a record of piano, No. 6161; a record of band, No. 2176; a record of man's voice, Nos. 2005A-2771-5929.

Hold the interest of the buyer by explaining the reasons for playing every record as you play it.

One of the number is most certain to appeal to

Suggestions on Talking Machine Salesmanship That Should Prove of Material Value to the Average Salesman

the buyer. Study carefully which one it is and then say, "Now, I want you to hear the difference in tone on this instrument."

Always remember "instrument" and not "machine."

Change quickly from a low or medium-priced instrument to, "Now, I want to play this for you on this instrument, which has" (mention a number of features) and select a higher-priced instrument and then back to one of lesser price, size or design.

Make the buyer feel he has had full opportunity for thorough trial and selection.

Don't Permit Silent Moments

Make every move count. Change the needle on every record, it has a desirable effect on the purchaser and impresses him with the necessary care of the record and, without a word from you, that the best reproduction is had by the use of a new needle each time.

Use the greatest care in the selection of the needle and select only such as are best adapted to the record, whether demonstrating for volume or to bring out the finer musical qualities, the make of reproducer, size of room and the instrument itself, should be carefully considered.

Fibre needles give best results on many records, while loud, medium or soft-tone steel may be used with discretion.

While changing the needle or record impress the buyer with a remark such as, "This is a beautifully grained mahogany," or, "I'm very fond of this record," etc., or anything that will keep the buyer's mind alert to grasp the good points.

Time consumed in selling is not wasted. The better you sell a customer and the more convinced he is the better a booster he becomes for you.

Under no circumstance discuss competitive merchandise.

Dwell upon every point of merit in what you have to sell musically and mechanically and always keep in mind that "we buy the merchandise we sell and claim to know something about musical merchandise. If we were not sure of its value it would not be offered for sale by us."

The Buyer You Can't Interest

Salesmen will frequently say, "Hard boiled; I couldn't do anything with him," when as a matter of fact they haven't tried.

It is easy to discover whether a buyer is following your demonstration or not. If not, the salesman should not press the demonstration until he has won attention. Divert entirely from the subject of talking machines, if necessary. Find a subject in which the buyer is interested. Ask him what business he is in and let him tell you about his business. Talk about any subject of the day that appeals to him, or lead into an explanation of how records are made and the wonders of recording. After you have him "thawed out" lead him carefully back into the demonstration. Don't be impatient and don't rush him; you can frequently lead a buyer when it is impossible to force him.

The Undecided Buyer Who Puts Off Buying

Many buyers have made up their mind about how much they can afford to invest. It is a

(*Continued on page* 56)

The Schmelzer Company
Kansas City, Missouri
Exclusively Wholesale
Victrolas and Victor Records

PRACTICAL POINTERS ON TALKING MACHINE SELLING

(*Continued from page* 55)

serious mistake to oversell any buyer and especially the conservative buyer. Don't cause dissatisfaction in his mind by showing the disadvantages of the instrument he feels he can afford. Many people dislike to admit they are restricted in price. Sell him fully on what he can afford and don't lose the sale by trying to oversell him.

Then you have the fellow who is always undecided, the procrastinator, who puts off buying for a few days. With him it is well to discuss topics of the day, labor unrest, etc., and agree that 90 per cent of all of our troubles to-day are due to indecision, if we could just make up our mind, etc., and then carefully lead back to your demonstration and close the sale.

Will Bring Wife or Husband In

Approach this closing talk by impressing the customer with the advantage he has gained by looking around and comparing tone, style, sizes and values, which must be the deciding factor. Point out to him that his wife wants a phonograph and has not had the opportunity of hearing and seeing all the different makes side by side, and if he brought her in to see the particular instrument she would take his word anyway, because she could not know its real merit except by comparison and let us plan a little surprise and send this instrument out with a nice selection of records, which will please her, and if there are any of the records she does not like she can stop in any time and we will be glad to have her hear others and make an exchange.

How to Talk Terms

The question is asked every day, "What are your terms?" We make our terms to suit the buyer. (If you are selling a $150 instrument) some pay $25, $20, $15, or any amount they can afford. They frequently run about twelve months, which the customer has quickly computed to be about $12.50 and says, "I would like to pay about $12.50 or $13 per month," which you promptly agree will be entirely satisfactory.

When to Close

This depends largely on the circumstances and is exceedingly difficult to answer by rule, but I believe the best time to close is when the customer expresses the first preference. Then go immediately into detail. "Shall I send (mention the finish) and about $20 worth of records," together with all other details, just as if you had understood the buyer to say, "Send this one out."

Don't Make Negative Suggestions

Never make a suggestion that admits of a negative answer, such as "You don't want?" or "You are not interested in?" or "You wouldn't care to hear," etc., etc., because you are putting the answer into the mouth of the customer. The easiest thing for him to say is "No," because you have implied the answer and he unconsciously assumes that is what you expect.

MAGNAVOX ATTRACTS ATTENTION

Voice Amplifier Used to Advantage by Florida Dealer—Newspapers Comment Upon Success of Demonstration Most Favorably

The Florida Photographic Concern, Fort Pierce, Fla., jobbers for the Magnavox and Claxtonola, recently gave an interesting outdoor concert that was thoroughly enjoyed by several hundred people. Referring to this concert the local newspaper in Fort Pierce noted as follows:

"Several hundred people Tuesday evening formed the audience at the demonstration of the Magnavox, the wonderful new invention that amplifies music and speech to such an extent that they can be heard a quarter of a mile distant. Used in connection with ordinary phonograph records, the listeners were treated to masterpiece band and orchestral selections that had practically all the beauty and force of the original productions. The music was distinctly audible for blocks away, apparently carrying in force equal to the music of the regular band.

"The demonstration was staged by the Florida Photographic Concern, agents for the Claxtonola and the Magnavox. The machine, which is the first in the South, was attached to a Claxtonola located in the bandstand at the foot of Palmetto avenue. R. L. Goodwin performed as announcer and, speaking through the voice transmitter, was distincly audible for several blocks distant.

"The Magnavox will find a great variety of uses in campaigning, public speaking, for schools, theatres or wherever volume is important. It apparently solves the music proposition for small towns, affording advantages that are possessed only by the world's greatest musical organizations."

AMERICAN WALNUT

"The Cabinet-Wood Superlative"

FOR its beauty *American Walnut* does not depend upon stains, or even upon its infinite variety of wonderful figures. There is a "certain something" about the very fibre of this master wood that commands admiration for even the plainest walnut corner post.

For the Better Class Phonograph Cabinets

American Walnut is used and enthusiastically sponsored by America's most discerning manufacturers—a fact which is doubtless largely due to the insistent public demand for *American Walnut* instruments to fit in with other fine furniture of *American Walnut.*

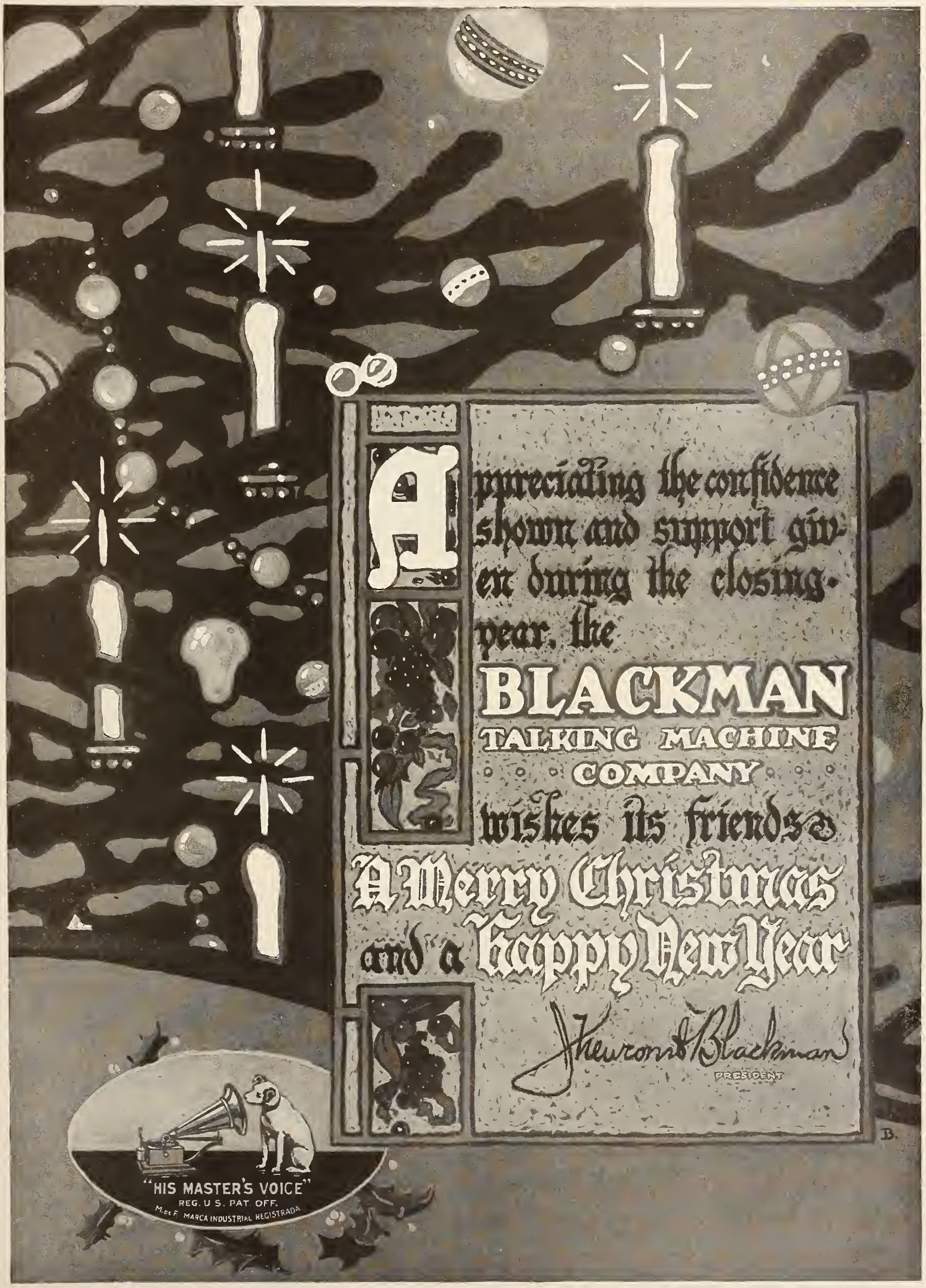
Valuable data for manufacturers. Valuable data for dealers. ALSO the Walnut "brochure de luxe." Write to the producers of American Walnut lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, Illinois

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Indianapolis


Appreciating the confidence
shown and support giv-
en during the closing
year, the
BLACKMAN
TALKING MACHINE
COMPANY
wishes its friends
A Merry Christmas
and a Happy New Year
Theron C. Blackman
PRESIDENT
"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.
M. ce F. MARCA INDUSTRIAL REGISTRADA

PROGRESSIVE SONORA DEALER

Crescent Dry Goods Co., Spokane, Wash., Will Handle Sonora Exclusively—An Up-to-date Mercantile Establishment

The Spokane Dry Goods Co., which owns and operates the Crescent Dry Goods Co. in Spokane, Wash., is making great progress in introducing the Sonora to the people of the Northwest. In a letter to a Sonora jobber, E. A. Shadle, secretary and treasurer of the Spokane Dry Goods Co., writes as follows:

"We are very proud of our phonograph department as well as the Sonora machine. As you know, we have only handled the Sonora a little less than one year, but feel that it is entitled to a great portion of the increased business in 1919. The department has eleven finely equipped demonstration rooms and a staff of seven salespeople throughout the year, which is increased materially during the holiday season. This department is under the able management of Mrs. A. O'Dea."

Crescent Dry Goods Co.'s Handsome Sonora Department

The present Crescent store is 142x207 feet, seven stories high, and has a floor area of over five acres. It is built of reinforced concrete, has a cream-white terra cotta finish and a vast expanse of plate glass on every floor. Few stores in America, in cities the size of Spokane, occupy so large an area exclusively for retail business or transact so large a volume of business annually.

The building is unique in having no fire in it, the heat being furnished by a public service company. Cooking and heat for shop work and other sections requiring it is by electricity. In all departments the very finest goods obtainable are stocked. This store is one of the best equipped in the United States and its selection of the Sonora as a phonograph to be featured is a distinct tribute to Sonora prestige and achievements.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

SUCCESSFUL SELF-SERVICE PLAN

Strand Temple of Music Booms Sales of Records by Arranging Records on Long Counter—Customer Is Free to Choose and Try Out Selections as He So Desires

ALBANY, N. Y., December 5.—The self-service idea in selling records has been carried out in a most successful way by Al Edelstein, manager of the Strand Temple of Music. On a long service counter the records are arranged in rows, all classified so that the customer may pick out at once the records desired. Then he can go to one of the many demonstration booths, where he finds a Victrola equipped with an electric motor. Here he can try out the records without any greater trouble than putting them on the machine and taking them off again. The Strand Temple of Music now has fifteen demonstration booths, seven having been recently added on the balcony in response to the growing demands of the trade. Mr. Edelstein is entirely satisfied with the way his self-service plan is working out and says that it is the best way to sell records.

FEATURES PATHE RECORD OFFER

The special Pathé offer of $25 worth of records with each machine was prominently displayed in the window of the Jacob Doll & Sons warerooms on Forty-second street during November and brought many purchasers into the store.

SOMEWHAT IN THE AIR

Aviation poison is said to be the most deadly poison known because all that is required to kill a man instantly is one drop.

Ward's Khaki Moving Covers

Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

THE REEO CO.
237 Fifth Avenue, Pittsburgh, Pa.

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.

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

W. O. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave., Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

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

AMERICAN PHONOGRAPH CO.
Burlington, Vt.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.

ROTTEN STONE

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

KEYSTONE MINERALS CO.

41 Union Square, New York City

OKeh Records

Biggest Vocal Seller

You All Know It

MAMIE SMITH

Another Sales Winner!

4194 10 in. $1.00	FARE THEE HONEY BLUES -	Mamie Smith and Her Jazz Hounds
	THE ROAD IS ROCKY - -	Mamie Smith and Her Jazz Hounds
4113 10 in. $1.00	THAT THING CALLED LOVE - -	Mamie Smith with Orchestra
	YOU CAN'T KEEP A GOOD MAN DOWN	Mamie Smith with Orchestra
4169 10 in. $1.00	CRAZY BLUES - - - -	Mamie Smith and Her Jazz Hounds
	IT'S RIGHT HERE FOR YOU -	Mamie Smith and Her Jazz Hounds

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

CO-OPERATIVE DEALER PUBLICITY

Columbia Dealers in Texas Use Timely Advertising—Co-operative Campaign a Noteworthy Success in That Territory

AMARILLO, TEX., November 22.—There appeared in the Amarillo Daily News recently a splendid example of co-operative advertising, consisting of an entire page devoted exclusively to Columbia Grafonolas and Columbia records. At the top of the page, occupying a space about three inches across the full width of the page, were several articles in connection with Columbia artists and their activities.

The center of the page was devoted to standard Columbia newspaper copy presenting some of the most popular models in the Columbia Grafonola line, together with an effective sales talk. Alongside of the center advertisements were the individual announcements of successful Columbia dealers in Amarillo and the surrounding territory, all of these announcements embodying the famous Columbia trade-mark. Among the dealers who used space in this effective campaign were the following: Pampa Drug Co., Pampa, Tex.; Panhandle Drug Store, Panhandle, Tex.; Nunn Electric Co., Amarillo, Tex.; W. H. Ray, Hereford, Tex.; G. C. Electric Co., Plainview, Tex.; Holland Drug Co., Canyon, Tex.; Flynt Jewelry Co., Tulia, Tex., and the Home Furniture & Drug Co., Amarillo, Tex.

SALESMANSHIP SCHOOL A SUCCESS

John Elliott Clark Classes Will Be Resumed After January 1

SALT LAKE CITY, UTAH, December 6.—The school of salesmanship being conducted by the John Elliott Clark Co., Victor wholesalers, is proving very successful. The plan of instruction includes lectures on salesmanship, Victrola construction, repairing, advertising, use of the Victrola in schools, and other topics related to the Victor business. The class for ladies was held beginning November 29 and covered a period of five days. Classes will resume after January 1 and will continue as long as the attendance warrants.

Demonstrations and lectures were given by Prof. Skelton, a local violinist of considerable note, and John D. Spencer, an authority on salesmanship. Other plans are under way to broaden the work which is being given under the direction of John Elliott Clark.

OPENS STORE IN BROOKLYN

A. Joeckel has opened a new talking machine store in Brooklyn, N. Y., at 2732 Myrtle avenue, and will carry a complete stock of all kinds of phonograph accessories.

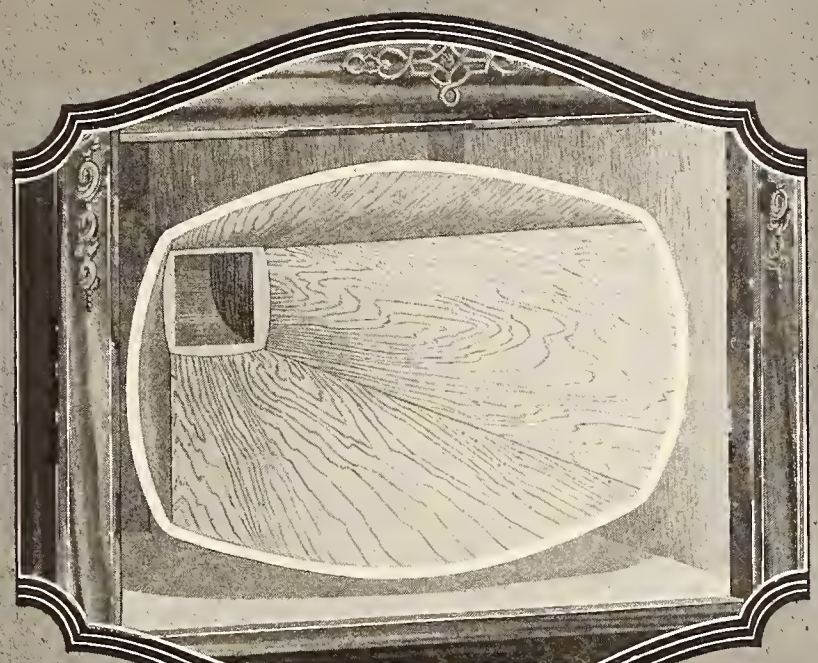
One of the latest methods of evading the Eighteenth Amendment is to buy a used flivver, thus justifying prescriptions galore on the ground of being "stung by a rattler."

Your Opportunity to Buy at the Right Price

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

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

THE BRANDTS FURN. CO.
CELINA, OHIO



HARPONOLA

The PHONOGRAPH with the GOLDEN VOICE

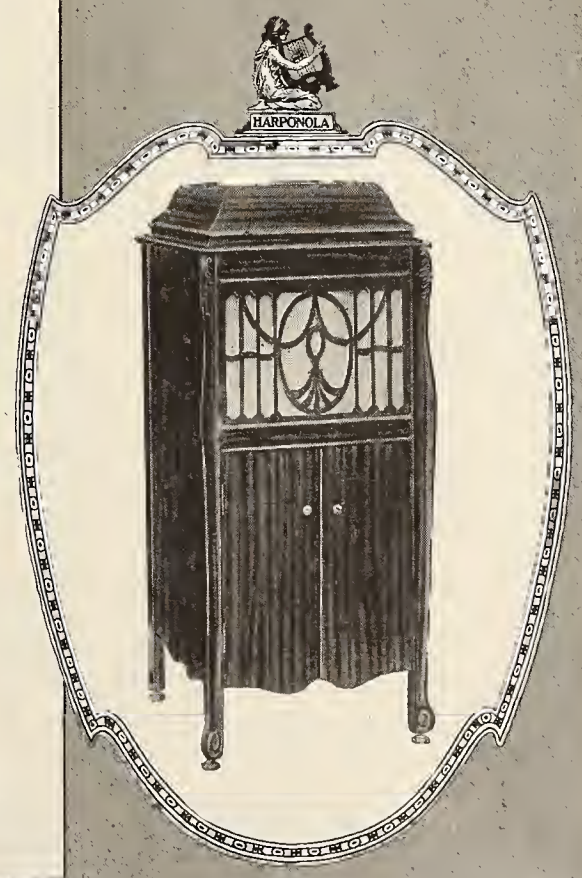
IF you want the best machine and the best service at a price that is distinctly favorable to you, it will pay you to write and get our proposition—

Remember:—If you don't get in touch with us you wouldn't profit a cent's worth even if we were selling at half the prevailing market prices. Also,—if you DO get our proposition and you don't care for it, it hasn't cost you anything to find out.

BETTER WRITE TODAY

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

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



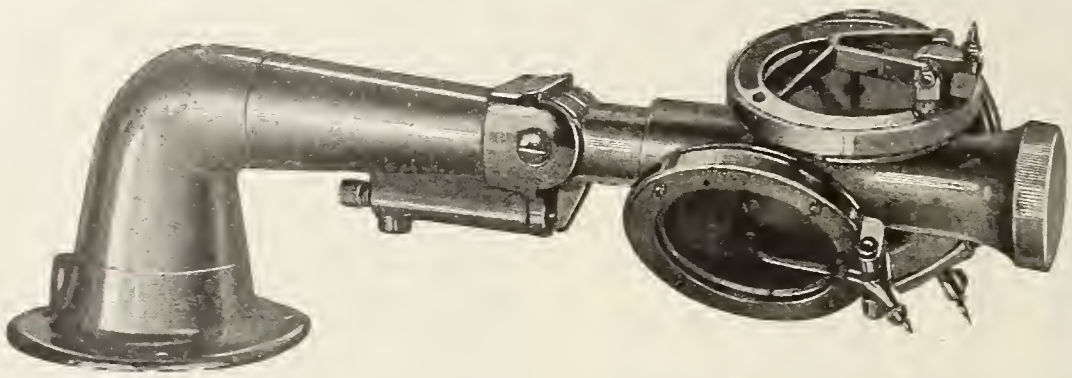
The Cathedral Phonograph Is Being Acclaimed Everywhere. And Here Are the Reasons, Mr. Dealer and Mr. Jobber

SO rapid has been the demand for Cathedral Phonographs that it was necessary to double production the first year.

Telegrams and letters from jobbers and dealers in all parts of the country continually ask for sales territory.

The Cathedral is the one phonograph that meets the public's demand for an instrument that plays *any* record *perfectly,* rivalling the desires of the maker of the record.

The Cathedral is a new step in phonograph development. This wonderful instrument is achieving an individual distinction that wins immediate popularity.



Only in the Cathedral Will You Find This New Reproducer

THE Cathedral Reproducer not only plays every record perfectly but gives the record prolonged life.

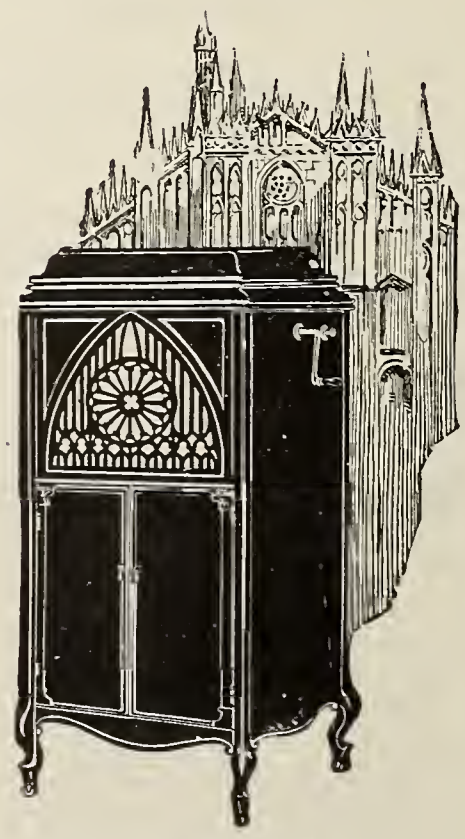
A slight turn of the rotating handle and the Cathedral Reproducer automatically adjusts itself for the record desired—diamond point, sapphire ball or steel needle type.

And rotating the handle is as simple as placing the record on the turn table. The reproducer responds with scientific exactness giving the proper tone arm length, degree of pitch and weight at point of contact.

The Cathedral Tone Arm balances, by means of a counter balance valve, so correctly that the playing point rides always in perfect equilibrium bringing forth the music by its light groove touch, without *scraping.* With no perceptible playing wear, the record is given the greatest length of life.

The Cathedral Resonator reflects all tone waves with perfect distinctness eliminating sympathetic vibrations and detracting sounds.

Cathedral designs mark a new art adaption in structural beauty. Each Cathedral design is reminiscent of the famous French Cathedrals after which the various models have been named.



MILAN MODEL

We can fill prompt orders and would suggest an immediate wire from jobbers and dealers regarding details. An aggressive advertising campaign as well as the exceptional features of the Cathedral assist in the marketing.

Address our General Offices.

Cathedral Phonograph Co.

GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O. CHICAGO, ILL.

WINDOW DISPLAY SERVICE FOR OKEH RECORD DEALERS

Beginning with the Christmas window display of Okeh records, the General Phonograph Corp. is inaugurating a greatly enlarged display service to Okeh dealers. The new service, which, as heretofore, is to be created by Einson Litho, Inc., New York, will consist of a larger number of display units, whose combined area will be almost double that of the old service. More colors and the best art work, combined with an increased number of large cut-out cards, will make the Okeh window display service of great value to all Okeh record dealers.

Holiday Window Display Featuring the Latest Okeh Records

MAKE POLISH LANGUAGE RECORDS

Polonia Phonograph Co. Formed in Milwaukee to Manufacture Machines and Records—Polish Population Estimated at 85,000—Contract Let for Erection of a Spacious Factory

MILWAUKEE, WIS., November 24.—The Polonia Phonograph Co. is being organized as a Wisconsin corporation with a capitalization of $75,000 to engage in the manufacture of talking machines, cabinets, records, etc. The promoters include some of the best known men of Polish extraction in this city, which has a large Polish population, estimated at more than 85,000, out of a total of 525,000 inhabitants.

Details of the project have not been fully divulged, but announcement is made that contracts have been awarded for the erection of a one-story factory, 40x160 feet, at Grove and Harrison streets, on the south side. This will be equipped to record and press records. Later equipment will be installed for making instruments.

While at the start the new concern will specialize in the production of records in the Polish language, it intends to make records in all languages in due time. The active head of the enterprise is Chester P. Dziadulewicz, treasurer and business manager of the Kuryer Polski, the leading Polish language daily newspaper in Milwaukee, with headquarters at 435 Broadway.

CHARTER FOR CONCERTO T. M. CO.

MILWAUKEE, WIS., December 1.—A charter has been granted to the Concerto Talking Machine Co. of this city, which has been incorporated with a capital stock of $25,000 to manufacture and deal in talking machines, phonographs, records, supplies, etc. The incorporators are represented by Julius O. Roehl, attorney-at-law, Wisconsin National Bank Building, Milwaukee.

Good will is the measure of excess value in merchandise and service beyond what the buyer expects, and it is a wonderful business builder.

IN THE HANDY CAN
NYOIL FOR YOUR PHONOGRAPH
Made in Our Watch Oil DEPARTMENT
which for half a century has made 80% of all the watch, clock and chronometer oil used in America.
The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it
Colorless, Odorless and Stainless.
Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.
NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

I. G. BOVEE'S MUSIC SHOP OPENS

Victor, Edison and Emerson Lines Carried in New Home of Winsted Dealer

WINSTED, CONN., December 5.—The opening of the I. G. Bovee Music Store in this city, which took place last month, was attended by a large number of music lovers, and the concerts which marked the affair were well received. This shop is now devoted entirely to the sale of Victor, Edison and Emerson machines and records, the stock of books, magazines and sporting goods formerly carried being moved to Mr. Bovee's other store across the street. Besides the addition of two sound-proof demonstration rooms and record-filing racks, the interior of the store has been redecorated in ivory white, which gives a pleasing background to the phonograph cabinets displayed on the floor.

Mr. Bovee expects that the new music shop will greatly facilitate the service which he desires to extend to all his patrons.

Say precisely what you mean to do, and Do exactly what you say.

ACME-DIE
·CASTINGS·
ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

REYNALDS
MOBILE ALABAMA
HIS MASTER'S VOICE
VICTOR DISTRIBUTOR
VICTOR VICTROLAS
VICTOR RECORDS
SERVING VICTOR DEALERS IN
ALABAMA
MISSISSIPPI
FLORIDA

Columbia Records Grafonola

Columbia Christmas Record Gift Envelopes suggest to people without a phonograph that they should buy records for friends who own one. The gay color scheme of these *exclusive* Columbia envelopes will make Columbia Records doubly attractive as Christmas gifts.

Columbia Graphophone Co.
NEW YORK

NO IMMEDIATE RELIEF FROM HEAVY TAXATION IN SIGHT

Geo. W. Pound, General Counsel of the Music Industries Chamber of Commerce, Brings Some Impressions Back From Washington—Some of the Problems That Are Faced

George W. Pound, general counsel of the Music Industries Chamber of Commerce, who returned from a short visit to Washington recently in connection with trade matters, had some interesting comments to make relative to the prospect for having tax burdens reduced in the near future.

Mr. Pound was frank in his opinion that those in the trade who expected relief from taxation within the next year or more were doomed to disappointment. Even with the Republican Party in power, declared Mr. Pound, the tax question would still offer problems because the administration would most likely put up strong objections to any curtailment of appropriation, and would, therefore, also object to any curtailment of revenue.

It is certain that no relief may be expected from the next session of the present Congress, for the attitude of the present Government has been made strongly evident. The first Congress during the Harding administration will not convene until December, 1921, and, although as President Mr. Harding will probably call a special session, it is doubtful whether this special session will grant the relief looked for by business generally.

Summed up, it appears that the pressure brought to bear on the Democratic administration and upon Democratic Congressmen must continue to bear upon the members of the next Congress, and that it must not be taken for granted that a change in administration will bring reduced taxes unless the business men of the country force the issue.

By combating certain pieces of legislation calculated to add millions to the expenses of the Government, such as the soldiers' bonus bill which has passed the House and is now being held in the Senate, members of the music industry, as well as business men generally, can work directly to the end of keeping Government appropriations down. It looks very much now as though the question was not alone that of having taxes reduced, but of preventing increases in taxation which have already been proposed.

EMERSON ADVERTISING CAMPAIGN

Syracuse Jobber Using Newspapers and Billboards—Campaign Proving Successful

SYRACUSE, N. Y., December 4.—An extensive advertising campaign launched recently by Emerson Products, Inc., of this city, distributors of Emerson phonographs and records for New York State, outside of the metropolitan district, has met with an enthusiastic reception by Emerson dealers, and has been instrumental in adding a large number of new accounts to their present list.

Newspapers have been the principal medium through which this advertising campaign is being carried out, but C. D. MacKinnon expects shortly to erect a number of billboards featuring the Emerson phonograph, and emphasizing particularly the Music Master horn.

Emerson Products, Inc., are giving excellent service to the dealers on record orders. All listed Emerson records are in stock, and a filing system has been installed to preclude the possibility of even running short of an order temporarily.

Life is simply a matter of concentration—you are what you set out to be. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep and the things you desire to become.

ORIGINAL "VIRGINIA JUDGE" DEAD

Justice John P. Crutchfield, of Richmond, Character Around Which Walter C. Kelly's Monologue Is Woven, Passes Away

Word came from Richmond, Va., recently of the death of Justice John Peter Crutchfield, familiarly known as "Justice John" to thousands of people all over the country who have visited Richmond and taken occasion to hear him dispense justice to the colored man in his police court. Justice Crutchfield was the original of the "Virginia Judge," so ably and entertainingly depicted by Walter C. Kelly in his clever monologue just recently released on Victor records.

"Justice John" had a system of his own in handling cases in his court. He had a thorough understanding of the negro character, and could be sympathetic, or harsh, as the case demanded. His one demand was that the dignity of the court be upheld, and one of the famous stories regarding him is concerning the hearing of a negro on a visit from the North, who was charged with some minor offense. "Ten dollars fine," said the justice in pronouncing sentence. "Huh," said the prisoner with a bit of swagger. "I got that right in my vest pocket." "Look in your other vest pocket and see if you've got thirty days," was the answer of the court, which ended the argument.

NEW ORLEANS BRANCH ENLARGES

NEW ORLEANS, LA., December 5.—The Columbia Gr[illegible]one Co. has leased the fourth floor of the building it now occupies at 517 Canal street. This is the top floor of the building and will be fitted up for the offices, the second floor being retained as showrooms.

Too many people confine investigation within their own particular lines and thereby fail to profit.

New! New! New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

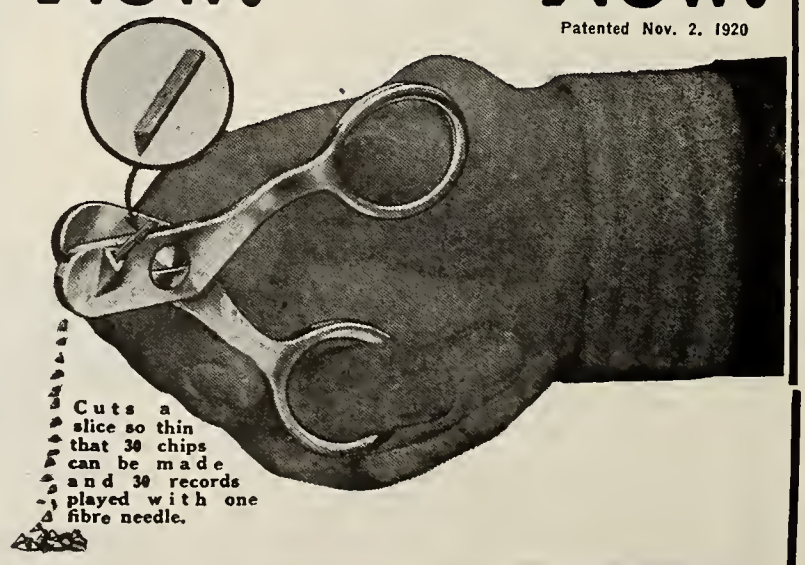
Small Size—Simple Construction

For sale through jobbers and dealers.

Retail Price $1.50

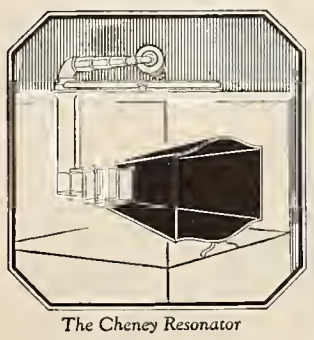
Manufactured by

W. H. WADE 14 N. Michigan Avenue CHICAGO



The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES



The Cheney Resonator

Building Dealers for The Cheney

WITH THE SAME CARE which characterizes the building of THE CHENEY instrument itself—cabinet, tonal system and motor—we also build the selling organization which presents THE CHENEY to a public of appreciative purchasers. And very naturally THE CHENEY is a source of profit to music dealers who hold THE CHENEY franchise, because of the unusual purity of tone achieved by THE CHENEY'S methods of tone reproduction.

THE CHENEY TALKING MACHINE COMPANY CHICAGO • NEW YORK • DEALERS EVERYWHERE

The Dawn of a New and Better Year

Victor Dealers:

Increased production, both of Victrolas and records, is an established fact.

The supremacy of the Victor line is fully recognized.

The Victor dealer's store is today the Mecca of the buying public.

For increased profits—Place your entire efforts back of the supreme quality of Victor products during the coming year.

Cease thinking it over—and act!

We Extend to You the Season's Greetings

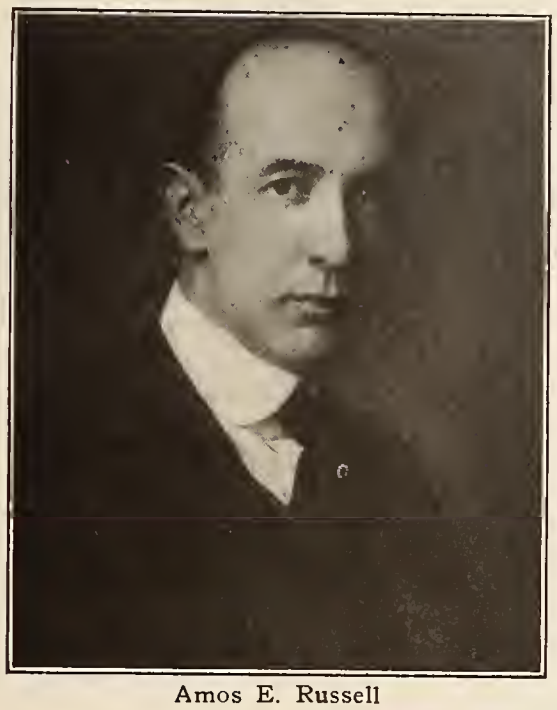
The Toledo Talking Machine Co.

Exclusively Wholesale **Toledo, Ohio**

ACHIEVES 400% SALES INCREASE

Cluett & Sons Talking Machine Department Runs Up Sales for November Five Times as Great as in 1919—A. E. Russell Is Manager

TROY, N. Y., December 5.—Last year was a remarkable year and the sales totals reached by talking machine dealers were of great proportions and have not often been equaled this year. To equal the record made last year is no slight task and to exceed it is an accomplishment worthy of notice. But when Cluett



Amos E. Russell

& Sons, Columbia and Vocalion dealers of Troy, piled up a total for the last month nearly five times as great as in 1919, it shows that there is seemingly no limit to the possibilities of a well-directed business.

The talking machine department of Cluett & Sons is under the direction of Amos E. Russell, who has obtained the remarkable results by a thorough co-ordination of advertising and selling. He is well known to the trade, having been formerly with the Aeolian Co. in New York and Boston.

If you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it. Toil is the law. Pleasure comes through toil, and not by self-indulgence and indolence. When one gets to love work, his life is a happy one.—Ruskin.

NEW HAVEN BRANCH MEETING

Columbia Dealers Gather at Hotel Taft and Witness Sales Demonstration—W. A. Willson Speaks—Grafonola Dance Enjoyed

NEW HAVEN, CONN., December 6.—On the evening of November 16, at Hotel Taft, Parlor A, the second Columbia branch dealers' meeting was held and a fair attendance was present, as the weather was not very favorable. Those who came were well rewarded by the additional knowledge they gained of sales helps and of the business of the company they represent. Manager H. B. Haring opened the meeting.

The January supplement records were played and the dealers were supplied with advance lists and order blanks so that they could place their orders for these records, if they so desired.

A demonstration sale of a Columbia Grafonola was made. This was conducted by Salesman F. P. Conklin, and Miss Peck, formerly with the Fifth Avenue Shop and now in Bridgeport with Geo. E. Nothnagle & Son. As this was the first time an idea of this kind was presented before the dealers, they were all keenly interested. Miss Peck is thoroughly familiar with the Grafonola and had some very good talking points, all of which were presented to Mr. Conklin, who was the prospective purchaser.

W. A. Willson, manager educational department, was the next speaker and had the dealers greatly interested in his subjects. After the meeting a Grafonola dance and social was held and all present voted it was a very successful meeting.

Robert Porter, field sales manager, from the executive offices, New York, made a short visit to this branch recently.

DALLAS BETTER BUSINESS BUREAU

Music Dealers Form Important Part of New Organization to Keep Standards High

DALLAS, TEX., November 30.—Great things are expected of the recently organized Better Business Bureau, which is made up of the leading business houses of the city. In the sphere of musical activity the piano men are united for better, cleaner business methods. The reputation which Dallas has won and its high place in the world of music are due to the efforts of these dealers who have spared no pains to raise the standards of the industry and keep them high. The music firms which are charter members of the Better Business Bureau of Dallas are: The Edison Shop, the Field-Lippman Piano Stores, G. H. Jackson, the Leyhe Piano Co., Sanger Bros., the Will A. Watkin Co. and the D. L. Whittle Music Co.

Miss Christine Ewing and Miss Eileen Daniels are two new additions to the record department of the Will A. Watkin Co., Dallas, Tex., local representatives for Columbia Grafonolas and records.

D. R. Doctorow, manufacturers' representative, New York, expects to visit the West at an early date in order to extend his field of operations.

BLANDIN

TO hear one violinist to-day and another to-morrow, it is difficult to judge the more talented of the two. But to hear them play the same selection, one immediately following the other, you can easily determine which is the greater artist. So it is with Blandin re-production. You must compare—and when you do, no other phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

IF

PRICE

were the only consideration, we'd be entitled to your business anyway; but we also have

QUALITY and what is of equal importance **SERVICE**

No. 1265 Cup

This applies not only to Needle Cups, but to Lid Supports, Lid Hinges, Automatic Stops, and practically everything your cabinets will need.

WEBER-KNAPP CO. **Jamestown, N. Y.**

DON'T TRY TO BURN A JAZZ RECORD

New York State Man Tries It and the Fire Department Gets Some Exercise

If you should by accident, or intention, break a jazz record and become much peeved thereat, listen to a word of warning. Don't throw it in the kitchen stove.

Robert Johnson, of Spring Valley, N. Y., was removing a jazz record from his talking machine recently when it dropped to the floor and broke into several pieces. Mr. and Mrs. Johnson exchanged considerable lively repartee concerning the happening, and Mr. J. ended the argument by throwing the broken record into the kitchen stove.

The heat of the jazz and the heat of the coal mixed so perfectly and developed such a flame that the chimney couldn't stand the strain and caught fire. When the brave fire laddies rushed to the rescue, Mrs. Johnson is alleged to have met the chief at the door with a punch in the nose and the information that it was her fire and she'd take care of it herself.

A VOLUME OF SUGGESTIONS

Attractive and Interesting Booklet Being Sent Out by Buegeleisen & Jacobson, of New York

"Opportunity Knocks" is the title of an attractive and very interesting booklet which has been recently issued by Buegeleisen & Jacobson, jobbers of musical merchandise, New York City. This booklet, which is somewhat in the nature of a catalog, portrays in an interesting manner both through the medium of illustration and the printed word the advisability of the talking machine dealer installing a complete musical merchandise department. It gives the dealer suggestions as to what merchandise he should purchase and in what quantities. A representative selection of an order which will include all items in popular every-day demand is given and requires an investment of only $900. It is believed that this booklet will prove very serviceable to dealers who have not as yet installed a musical merchandise department, as the booklet is written from that standpoint.

HELPING MUSICAL APPRECIATION

Perhaps the most comprehensive co-operation between a symphony orchestra and the schools of a city is to be seen in Minneapolis. This year, as for the past six years, the Minneapolis Symphony Orchestra has prepared a series of children's concerts. The programs for these concerts are announced a month in advance of the concert date and the school-children, with the aid of Victor records in the school, become thoroughly familiar with the selection beforehand and are therefore able to listen intelligently.

Ideas are everywhere—good, bright, new ones abound in every line. Cultivate them.

RURAL RESIDENTS AVERAGE WELL AS MUSIC LOVERS

Survey of Suburban and Country Districts Made by Farm Life Shows That Pianos and Talking Machines Are Owned by Nearly One-third of the Residents—Good Prospects for the Music Dealer

That the rural population of the United States is made up largely of music lovers and of those who own musical instruments of one sort or another, is illustrated most graphically in an elaborate survey prepared by Farm Life, a monthly publication, having a circulation spread over a large part of the country.

In response to a questionnaire sent out very recently by that publication to ascertain the household equipment, farm equipment, personal equipment, live stock and other possessions of its subscribers, 6,115 replies were received and tabulated at the time the report was made.

The replies concerning musical instruments were listed as far as possible according to makes, and in every case according to States. Of the 6,115 homes from which replies came, 1,965, or nearly one-third, possessed pianos, and 1,354 owned organs, while 2,058 were the proud possessors of talking machines.

These proportions are most interesting, as they tend to strengthen the opinion of members of the trade at large that rural communities are in a position to afford a most satisfactory volume of prospects for musical instrument sales.

According to the figures, Indiana leads in the number of pianos, organs and talking machines, but inasmuch as the figures are based upon the circulation of one publication, rather than upon population, they do not in this instance have any special significance.

The well-advertised products in the several lines stand out sharply in the tabulation of the figures, indicating that buyers not only tend toward the purchase of instruments of known standing, but are also sufficiently proud of their purchases to give the names of the instruments upon request.

The careful tabulation of the 6,000 or more replies proves that over fifty per cent of the homes are supplied with musical instruments. This means that not alone are fifty per cent of the homes open for the sale of a piano, organ or talking machine, but that there is a large number of people who, being possessed of instruments of certain types, are, or should be, in the market for player-pianos and the more modern styles of instruments.

The less a man says about his own virtues the better his friends like him.

It is not alone what we do, but also what we do not do, for which we are accountable.

EQUIP YOUR TURNTABLES WITH

A. W. B. BOULEVARD VELVETS

ADD TO THEIR QUALITY AND ATTRACTIVENESS

A.W.B. Boulevard VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

VELVETS, VELVETEENS, PLUSHES

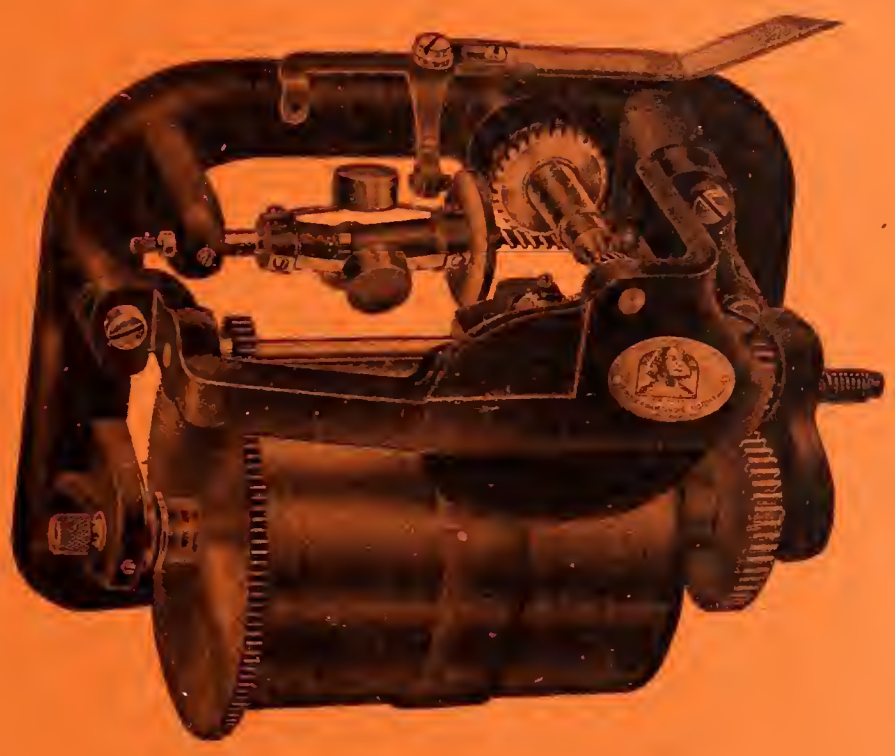
WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

REG. U. S. PAT. OFF.

The Standard by Which All Phonograph Motors are Judged and Valued



Why the Sphinx-driven Phonograph Sells and STAYS SOLD

The phonograph which doesn't stay sold comes back on the dealer's hands, in nine cases out of ten, because of motor trouble.

The Sphinx is the only trouble-proof motor because it is the only motor whose design and construction eliminate the *causes* of motor trouble. The Sphinx *sells* the phonograph because its superiority is manifest to any layman.

The Sphinx-driven phonograph *stays sold* because it gives uniformly satisfactory service for a period whose limits have not been disclosed by the severest tests which a phonograph motor has ever undergone.

Investigate the Sphinx NOW; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue -:- -:- -:- -:- New York

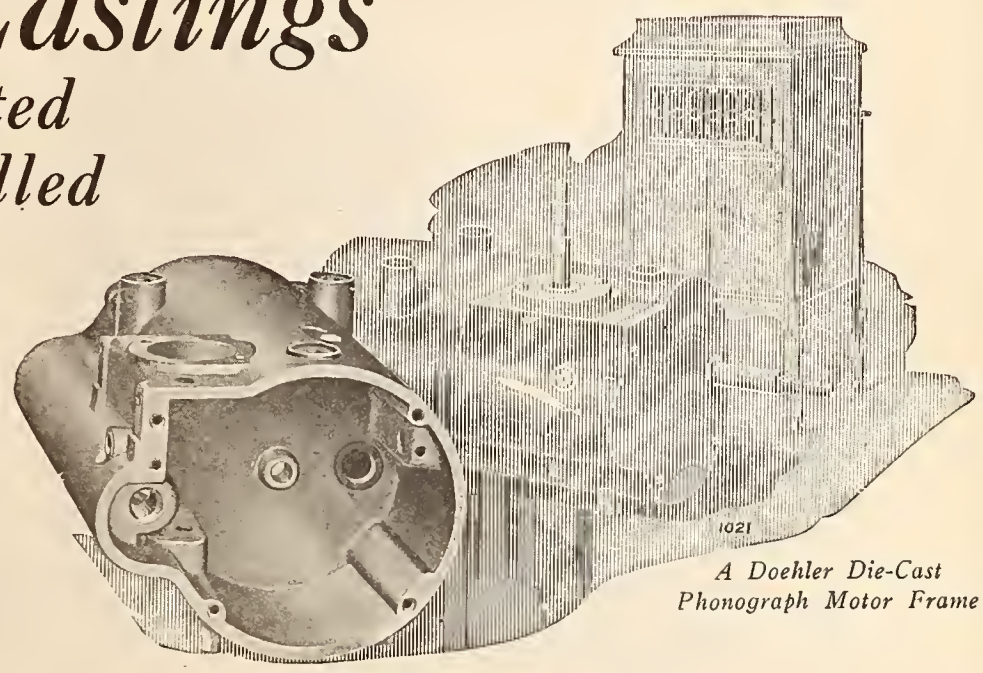
Doehler Die-Castings

—often imitated but never equalled

Strength, uniformity, accuracy and finish most closely approach perfection in the die-castings made by Doehler.

There is a fineness to Doehler Die-Castings—others have sought to duplicate it—but the men who want die-castings (tone arms, motor frames and other parts) to reflect credit on their product standardize on Doehler. It is worth their while—and yours.

Let Doehler advise you — no obligation



A Doehler Die-Cast Phonograph Motor Frame

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. CENTRAL PLANT TOLEDO, OHIO. WESTERN PLANT CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

EDISON PRIZE PROGRAM WINNERS

Announcement Made of Those Who Submitted the Ten Best Programs of Re-Creations

Appearing in the December number of "Along Broadway," the Edison musical magazine, are the names of the ten prize winners in the Re-Creation Concert-Program Contest, which closed several months ago. Hundreds of contestants were entered, every State in the Union being represented, and the rivalry was unusually keen.

Each contestant was required to prepare a program of Edison Re-Creations that would provide entertainment for an audience composed of persons with various musical tastes. Of those submitted, the ten best were chosen and the winners presented each with a beautiful autographed photograph of his or her favorite artist. This presented not a little difficulty, since the greater number of the programs sent in were remarkable for discrimination and balance shown by the contestants and choosing the ten best was not at all an easy matter.

A curious side-light on the entrants was that the majority of them were men, who went about the selection of the numbers with a business-like air. Also, as in every contest of this kind, a great deal of human nature was brought to the surface. Thus, one enthusiastic lady said that any twelve Edison Re-Creations would make a prize program. And a number of contestants expressed their unbounded admiration of Mr. Edison and declared that they would like to have his autographed photograph, but of course he was not included among the artists whose pictures were to be given as prizes.

The prize winners were: 1, Henry J. Balkey, 217 Altmeyer street, Sharpsburg, Pa.; 2, J. R. Kittleman, 3525 Home street, Berwyn, Ill.; 3, Bessie Hamilton, R. F. D. No. 1, Declo, Idaho; 4, Geo. B. Heilner, 548 North Broad street. Elizabeth, N. J.; 5, Rudolph Mudra, Box No. 14. Miles City, Montana; 6, George H. Hemmel, 285 Webster avenue, Jersey City, N. J.; 7, Myrtle B. Stevens, 703 North Ninth street, Independence, Kansas; 8, Mrs. J. P. Wilson, Box No. 329, Patterson, La.; 9, John H. Rathbun, 22 West Railroad street, Castile, N. Y.; 10, Harry R. Rowland, 20 West Rockland street, Germantown, Pa.

DEATH OF J. W. RICHARDSON

Passing of Popular Member of Wholesale Talking Machine Trade Greatly Regretted

CLEVELAND, O., December 2.—J. W. Richardson, one of the most popular members of the wholesale talking machine trade in this section of the country, died recently after an illness of several weeks. His death will be mourned by talking machine dealers throughout this territory, who have had an opportunity of becoming personally acquainted with this well-known talking machine man.

Just prior to his illness Mr. Richardson was representing the Stein-Burn Corp., of Chicago, in this territory. His broad and friendly acquaintance with the Ohio dealers was gained during the years he worked under the direction of Jos. I. Carroll in establishing the Emerson record, manufactured by the Emerson Phonograph Co.

About a year ago Mr. Richardson returned to his old home in New England, to be at the bedside of his father, to whom he was deeply attached. His father's death was a shock from which he never fully recovered and left him subject to ailments which undermined his apparently fine health, and finally terminated in his death.

COLUMBIA GRAPHOPHONE EARNINGS

Report Shows Net Income of $3,612,474 for Nine Months to September 30

The report of the Columbia Graphophone Co. for the nine months ended on September 30, just made public, shows net income, after charges and Federal taxes, of $3,612,474, equivalent to $2.54 a share earned on its outstanding common stock after deduction of dividends on its preferred stock.

The company's earnings from its operations amounted to $7,303,734 and interest charges to $330,467. The charges, depreciation, Federal taxes, etc., aggregated $3,360,793, and dividends on the two classes of its stock for nine months, $1,535,312, leaving a final surplus of $2,077,162 for the period. The company's total profit and loss surplus on September 30 amounted to $4,542,621.

H. J. SMITH LABORATORIES

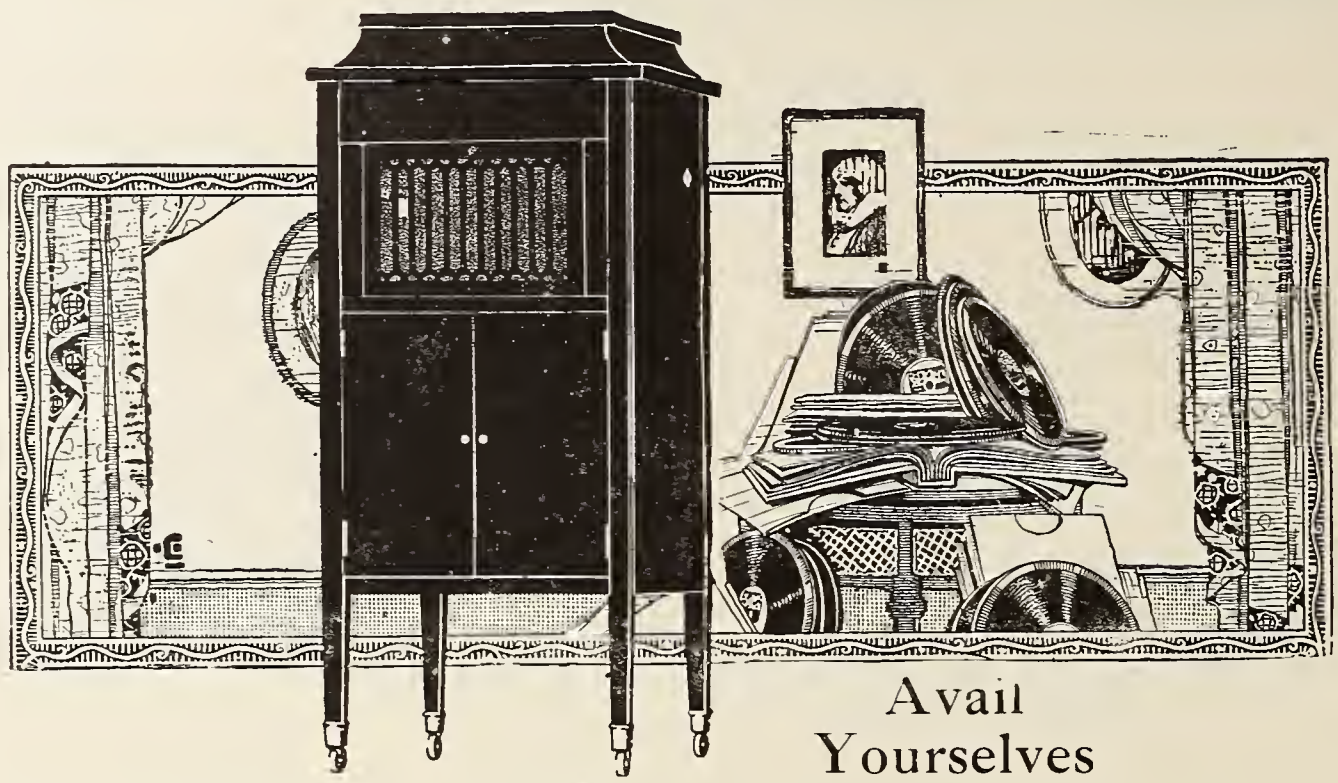
Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS — Plant No. 1, 833 Broad Street, Tel. 2896 Market, NEWARK, N. J.

SAWING, GRINDING, ROUGHING, ROLLING and EXPERIMENTAL LABORATORY — Plant No. 2, 54½ Franklin St., NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.



Avail
Yourselves
of
DeMoll & Company's "Instant Service"

VOCALION DEALERS
EVERYWHERE

Wire Us Your Rush Orders For

Aeolian-Vocalions
Vocalion Lateral-Cut Records
Mel-O-Dee Music Rolls

Our "INSTANT SERVICE" will supply your needs. All orders shipped via return express or parcel post on day received. Beat competition by having your stock on hand.

O. J. DEMOLL **EMMON S. SMITH**

O. J. DEMOLL & CO.

Wholesale Distributors

WASHINGTON, D. C.

Instant Service

Orders shipped by return carrier, day received

Existing Trade Situation in Germany

F. M. Prescott Visits Berlin and Makes a Close Analysis of Conditions in the Talking Machine Industry in that City and in Germany—Most Authoritative Report on Developments During and Since the War—Explains Present Condition of the Industry

F. M. Prescott, of Riverdale, N. J., who recently sailed for Europe to investigate conditions in the talking machine trade there, has kindly consented to prepare for the readers of The Talking Machine World a synopsis of conditions as he has found them. Writing from Berlin, Germany, under date of November 1, Mr. Prescott tells his most interesting story as follows:

"After an absence of eight years I have returned for a short visit to Germany, where I was engaged in the manufacture of talking machines for many years. Realizing that you might be interested to know my impressions after eight years' absence and learn how the industry here finds itself after the war, I am writing this letter.

"I am pleased to say that I have found the concerns that existed before the war all doing business and apparently healthy, but there are no new concerns; in fact, there are much the same companies now in existence that have been here for the last fifteen to twenty years. Perhaps that is one of the reasons why they all withstood the war, having been so long and well organized.

"During the five years of war they one and all were turned into munitions factories and worked for the Government at full speed. Naturally they all made money and paid good dividends during this period, as they were well paid by the Government and there was no lack of orders. My old company, the Odeon, received big bars of steel, which it turned into bayonets.

"During the war this same Odeon Co. did a novel thing. It systematically took and made language records for future use of every known language in the German prison camps. This amounted to more languages than one would at first think, as practically the whole world was against the Central Empires and prisoners in about every known nationality were captured. Professors from the University of Berlin who were competent in all these languages, which included Indian, Hindustani, Arabian, Japanese, Chinese and all the languages of Europe, sought out the prisoners in these languages and acted as interpreters and helped to assist in making the text of the records so that it would be most suited for language learning.

"During this same period records were made of the Kaiser of Germany, Kaiser Franz Joseph, late Emperor of Austria, of General von Hindenburg and many other notables. These last records were not made for commercial purposes, but were simply put away in the German archives so that posterity might be able to hear the veritable voices and words of the war lords of the great World War. I spoke with the expert who took the record of the Emperor Franz Joseph, and he told me that it was no easy task to make a good record from the voice of an old, bent and feeble man of eighty.

"The year 1919 in the music industry was one of changing back from a war basis to that of purely talking machine manufacturing. None of the factories could supply the demand as few machines or records had been manufactured during war time and stocks were low. Consequently dealers only received a very small part of their requirements.

"In order not to be caught that way in 1920 the dealers early this year placed very large orders, in fact, several times what they actually required, expecting to receive only about 20 per cent deliveries, basing their estimates on last year's deliveries. The factories, however, got under way much more rapidly than had been expected, with the result that dealers were everywhere being swamped with more goods than they could use or pay for. Many payments had to be taken in notes bearing a future date and those notes are still running. Excess requirements were at once canceled and now dealers and factories find their warehouses, cellars and attics full of goods and orders very slow. Factories are all working on part time, some four hours and some six hours daily, while others are working three days weekly.

"Talking machines and records are classed everywhere as a luxury and in Germany trade in luxuries is slow and will be for a long time. The talking machine business is, therefore, very slow and everyone is waiting with anxiety and interest to see what the Christmas trade will amount to. If it is good and stocks are reduced it will strengthen the situation very much.

"On account of the present slack situation several record plants are for sale, the owners preferring to retire rather than continue under present conditions, but the larger companies are well fortified against a slump in trade by their reserves in war profits and will weather through. In fact, the head of one of the largest concerns told me to-day that they could live through anything now. Having passed through five terrible years of war and blockade, lack of raw materials, revolution and change of government, there was absolutely nothing left that could upset them. They would simply bide their time until conditions improve. Everything at the moment is marking time. Very little new recording is being done here and expenses are being kept as low as possible.

"Export business is the real salvation for the trade here and all are doing their utmost to capture it and not without some success. No country in the world is manufacturing so cheaply as Germany at present on account of the low value of the mark, which has depreciated about 2000 per cent. It used to be quoted at 4.20 to the American dollar and is now quoted at 80 to the dollar.

"The average mechanic receives here 6 marks an hour, or 8 cents an hour, which is the equivalent at the present rate of exchange. Against this the American mechanic doing the same work is receiving an average of $1 per hour. Rents, German raw materials, etc., are on the same basis on account of the low value of the mark.

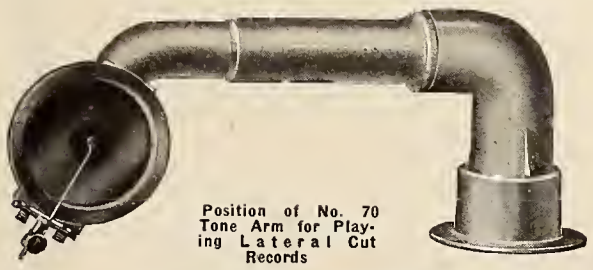
Ten-inch double-sided records are being sold for export at 15 to 17.50 marks each, equal to about 18 to 20 cents each at present value of the

(*Continued on page 71*)

ANNOUNCING

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Position of No. 70 Tone Arm for Playing Lateral Cut Records

Quality Construction

Unusually Good Tone **No Blasting**

For use in Phonographs retailing up to $100.

Position for changing Needles

Uses round or triangular needles

The price is right for low-priced machines and the quality is there for high-quality instruments.

Position for Playing Hill and Dale Records

Price for sample—$2.00.
Quantity price on application.

Associated Phonograph Supply Co.

Dept. 70 **Cincinnati, Ohio**

CABINETS

Highest Grade
Moderate Prices
Immediate Deliveries

46 in. high
19½ in. wide
21½ in. deep

One of Our Popular Models

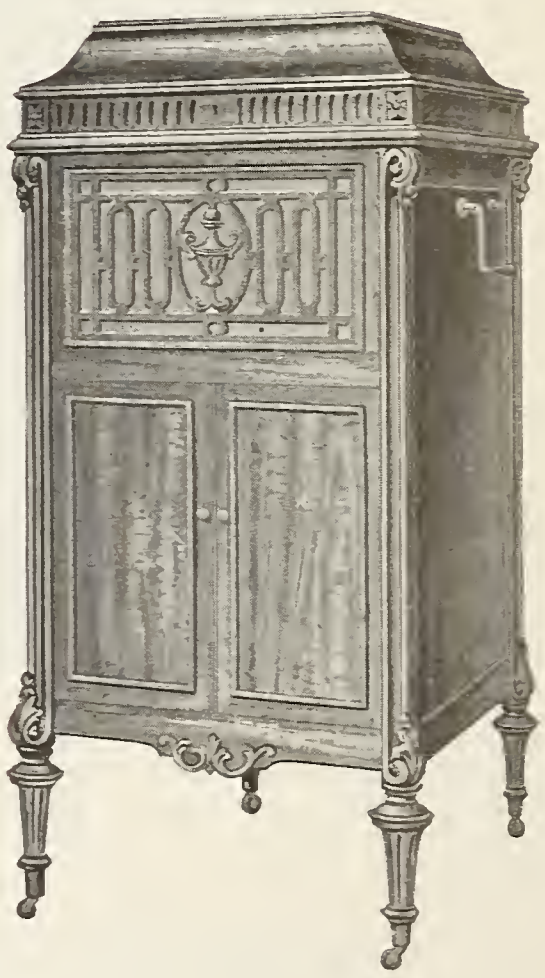
Send us your specifications today. We can fill promptly orders for Genuine Mahogany, Quartered Oak and American Walnut Cabinets.

We use only five ply selected wood. Eight models in the line. The finest cabinets at moderate prices.

The Celina Specialty Co.

CELINA, OHIO

"We'll Think It Over"



Heading Off the Answer that Means a Slipping Sale

WHY waste your time and efforts? Changing that exasperating —"We'll-think-it-over" reply into the definite "You-may-send - up - this - model" is not a difficult matter. It is the inevitable result when you fully satisfy your customer's highest expectation, and then offer, in addition, the exclusive sales-compelling features found only in the Dalion.

Superb in tonal excellence —unsurpassed in beauty of design and cabinetry— backed by the broadest manufacturer's guarantee ever written, the Dalion offers, besides these, the biggest sales-getter in phonographs to-day, the unique and exclusive **Auto-file.**

This new, convenient method of filing records wins instant favor. Compact and of large capacity, finished in selected cabinet woods, it forms the **deciding** contrast with the ragged, unkempt envelopes—the bewildering peek-a-boo slot file —or the clumsy hide-and-go-seek album.

On the instant, it offers the desired record. Prevents jumbling and mis-filing, as no record compartment can be pulled forth until the first is replaced. It is the dominant sales-clinching feature found only in the Dalion.

Write **Now** for full details of the Dalion Dealer Franchise.

Address

Dalion

Milwaukee Talking Machine Mfg. Co., *Milwaukee*

Columbia Christmas Record Gift Envelopes fairly shout Christmas presents and Christmas cheer. A lot of folks who have always walked by your store hitherto will hear the shouts and take the hint.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

EXISTING TRADE SITUATION IN GERMANY—(Continued from page 69)

mark. Some quite large orders for German records have been received from America at these figures.

"The trade, however, are now commencing to demand payment in the coin of the country where the goods are sold and naturally this acts to their great advantage as it gives them a larger return and with this foreign money they are buying their shellac and other foreign raw materials required. The talking machine trade is not alone in this movement but all Germans who sell for export are doing the same thing and thus getting foreign money with which to buy foreign goods and materials.

"There are still great barriers to be overcome before a free export trade can be indulged in; for instance, Germany embargoes foreign talking machines either complete or in parts to be imported into the country. This keeps British, French and American manufacturers out of Germany who before the war enjoyed a large business here with their own offices. France and Great Britain are retaliating in the same manner so there is a deadlock at present in talking machine trade between those countries. Part of the German trade is for keeping the deadlock and part for breaking it and the fight is now on to break it wholly or partially. My personal opinion is that it will be wholly broken within a few months and we will have reciprocal trade as before the war.

"During the war great changes were necessary in the process of manufacture, especially in records, on account of shortness or absolute failure of raw materials. Iron backs for matrices replaced copper and records were made with only one-third shellac as formerly and eventually with no shellac at all. At present very much less shellac is used per record than is used in America and the records seem to wear and look quite as well as those at home.

"No progress in the art of rapid pressing as in America has been made here and everything is under the same old system of manufacturing which prevailed twenty years ago.

"The fact that records are manufactured to order here and many orders are for ten, twenty-five or fifty of a given number acts against the shell pressing system, for it would be inconvenient to change shells several times daily.

"One question that is centering the attention of the entire trade is the question of restitution of enemy alien property sold by Germany during the war. During the war the German Gramophone Co., which was owned by the Gramophone Co. of Great Britain, was sold by the German Government to the Polyphone Co. here, who were the German competitors. The Polyphone Co. took possesion and have been operating the Gramophone Co. here and are still in possession.

"Under the terms of the peace treaty of Versailles the British Gramophone Co. are demanding the return of their German company and the Polyphone Co. are refusing to return it, claiming the treaty does not provide for it. I have looked rather carefully into the matter and read the treaty carefully and consulted both the German and British Governments to see how they interpret the clauses in the treaty which refer to this particular case. It would be a very long story to give all the arguments pro and con; suffice it to say that each side has arguments in its favor and they both admit it is about a fifty-fifty chance for each side. It will doubtless take some time to settle this question as it is a matter of diplomatic negotiations between the two Governments and both sides are equally firm in their positions. Eventually it may have to be arbitrated as provided in the treaty where two powers cannot agree.

"The German Gramophone Co. recently opened a concert hall in its office building in Berlin and it was a very novel and interesting occasion. The hall is a gem in its way, being exceedingly beautiful and must have cost a large sum of money for decoration and fittings. The scheme is in Italian style done in white with rose and gold as decorations. The seating capacity is about 200 persons. The object of the hall is to provide gratis, to artists who could not afford the expense of a hall, a place where they can give concerts and start to make a name for themselves. As Berlin is a large musical center the hall is bound to have considerable use for this purpose and it will naturally be a continuous advertisement of the Gramophone Co. The dedication of the hall was quite a formal affair and was held Sunday at noon, October 31. Admission was by special invitation. The German Minister of Finance and several members of the Reichstag were present besides all those well known in the music world, the press and the talking machine industry. A very fine musical program was rendered by leading singers of the opera in Berlin as well as several excellent Gramophone records which were accompanied by the organ installed in the hall and by several violinists and 'cello.

"After the musical program was finished a very fine lunch was served at individual tables set up in the various office rooms, which had been cleared out and decorated for the occasion. After the lunch the concert hall was cleared of chairs and with the Gramophone orchestra furnishing the music an hour or more was spent in dancing. The occasion will go down as the most novel and unique in the history of the talking machine industry in Germany and great credit is due Director Borchardt, of the Gramophone Co., for the success of the affair.

"I must not neglect to mention the paternal interest that the German Government is taking in German talking machine manufacturers. It has opened a department known as the Department of the Musical Trades Industry and it has looked carefully into the costs of manufacturing and has set arbitrary prices at which records

(Continued on page 73)

SOUTHERN DISTRIBUTORS

Pathé REG. U.S. PAT. OFF. PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE

We Will Help You Sell the Granby After We Sell It to You

Adam Upright

WHEN our artistic phonographs are in your display windows and on your floors, we at once inaugurate a local Advertising and Selling campaign—so complete and so intensive—that you rapidly make money through the staunch Granby Co-operation.

Four Elements of Granby Strength

1. The character of our art product
2. The character of the factory producing it
3. The character of our financial resources
4. The character of our Selling Co-operation

Get in on the ground floor NOW—identify yourself with the Granby proposition. Secure the Granby selling franchise—the franchise which is a tower of strength and money maker for you.

Make no move until you have full details. *Write or wire immediately.*

GRANBY PHONOGRAPH CORPORATION

NORFOLK-VIRGINIA

Factory · Newport News

EXISTING TRADE SITUATION IN GERMANY—(Continued from page 71)

may be sold for export to all countries and in every instance the price permitted is in the coin of the country where the records are to be sold.

"The price set for the United States is 30 cents for a double-sided ten-inch record, while for Holland it is 85 Holland cents, equal to about 26 American cents at the present rate of exchange.

"The Germans are quite willing to sell at less prices than above quoted, but are forbidden by law, although there is nothing to prevent them asking a higher price if they can secure it.

"The value of the German mark has depreciated so that I doubt if many German firms really know what their records cost and what they could be sold at to return a profit. At this writing the mark has depreciated to a value of $.012 and records can be purchased as low as 15 marks, or 18 cents American, and the quality is fair.

"In spite of this apparently low price of records there is a great slump in the trade and the German talking machine trade papers are now actively discussing the necessity of a price reduction for home trade that will stimulate buying, but so far no one has suggested that the necessary reduction be made and manufacturer, jobber and dealer each shares his part of the loss as a necessary sacrifice in order to get the trade into a healthy condition.

"I neglected to state that an export license has to be obtained from the Government for every export shipment of records and this will not be given until the Government has satisfied itself that the full price for export to that particular country has been received. On the other hand records for domestic use are classed as a luxury and subject to a special luxury tax which goes into the revenue of the Government.

"Taking it all in all the situation of the German talking machine industry is not so rosy at the moment as it might be, but I am convinced they will pull through all right and can do no better than quote the head of one of the large talking machine concerns of this city, who said:

"'Nothing further can move or upset us, no matter what happens. We have had five years of war and blockade with starvation, we have had to do without things for years that we could not get at all and we have had to invent and use substitutes for the rest we could not get and could not well do without. We have had a revolution, have changed from a monarchy to a republic, we have had machine gun fire in the streets of Berlin and are now quite prepared to stand anything else that might come to pass without undue excitement or getting ruffled.'

"At this moment of writing we are on the fourth day of a big strike of all the electrical workers of Berlin. Not an electric street car moving, not a street or house lighted, theatres and movies all closed, factories shut down for lack of power and general stagnation. The only light is where buildings are piped for gas and candles or kerosene can be had. There has been and is no commotion. The streets are thronged day and night but the crowds are quiet and orderly and everybody is walking and wondering how much longer it will continue.

"The war period did not permit any advancement of the art of manufacture except in the one case of record material with less or without any shellac at all. Many machines are still made with metal horns supported by the tone arm bracket above the machine. There is, however, no manufacture of hill and dale records. The war finished the one firm that was putting them out and they are not likely to return."

A RECORD OF A HAUNTED HOUSE

Such a Library Might Prove Interesting if Experiments of Noted Scientist Prove to Be Successful—Spooking Brought Up to Date

The haunted house and the elusive ghost will now have to prove their presence or forever after hold their peace. The weird noises which come from the dark attics and hidden closets at the witching hour will be recorded on the imperishable record and can be examined by the investigator at his leisure. Among the scientists who have made a study of haunted houses is Dr. Hereward Carrington, who is noted as a psychic investigator. He is trying to establish a laboratory in which all kinds of psychic phenomena can be studied.

Dr. Carrington recently journeyed as far as Nova Scotia to investigate a haunted house that was well recommended to him, so to speak. The reports of numerous respectable citizens vouched for the strange happenings within its walls. However, Dr. Carrington discovered that the whole thing was a gigantic hoax perpetrated by the village community to befool a venerable magistrate who was avowedly interested in spirits and their materialization. Dr. Carrington found the house equipped with the hidden speaking tubes and wires to produce certain "phenomena" for the edification of the aged jurist.

But the most surprising part of the adventure came when he presented the written confessions of the conspirators to the victim. The latter refused to believe he had been tricked in spite of everything.

"A house may be 'haunted' without the presence of spirits or without any element of fraud, although the latter is most often to be 'encountered'," said Dr. Carrington. "There are certain recognizable phenomena in many so-called haunted houses. In the case of queer noises we place cylinder phonographs in the supposedly haunted rooms and get authentic record of the sounds or not, as the case develops."

BROADENING THE MIND

As land is improved by sowing it with various seeds, so is the mind by exercising it with different studies.

TONE ARMS

DRAWN FROM SEAMLESS

BRASS TUBING

According to **YOUR** specifications and made exclusively for **YOUR** phonograph

DRAWN BRASS IS THE LOGICAL METAL FOR ALL MUSICAL INSTRUMENTS AS IT EXCELS IN TONAL QUALITIES, IS NON-POROUS AND PERMITS A BEAUTIFUL FINISH

Samples or drawings are solicited in order that we may quote you attractive prices

WE MAKE THE

KENT MASTER ADAPTER

and other attachments for EDISON and VICTOR machines and also have on hand large supplies of Diamond, Sapphire and Steel Needles.

Write for complete information

KENT PRODUCTS "Win their way by their play"

F. C. KENT COMPANY

IRVINGTON, N. J.

TRADE MARK KENT

Registered in U. S. Pat. Office

TUBE AND PIPE BENDING A SPECIALTY

Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO. 174 Wooster Street, New York

TWICE AS MUCH BUSINESS FOR THOSE WHO WORK FOR IT

This Is the Substance of an Optimistic Statemen Made by Wm. Maxwell, Vice-president of Thos. A. Edison, Inc., in a Letter Discussing General Business Conditions

Some real meaty ideas are embodied in a letter recently sent out by William Maxwell, vice-president of Thos. A. Edison, Inc., to dealers throughout the country. There is so much material of general interest in this communication that we take the liberty of reproducing it practically in full:

I have been away for several days, and a lot of mail accumulated in my absence. The first letter which I read was from a dealer, who started off as follows:

"Business is twice as hard to get as it was last Fall."

This didn't promise to be a very cheerful letter, but I read on and discovered that although business is twice as hard to get this particular dealer is getting twice as much business as he obtained last year.

There, gentlemen—or, I should say, ladies and gentlemen—is a slogan that is a slogan:

"Business is twice as hard to get as it was a year ago, but we are going to get twice as much as we got a year ago."

I hadn't intended to write any more of these general letters, but it seems to me that this dealer's idea deserves to be passed along to the rest of you.

Now, probably someone will stand up and say: "After you get the business what are you going to do with it if your bank won't lend you any money, or on cash instalment paper or farmers' notes?"

The fact that your banker told you a month ago—or even a week ago—that he could not "put out" any more money until after the 1st of January does not necessarily mean that he won't accommodate you now. Money is very much easier than it was a few weeks ago, and while some small banks in North Dakota have had to close their doors I think there are comparatively few banks that are not now in a

William Maxwell

position to extend reasonable accommodations to Edison dealers.

When a banker says he has no money to lend it doesn't mean that he literally has no money. It is usually possible to get a lower berth on a train after "all of the lowers are gone," or a seat at a theatre after "the house is sold out," or a room and bath at a hotel after "the hotel is full."

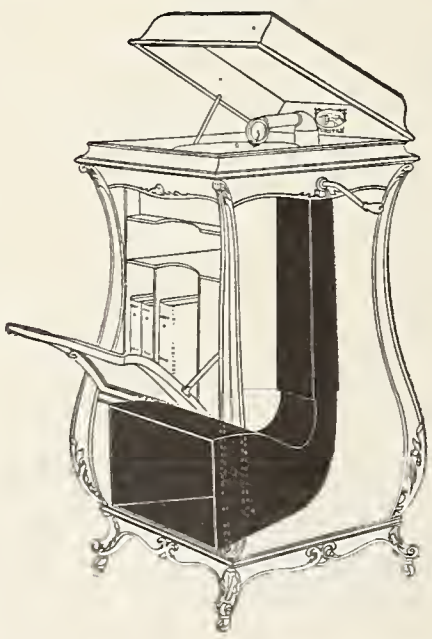
Some time ago I landed one morning in a large Western city at a time when the capacity of the hotels was overtaxed. I took my place in a long line for registration at the desk of the leading hotel. When I got within earshot I heard the clerk turning away men who had telegraphed for reservations. I came near dropping out of line, but, having nothing else in particular to do, I waited until my turn came. The room clerk said to me, in a low tone: "Did you have a reservation?" I replied, in an equally low tone: "No." He said: "I can give you an outside room and a shower bath for $4.00. Will that suit you?" I answered "Yes." The bell man, who took my bag upstairs, seemed a rather bright young fellow and I asked him how it happened that I, without a reservation, got a room, when so many people with reservations had been turned down. The bell man explained: "You look like a live one and, being short of rooms, the clerk is picking the guests." I rather suspected that the bell man was fishing for an extra dime, or so, but later took the trouble to investigate how hotel clerks work, and discovered that when rooms are very scarce they favor, among strangers, those who impress them as likely to be profitable guests.

I am not prepared to say that the foregoing is a sound policy in the hotelkeeping business, but, nevertheless, I believe it is a policy that creeps into many lines of business, including banking. Obviously, a banker's conception of a "live one" is quite different from a hotel clerk's conception. When I learned what a hotel clerk considers a "live one" I did not feel complimented. I should prefer not to impress people that way. On the other hand, I should like my banker to consider me a "live one," and if I were a "live one," according to his standards of judgment, I believe he would treat me a good deal

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

3 for $1.00



Special—Player Rolls and Records

Melodee and Universal Player Rolls. Latest popular dance numbers, songs, waltzes, etc.—also standard favorites and Hymns while they last—$33.33 per 100. Order now for your Christmas trade.

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms Counters Racks

Our Specialty—Write for catalog

UNIVERSAL DISPLAY FIXTURES FOR YOUR EVERY NEED—40% OFF LIST

Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

THE REED COMPANY INC.

5748-50 Ellsworth Avenue :-: :-: :-: Pittsburgh, Pa.

as the hotel clerk did. The latter gave me a room when there were no rooms, and my banker, if he thought me a "live one," would probably lend me money when there was no money.

Are you a "live one," in the opinion of your banker? If not, I am sure it will be worth while to take your banker into your confidence and explain to him what you are doing and what you can do if he will help you.

Please bear in mind that one strong point in your favor is that Edison phonographs are not involved in the readjustment of prices which is now in progress. Bankers are afraid of inflated inventories. There is no inflation in the prices of Edison phonographs and that point should be made very clear to your banker.

"Bank Balance" Farmers

If you are a dealer who sells largely to farmers and the farmers in your locality are holding their crops so that some of them are hard up for ready money it seems to me that you should draw off a list of the farmers who, in your opinion, still have sufficient bank balances to justify a special campaign on them. If you had any way of ascertaining just what farmers have enough money in the bank to be able to write a check for an Official Laboratory model I believe you would be surprised at the large number.

We have a book which shows the bank deposits in every town and city in the United States. Since this book was published, a few months ago, the aggregate bank deposits of the country have increased, and the chances are that the deposits in your locality have not decreased. If a farmer had money last Spring how did he get rid of it during the Summer? In most cases the farmer, during the Summer, gets a large share of his living from the farm, and, except for cash expenditures for fertilizer in those localities where commercial fertilizers are used and for the wages of farm hands, where hands are employed, his cash disbursements have ordinarily not been extensive.

If you are selling the farmers won't you make a special campaign on the "bank balance" farmers? Possibly your banker would be willing to help you prepare a list of farmers who could afford to pay cash for a phonograph at this time.

While we are on this point, I should like to say a word about the farmer's cost of production in relation to the present prices of grain.

The men who have prepared production cost figures, in respect to wheat and corn, charge for the work of brood mares at the same rate as the work done by geldings. The amortization of equipment seems to me to be at a higher rate than experience justifies, and land values are put at a high figure. If we, in estimating our costs, figured our investment in buildings at what it would have cost to replace the buildings during the present year the prices of Edison phonographs would be materially increased.

The labor of the farmer and his minor children is charged into the cost of production. This is, of course, perfectly proper, but the fact remains that the farmer is not actually out of pocket and the wages which he thus charges are available for expenditure by him and his family just as my salary is available for expenditure.

I have not seen any cost figures in which account was taken of the fact that the farmer gets a considerable share of his food from his farm. You and I have to pay for everything we eat, but a considerable portion of the food on the average farmer's table is a by-product of the farm, which, while it requires labor to produce, is only indirectly an expense to him.

Therefore, while the present prices of grain may be lower than the theoretical cost of production the farmer who sells at such prices nevertheless will have a considerable margin of actual cash, which is available for expenditure, if he cares to spend it.

I am still of the opinion that grain prices are much too low and look for an improvement, but even if this improvement does not occur, or is materially less than I anticipate, the average farmer is not going broke.

The Farmers Who Have No Money

After you have started your campaign on the "bank balance" farmers what are you going to do in regard to the others who, in some localities, may be in the majority? If you can get your bank to discount the paper which you take during the next sixty days that will, of course, be a big help to you. If you can get your banker interested in your business I believe you will have a good chance to get him to discount all of the farmers' paper which you take during the next sixty days.

I don't think this is something you can accomplish by merely stepping into the bank and speaking to the cashier or president in a perfunctory way. I believe you ought to make an appointment and go into the proposition at considerable length. If possible, have the interview outside of regular banking hours, so that you will not be interrupted. I can't tell you how to talk to your banker, but you will know how, if you adopt the principle that you are going to interest him in the Edison phonograph business.

Events seem to be shaping themselves very rapidly toward an early revival of general business. However, don't wait for general business to revive. You don't have to wait.

MUSIC FOR THE REPUBLICANS

While there are thousands of piano and music dealers who expect to profit indirectly by a change in the national administration, there are quite a few who expect to realize immediate and profitable returns from the coming of hundreds of new Republican officials to Washington.

Otto J. DeMoll, of O. J. DeMoll & Co., well-known Washington, D. C., music house, who has been in New York recently, declared that there were prospects of doing some real business with the new congressmen and the other officials who would come to Washington to take up their duties under the Harding administration.

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts **Motor Felt Washers**
Motor Brake Felts
Needle Rest Felts **Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

Deliveries from Stock of *High-Grade Low-Priced* Table Machines

THE GREATEST VALUES ON THE MARKET

WONDER No. 15

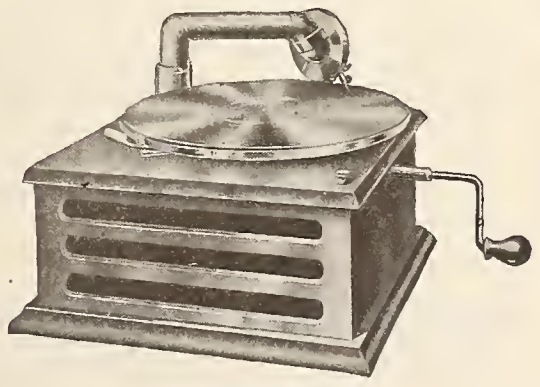
WONDER No. 15—All metal machine, splendid tone quality, cast iron cabinet and cast iron frame motor. ***Universal*** tone-arm playing ***all*** records.

WONDER No. 23—Highly polished mahogany finished cabinet, all cast iron frame, ***worm gear*** motor. High-grade Universal tone-arm.

Priced from $4.20 up

Mahogany covered table machines from $18.00 up, with double spring motor

Write for catalog and dealer's proposition



WONDER No. 23

WONDER TALKING MACHINE CO., Inc., 109 East 12th St., New York

YOU CAN USE

MAGNAVOX

MUSIC and VOICE

TELEMEGAFONES

Type MV-1

To Increase the Volume of the Voice and Any Phonograph Many Times

—For Entertainment in Parks, Camps and Summer Resorts.
—For Outdoor and Indoor Dancing.
—For Industrial Welfare Work and Community Gatherings.
—For Political Campaigning and all Public Speaking
—For Increasing the Sale of Records and Phonographs.
—For Amusement and Dancing on Shipboard
—AND A THOUSAND OTHERS—

Write Your Nearest Distributor for Further Information and Details of Dealers' Proposition

J. O. MORRIS CO., INC.,
1270 Broadway, New York City.
States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York

PHILADELPHIA SHOW CASE COMPANY,
13th and Cherry Sts., Philadelphia, Pa.
States of Pennsylvania, Maryland, Delaware, New Jersey (South of and including Trenton) and District of Columbia.

MINNEAPOLIS DRUG COMPANY,
Minneapolis, Minn.
States of Minnesota, Montana, North and South Dakota.

SONORA DISTRIBUTING COMPANY,
1707 Elm St., Dallas, Texas.
Entire State of Texas, except northern panhandle.

GRIFFITH PIANO COMPANY,
605 Broad St., Newark, N. J.
Counties of Monmouth, Essex, Bergen, Warren, Hudson, Passaic, Union, Morris, Sussex, Somerset, Hunterdon and Middlesex in the State of New Jersey

J. W. SANDS COMPANY,
123 East 5th St., Dayton, Ohio.
Entire State of Ohio.

C. L. MARSHALL COMPANY,
82-84 Griswold St., Detroit, Mich.
Lower Peninsula of Michigan.

KIEFER STEWART COMPANY,
Indianapolis, Ind.
Entire State of Indiana.

SOUTHWESTERN DRUG COMPANY,
217 So. Market St., Wichita, Kan.
States of Kansas and Oklahoma.

CANADIAN DISTRIBUTOR
I. MONTAGNES & COMPANY, Ryrie Bldg., Toronto, Canada.

Manufactured By

THE MAGNAVOX CO. Oakland, Calif.

Pacific Coast Distributors of Sonora Phonographs

DEALERS OF THE NORTHWEST ARE IN OPTIMISTIC MOOD

Minneapolis and St. Paul Trade Display Splendid Spirit of Enterprise—Leading Jobbers and Dealers Believe They Are Going to Get Their Share of Business if They Go After It

MINNEAPOLIS and ST. PAUL, MINN., December 4.—It is a pleasure to note that the talking machine men of the Northwest do not join in the popular pastime of playing the defeatist game. They are up and doing all the time and as a result are getting business. The process of readjustment is going on in the Northwest as well as elsewhere and the farmers are fighting against the downward trend of prices as labor is fighting against a reduction in wages, but no great calamity has happened and the genuine optimist does not believe that there will be any. Many people will find their spending capacity somewhat restricted by the movement now under way, but business will continue to be done and the talking machine man, whether he be a retail dealer, a jobber or a factory distributor, will get a share if he goes after it.

"We find the situation entirely satisfactory, except that we can't get instruments," remarked George A. Mairs, head of the Victrola department of W. J. Dyer & Bro. "The demand for talking machines is strong and persistent and we are not always able to supply the wants on account of insufficient deliveries. Our warerooms, which should be well stocked just now, are almost entirely bare. We can't see any loss in interest in the Victor goods and if the headquarters would make larger shipments into this territory our cup of joy would be brimming over."

Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co., finds the present situation and the immediate future much to his satisfaction. The road men are turning in good orders, he says, and moreover are opening new accounts continually. His company is well provided for the time being with instruments and records.

Starr phonographs and Gennett records have been going very nicely this Fall at the store conducted by M. L. McGinniss & Co. The business outlook is excellent.

Excellent reports are made by the Stone Piano Co., distributor of the Aeolian-Vocalions. Both the retail and the wholesale branches are quite active, says Manager Gerlich. R. R. Heineman, formerly with the Emerson house on the Pacific Coast, and R. N. Carter, formerly with G. Sommers & Co., recently have joined the field staff of the Vocalion force and are "making" the Northwest with considerable success.

The Columbia drive "to put a Grafonola in every home by Christmas" is on in all its intensity. H. M. Ferguson is leading the charge in Minneapolis, and Colonel Turner is taking command of the Northwest under General W. L. Sprague, who spent the first half of December on horseback, figuratively speaking, covering North Dakota and Montana. The Northwestern branch is unusually well provided this year both as to instruments and records and is in position to supply their patrons "at once," a situation which has not prevailed with them for many years.

None of the talking machine distributors in the Northwest is more cheerful than E. L. Kern, director of the Brunswick-Balke-Collender Co. "We are getting orders from every corner of our territory," he informed the World correspondent the other day. 'Our totals will exceed those of last year and in the face of such results, why should not we be entirely satisfied?"

A canvass of the Victor dealers in the Twin Cities shows that they are better supplied with machines and records than for years. Beckwith-O'Neill Co., one of the main distributing concerns in this section, has no stock to speak of, but fortunately has been able to keep its patrons fairly well supplied. Occasionally a certain style of model or a certain finish does not always come through, but in the main the conditions are vastly better than they were a year ago.

Interviews were not obtainable with Laurence H. Lucker, distributor for the Edison Co., and Sewall D. Andrews, head of the Sonora department of the Minneapolis Drug Co. As a matter of fact, they were too well occupied to give out interviews, but readers may take it for granted that the Edison and Sonora phonographs are all holding their own in the great and growing Northwest.

"Nameplates With a Personality"
For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.
E. V. YEUELL CO., Malden, Mass.
When You'll Think of Nameplates You'll Think of Yeuell.

CHRISTMAS GREETINGS ON RECORDS

Parisians Speak Personal Messages into Recording Horn and Send Records to Their Friends —Plan Has Many Possibilities for Trade

It is interesting to note that Paris has adopted a new idea in the way of Christmas greetings and the fad now is to send records bearing a personal greeting instead of the usual engraved cards. In a special cable to the New York Times the innovation is described as follows:

"Paris is starting this year a new fashion in Christmas cards. Instead of receiving from their friends some gaily colored pictures with somewhat sentimental verses printed below, and the usual Christmas greeting, Parisians of the cosmopolitan kind who keep the festival are to receive something entirely new. Its appearance will be very uninteresting, for tucked in a somewhat bulky envelope they will find a circular disc of beeswax.

"The game is this: every one with a registering apparatus on a phonograph is busy speaking into it little messages which he or she thinks his or her friends might like to hear. Even if one does not have apparatus at home, one can go into a store and make records of small specially prepared discs which can be taken away by the dozen. The happy recipient on Christmas morning will have the delight of the greeting and also that of surprise, for part of the game is not to inclose a card, but let the voice do everything.

"So men and maidens on the wonderful morning will rush at once, each with a mailbag of discs, to a phonograph and each new one fixed will be greeted with excited speculation of "I wonder who this one is from!"

"Delicate declarations may in this way be easily conveyed by bashful suitors and from friends far away. What more pleasant Christmas greeting could there be than the sound of a beloved voice giving good wishes and telling all the home gossip?

"The only danger to be run by these unusual greetings is too vigorous a disfiguring stamp by the postal clerk just in the middle of some interesting news or declaration, unless some precaution is taken by the sender.

NEW MUSIC SLOGAN NOW READY

Wording "Give More Thought to Music" Now Available on Stickers for Use of Trade

Following up the favorable impression created in all parts of the United States and elsewhere by the slogan "Give a Thought to Music," the Music Industries Chamber of Commerce through its National Bureau for the Advancement of Music issued a new series in

New Slogan for Use of Music Dealers

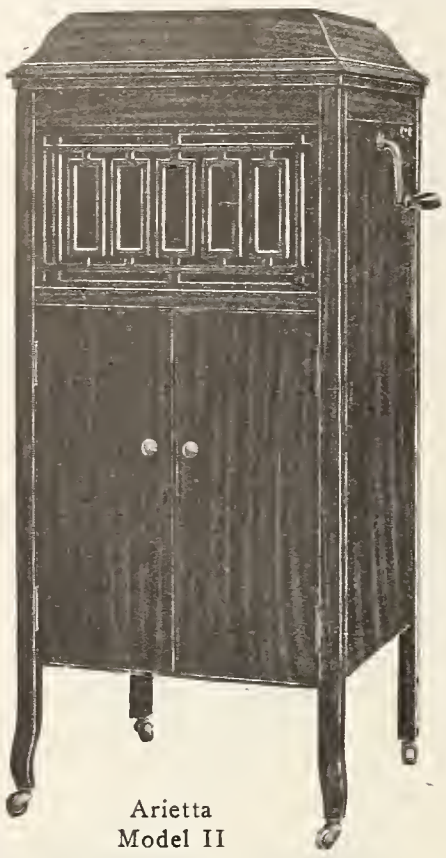
sticker form, reading "Give More Thought to Music."

A facsimile of the new slogan, a trifle smaller than the actual sticker, is here shown. If dealers can get their local newspapers to run this cut, or if they desire to run it in their advertisements, electrotypes will be furnished in any quantity at cost price, plus postage.

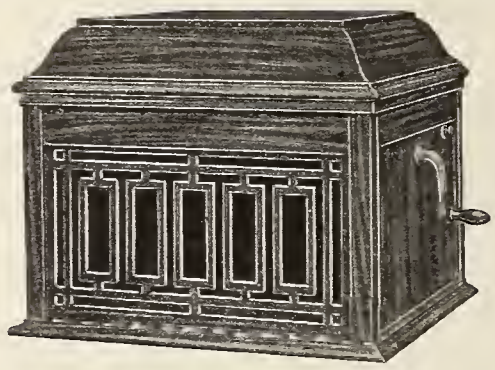
The stickers will be supplied to the trade in reasonable quantities free of charge. Should the trade desire to furnish the stickers to outsiders they will be supplied at cost price.

Orders for the stickers should be addressed to the National Bureau for the Advancement of Music, No. 105 West 40th street, New York City.

WE wish all our friends and customers
The
Merriest Christmas
EVER
and a
Happy, Successful New Year
TALKING MACHINE COMPANY
Victor Distributors
BIRMINGHAM



Arietta
Model II



Arietta—Model I

Arietta
Sweetest Tone
REG. U.S. PAT. OFF.
MANUFACTURED BY
ROUNTREE CORPORATION
RICHMOND, VA.

PHONOGRAPH

Arietta
Model III

Immediate Delivery!

NO HEAVY INVESTMENT in machines to protect yourself—no loss of sales during the busy season because of shortages. You can order as many ARIETTAS as you need now and get IMMEDIATE DELIVERY on future orders, as you need them. In other words—

The Machines You Want, When You Want Them!

And ARIETTA Prices Are RIGHT!

ARIETTA HAS EVERYTHING your most exacting customer can ask for—sweetness of tone, beauty of design, quality of materials and workmanship—*and the prices are right!*

That's the reason ARIETTA is putting new life in dormant phonograph departments—it represents the kind of value people are demanding nowadays—and it nets you a satisfying profit.

At least, investigate the ARIETTA proposition. Fill in and mail the coupon and get our exclusive agency offer by return mail. Do it NOW!

ROUNTREE CORP., Richmond, Va.
Gentlemen:
Kindly send me details about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.
Name .....
Address .....
Post Office .....
W.-12-20

Arietta
Model IV

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

Rountree Corporation

Manufacturers

Richmond, Va.

MORE MUSIC FOR VIRGIN ISLANDS

Placing Music in the Schools Already Under Way—Appropriations Made for Purchase of Musical Instruments in New Possession

WASHINGTON, D. C., November 29.—One of the first tasks for Congress at the next session will be the framing of a government for the Virgin Islands, the report of the congressional investigation commission which visited the islands last Spring reaching Congress too late for consideration at the last session.

In the meantime American ideals and institutions are being brought home to the citizens of these newest insular possessions of the United States through the agency of the American Red Cross.

Through the Junior Red Cross the youngsters of these islands, whose connections in the past were almost altogether European, are becoming acquainted with the customs of their new parent. Danish laws and customs, however, still predominate.

With the assistance of the American Library Association the Junior Red Cross is establishing a chain of libraries in St. Thomas and St. Croix, the principal cities on the islands.

Placing music in the schools is another project already under way. An appropriation has been made for the purchase of talking machines and records. Music will be supplied and band instruments have been purchased to make possible the organization of school orchestras.

What More Can You Ask

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

Watching the Music Come Out

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

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

LOWER PRICES ON ACCESSORIES

F. C. Kent Co. Announces Cuts in Prices of Some of Its Products

F. C. Kent Co., the well-known manufacturer of phonograph accessories, including special attachments for the leading makes of talking machines, has materially reduced its prices to dealers and jobbers on most of its products, and circulars to that effect have been mailed to the trade.

In explanation of this action, the F. C. Kent Co. states that "although the cost to us of the material and labor expended in the manufacture of our products does not, at the present time, warrant any reduction in our charges to the trade for such products, we believe that the indications of such a desired condition are so favorable as to justify a downward revision of our prices. It is hoped that future circumstances will demonstrate the wisdom of our course and that our efforts to lighten the present burden of high prices will be appreciated. Our trade is warned, however, that under the present conditions we cannot guarantee to maintain such reduced prices for any specified length of time."

AN ATTRACTIVE GRANBY SLOGAN

Panels Bearing Slogan, "As Mellow as Southern Moonlight," Ready for Dealers

"As Mellow as Southern Moonlight," an adjectival phrase descriptive of the Granby phonograph, is the subject of two artistic panels which the Granby Phonograph Corp., of Norfolk, Va., is sending to the Granby dealers. As the subject suggests, both these panels present Southern moonlight scenes in which the Granby phonograph is featured. The effect is very pleasing and it may be safely predicted that these panels will find a prominent place upon the walls of the Granby dealer and will, in turn, add to the general attractiveness of the warerooms.

JONES-MOTROLA IN PERIOD MODEL

ATLANTA, GA., December 2.—I. W. Becker, Southern representative of Jones-Motrola, Inc., reports that a Jones-Motrola electric winding device was placed on one of the first period model Victrolas which was sold in the South. The Cable Piano Co., of this city, made the sale.

Those who have finished by making all others think with them have usually been those who began by daring to think for themselves. —Colton.

MUSICAL TERMS IN THE BIBLE

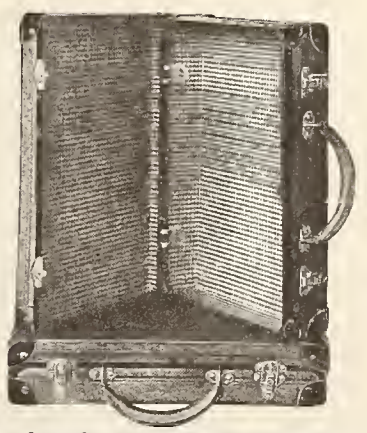
Music, Joy and Happiness Belonged to People of Earliest Times, According to John A. Scott's Interesting Summary of Facts

As an argument for the ancestry of music, the following table compiled by John A. Scott, sales director of the Solotone Mfg. Co., of Philadelphia, and issued by the National Bureau for the Advancement of Music, is of interest. According to Mr. Scott, the words music, musical instruments, musicians, song singers, singing appear about 424 times; harps and viols, 150; shouting for joy, 75; joy, 200; happiness, 25; glad and gladness, 150; rejoicing, 300; total, 1,325. The word gloominess appears in the Bible two times and the word despair appears in the Bible four times.

It would appear, therefore, that since the earliest history of the human family music, musical instruments, singing and joy have been encouraged by the writers, who were godly men—legislators, patriarchs, prophets, kings, priests statesmen, physicians, shepherds, tax-gatherers, tentmakers, fishermen and men of every class of the community, in every stage of human progress and experience.

S. Spivak, a Columbia dealer of Easthampton, L. I., was a recent visitor to the trade in New York City. In addition to the Columbia line he also carries the Heywood-Wakefield phonograph.

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brassed-nickeled catches and loops, metal covered handle.

Record size .... 3 x 12½ x 12½", No. 204
Sheet Music Size 3 x 11 x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.
Mass. & Davidson Sts. Indianapolis, Indiana

Manufacturers of all kinds of Musical Instrument Cases and Covers

IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST. WHOLESALE DISTRIBUTORS BUFFALO, N. Y.

ANNOUNCING THE "GRANBY"

Every Dealer Is Tired of Listening
To Mere Promises—So Are We!

That is why, after thorough investigation, we have secured the Granby franchise.

Because the Granby Phonograph Corporation have the instrument—

They have the capital—
They have the policy—
They have the dealer helps.

Get the big benefit of the Holiday trade as a starter.

Right now is the busiest phonograph season of the year.

RIGHT NOW, therefore, we are lining up dealers in our territory.

RIGHT NOW is the time for *you to immediately investigate.* FIND OUT why the Granby is the very best proposition—bar none—for you to tie to.

Write for full details—get a "close-up" and close quickly.

A PROMINENT AND SUCCESSFUL FIGURE IN THE INDUSTRY

George E. Brightson and His Achievements in the Development of the Sonora Phonograph Co., Inc., the Basis for a Most Illuminating Article in Printers' Ink Monthly

"In 1912 a certain man gathered a dozen people around him and with $25,000 to spend started to make phonographs in a small way. The following year this little company did a gross business of $50,000. In 1919 it did a gross business of $5,700,000. For 1920 it is estimated that the gross business of this company will amount to $12,000,000 or $15,000,000. All this has been accomplished without the aid of a single salesman from headquarters and without incurring a single obligation which the house has not been amply able to meet.

"This man is George E. Brightson. His organization is the Sonora Phonograph Co., Inc.

Geo. E. Brightson

His product is that machine which advertising has made famous under the slogan of 'Clear as a Bell'."

This is how C. P. Russell starts a mighty interesting story bearing upon Mr. Brightson and his achievements in a recent issue of Printers' Ink Monthly, and adds:

"Obviously a man and an organization that can accomplish so much in eight years—with a gigantic war inserted among those years—is entitled to be regarded as remarkable, and naturally the rest of us would like to know how it was done.

"The career of George E. Brightson is an inspiration to those who think a man has shot his bolt when he has passed middle life, for Mr. Brightson was already past the fiftieth meridian when he separated himself from the large drygoods house with which he had been associated for many years and resolved to strike out in a new direction.

"People who know Mr. Brightson say that one of his outstanding characteristics is foresight. He has never forgotten the necessity of keeping one eye looking ahead. Already there were several great manufacturing companies in the field, but Mr. Brightson was convinced that the talking machine market had possibilities which so far had been barely more than scratched, and it was into the phonograph-manufacturing business that he launched himself with all the energy he had preserved by an active outdoor life and the ability to find healthful relaxation in sports.

"There were at least a half-dozen machines already on the market whose fame was already established by companies of great financial resources, and the prospect of meeting such competition might well have discouraged the ordinary man. But Mr. Brightson simply resolved to forget about what his competitors were doing and to go out and build the best machine that men knew how to make. He spared no pains to find the best material and the best workmen. He took up each part of his phonograph in turn, satisfied himself by experiments what material would be best for each part, and all these details he brought up to as near perfection as he knew how—the general design of the instrument, the cabinet, the sound box, the tone arm, the amplifier, and so forth. He even went to Europe to obtain patterns and models for a satisfactory motor.

"A little observation showed Mr. Brightson that when people are brought face to face with a phonograph they make one request before any other, and that is, 'Let me hear it.' In other words, people are not so much interested in the size, weight and mechanism of a phonograph as they are in its tone. They buy a phonograph primarily by the ear rather than the eye. He therefore concentrated all his processes on the perfection of tone. All his materials were selected and his mechanical parts built with the purpose of making the instrument's reproduction of music as clear, full and sweet as possible.

"Once he was satisfied he could meet these tests of the ear, he set himself up to take care of the other hardly less important factor—the eye. He was aware that intelligent people are concerned not only about performance, but about appearance.

"He had a care not only for the woods, colors and finishes that make a cabinet attractive, but being convinced, like the ancient Italian art masters, that the curved line is the line of beauty he encouraged the development of the 'bulge' shape, which is characteristic of Sonora cabinets and which helps to make their outward appearance distinctive.

"All these things were the result of constant testing and experimentation. To this day the company maintains a laboratory in which men give their entire time to research and investigations which may lead to a new and better way of doing things, which may turn up new and valuable material, or which may reduce costs and stimulate production. Mr. Brightson belongs to that school which is not satisfied with the possession of a good thing, but wants to make it constantly better.

"All this time Mr. Brightson was laboring with one end in view: to turn out a phonograph which would not need to be sold, so to speak, but which would virtually sell itself. His secondary aim was to develop a product which would withstand the test of competition and which would meet the shocks that come on the occasion of stormy and upset markets.

"Having satisfied himself that he had a good product, Mr. Brightson then gave his attention to the proper methods of marketing and distribution. To this end he drew up an advertising policy and a sales policy which, in principle, have not varied since their inception. He decided to sell his product through wholesale distributors and then to lend both wholesaler and retailer all possible assistance. Wholesalers were carefully selected by States and Territories according to standing and efficiency, and he was not afraid of a good distributor because his usual line would seem to be foreign to the phonograph business. For example, the Sonora company markets thousands of machines through wholesale druggists, and it has also been instrumental in showing the hardware trade how to sell phonographs.

"An example of the adaptability of the Sonora sales policy may be found in the case of a house which formerly dealt exclusively in cocoa. When the war came on, this house found itself severely handicapped in obtaining supplies from abroad, and there came a time when it had not enough business to keep all its salesmen busy. The executives of this firm were sought out and a proposal made that they sell Sonora phonographs. They were skeptical at first, but later took over the line, with the result that good cocoa salesmen were ere long converted into good phonograph salesmen. This house has held fast to the phonograph line ever since, even though it was known as one of the greatest cocoa-manufacturing firms in the world.

"It was also a part of Mr. Brighton's selling policy from the beginning that since he had a high-class product it should be sold in high-class surroundings. To this end he has encouraged dealers to sell Sonora phonographs in refined settings. The company itself has set a good example by making its Fifth avenue, New York, branch into what is said to be one of the finest retail stores in the world. Here phonographs are displayed amid furniture, decorations and draperies such as one would expect to find only in a high-class home.

"The sort of store which is in accord with the Sonora idea may be found in an Indiana

(*Continued on page* 82)

1921

In a "buyer's market" the most resultful, direct and economic advertising medium is

LITHOGRAPHED WINDOW DISPLAYS

The Einson Organization, with its own art studio, lithographing plant and merchandising executives, specializes in the production of lithographed window and counter displays, cut-outs, store hangers, posters, car cards, etc., that have the practical "selling angle."

EINSON LITHO INCORPORATED

Executive Offices and Art Studios 71 W. 23rd St., N. Y.

Western Office Chicago, Ill.

Factory & Plant 327 East 29th St. New York, N. Y.

A PROMINENT FIGURE IN THE TRADE

(*Continued from page* 81)

city. Here a corner has been furnished so as to place a Sonora machine between a hand-carved table-lamp with a silk shade and a hand-carved floor-lamp with a decorated parchment shade. Behind the phonograph is a marble pedestal on which rests an expensive vase filled with hand-dipped, colored English walnuts on branches. Near by is a table set as for a wedding breakfast, with a gold-crusted dinner-service and glassware with gold bands. In the center of the table is a fountain surrounded by ferns and four sterling silver candlesticks. The total cost of articles on the table was more than $1,000.

"Mr. Brightson of course cannot, and does not, except every Sonora dealer to surround his stock with such luxurious appurtenances. But he does insist that Sonora phonographs should always be sold amid surroundings which will not, by suggestion, detract from the quality of the instrument.

"Sonora advertising has been, from the very first, in keeping with this idea of refinement and good taste. The copy has always been placed within borders and decorations designed to bear out the suggestion of quality, on which Mr. Brightson is insistent. The very illustrations are selected with an eye to beauty. For example, a typical piece of Sonora advertising carries delicate drawings of the Parthenon of Athens and of the famous Cathedral at Rheims, France. Below, the copy says:

"'Just as the greatest glory of architecture is represented by the Parthenon of Athens and by religious edifices such as that at Rheims, so the supreme achievable beauty of the art of sound-reproduction is exemplified by the Sonora, the highest class talking machine in the world.'

"It is also in accord with Mr. Brightson's ideals that the advertising, whether done by the company or by the dealer, should never bear a dollar-mark in a conspicuous position. He believes that the matter of price should be kept subordinate to the idea of value. Hence the advertising always assumes that the customer is willing to pay a fair price for a product of guaranteed quality. Dealers are encouraged to avoid emphasizing the instalment method of buying; are urged to obtain as much cash as possible and preferably to obtain the whole amount in cash.

"It was only a few years ago that a seventy-five-line advertisement was deemed to be large for the Sonora Phonograph Co. Since then the advertising appropriation has increased each year, with never a recession, until the company now takes pages and double-page spreads in a large number of magazines and newspapers.

"It may be of interest to note that the advertising appropriation of this company next year will be the largest in its history.

"Besides the magazines and newspapers, the Sonora company makes extensive use of outdoor advertising. At several places in New York City its outdoor displays occupy dominating and highly expensive positions. These positions were secured with a definite purpose in view. This purpose is not, as many people have supposed, to make an impression on the New York market so much—for the company could sell its entire output in that city, if it so desired—as on the dealers and out-of-town visitors who are constantly coming to New York. The soundness of the theory behind this is proved by the fact that new dealers have been attracted and old dealers from out of town have been 'resold' on their own line when they see the Sonora name planted so conspicuously in the metropolis.

"Though President Brightson keeps abreast of every detail of the business, he conceives it as his function to outline the general policy of the company and to put the responsibility for its execution on his associates and department heads, as well as all other employes."

This he has put into the form of a booklet, which reflects his aims, ideals and the necessity of attention to details, which is circulated among the employes. One of the closing sentences of this little volume gives an idea of its purpose and the broad spirit in which it is written:

"The only true basis of commercial success is scrupulous honor, the kind that will always forego the benefit of the doubt, rather than run the risk of being unfair. You cannot upset the moral order without coming to grief any more than you can upset the physical order by cutting your finger without blood or pain. The broadest business men of our time are recognizing this supreme fact, and our success is going to be in direct proportion to our acknowledgment of it, and so far as it lies in my power to do so I intend to make sure that we are always fair and honorable and upright."

CATALOGS OF FOREIGN RECORDS

Eleven New Lists of Foreign Records Just Issued by the Victor Talking Machine Co.

Recent publicity from the Victor Talking Machine Co. includes beautifully illustrated catalogs of Bohemian, Greek, Hebrew-Yiddish, Hungarian, Italian, Mexican, Norwegian, Polish, Portuguese, Swedish and Ukrainian records, both vocal and instrumental. The records listed cover a wide field and give a splendid opportunity to dealers catering to the peoples of foreign birth or ancestry in their locality to supply those who desire to hear their old home songs with a most complete line of records.

There are people who dig over the ash heaps of other people's experience in an endeavor to fish out some bright nugget of value which can be utilized in their advertising and selling efforts. This accumulation of knowledge, when applied to good purpose, is valuable.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs

Nothing More-Nothing Less

The "BABY" Model RETAILS AT $6

FEB. 1ST. TO MARCH 12TH. 1921 · MEET US AT THE IMPERIAL TOY FAIR · 32ND. ST. AND BROADWAY N.Y.

MODEL X RETAILS AT $12

A Splendid Dealer Proposition Is Available

CLOSED

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

OKeh

will import for you records from the repertoires of

BEKA and FAVORITE and others

25,000 Different Selections

Arabian-Syrian
Armenian
Bohemian
Chinese
Croatian
Danish
Dutch
Finnish
French
German
Greek
Hebrew
Hindustan
Hungarian

Folk Songs

Comic

Opera

Sacred

Instrumental

Italian
Jewish
Norwegian
Polish
Portuguese
Roumanian
Russian
Serbian
Scandinavian
Spanish
Swedish
Swiss
Turkish

ALL RECORDS ARE RECORDED IN NATIVE COUNTRIES

A large number of foreign matrices in

German, Hungarian, Italian, Jewish and Polish

have arrived, and a substantial list of records in these languages with the OKeh label will be released shortly.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

CLEVELAND IS A GREAT CENTER OF TRADE ACTIVITY

Eight Victor Artists Score Big—Several New Store Openings and Expansions—Cleveland Talking Machine Co.'s Handsome Quarters—Mueller Traveling for Starr—Interesting Budget of News

CLEVELAND, O., December 8.—Surpassing even its achievement of last year, the concert of Eight Famous Victor Artists, brought here by officials of the Northern Ohio Talking Machine Dealers' Association, drew close to 5,000 persons to Masonic hall during the two nights' appearance here, and served to stimulate Christmas machine and record buying earlier than anticipated. The event was managed by Ed B. Lyons, sales manager, the Eclipse Musical Co., and secretary of the association, and Dan E. Baumbaugh, May Co., talking machine department, and Louis Meier, the L. Meier & Sons Co. The entertainment provided by the artists is familiar to many talking machine interests throughout the country, but it appeared to the Cleveland clientele that the event is more attractive than ever this year with an entirely new program of songs and stories, new sketches and new lighting effects.

Victor Artists Are Royally Entertained

Where Cleveland differs, perhaps, is the manner in which these entertainers were entertained themselves by the Cleveland talking machine organization. Following the concert the first evening a dinner and dance were provided in Shriners' Hall, attended by 200 members of the talking machine fraternity from near and far in Northern Ohio. This gave the artists an opportunity to tell of their part in record making. This event was presided over by T. A. Davies, Wm. Taylor Son & Co., president; Dan E. Baumbaugh, vice-president; Ed B. Lyons, secretary; T. H. Towell, P. J. Towell, C. K. Bennett, Eclipse Musical Co.; H. J. Shartle, Cleveland Talking Machine Co.; F. C. Erdman, Victor special representative; Louis Meier, and others. Mrs. F. S. McCullough, Cleveland contralto, sang, and Mrs. I. M. Howard, Cleveland pianist, played. Mrs. Julia L. Maresh sang and recited and A. L. Maresh accompanied her at the piano. The event was one of more than usual interest and everyone present was greatly pleased.

Notable Store Opening in Lorain

Several new store openings have been featured in the last week or so, conspicuous among them being the opening of the new talking machine department of the Reichlin-Reidy-Scanlan Co. in Lorain. This event, attended by 2,000 persons or more, was participated in by the Eclipse Musical Co. organization. A novelty was a parade of trucks with Victrola boxes, preceded by the Lorain City Band, which paraded all city streets on the day before the opening. In addition hand bills and page advertising in local daily newspapers were used. Mrs. F. S. McCullough, Cleveland contralto, and Mrs. I. M. Howard, Cleveland pianist, rendered several selections, and these were played on the machines. The Fischer-Cross jazz band from Cleveland also performed in approved manner. An Old Mill, a ferris wheel, wax figures representing characters in opera and similar novelties were provided for window decorations. Ed B. Lyons, sales manager; Earl Poling, traveling representative; F. C. Erdman, traveling representative for the Victor; C. J. Duncan, Massillon dealer; George W. Savage, service manager of the Eclipse, among others, assisted in the event. The new department will be under direction of Miss Charlotte Simpson, formerly of Cleveland, assisted by Miss Mary E. Lynch.

F. W. Trory Opens in Kent

A similar opening conducted under auspices of the Eclipse Musical Co. officials was held November 30 at Kent, where F. W. Trory, druggist, opened a separate, though connected, store for talking machine merchandising. This establishment is equipped with seven booths and has appointments in keeping, supplied by the Unico system. A like number of persons attended this event, and the same program in general was carried out. In both instances Victor dogs were given away by store owners.

M. V. De Foreest Now Has Store in Niles, O.

Another store is being added to those under direction of M. V. De Foreest, with the announcement of purchase of the E. C. Ferguson account at Niles, O., by R. N. Markly, manager of the De Foreest Warren store. This establishment will be entirely remodeled and will open as a high-class exclusive Victor store. The De Foreest interests now have four establishments—Sharon and Greenville, Pa., and Warren and Niles, O.

Starts Novel Pathé Selling Campaign

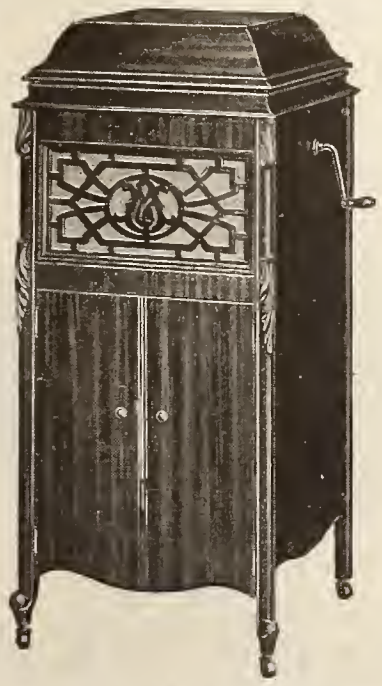
A unique campaign, one productive of big business for the dealers participating, has been started by the Fischer Co., Pathé distributors in Ohio and adjoining territory. A combination of motion picture-concert-educational talks, in the form of entertainment for the people of the communities where dealers put on these events, has been planned. Everything required for this affair, from handbills to the persons taking part, is provided by the Fischer Co. R. J. Jamieson, sales manager, and A. R. Saunders, assistant sales manager, personally direct these events, and co-operate with dealers by planning the itinerary in such a way that they can stay over nearly a day following the concert and assist in selling machines to the prospects lined up the night before. The pictures show the purchase and use of the Pathé, and act as a silent salesman. The artist is Percy Hemus, record maker for the Pathé. His songs and others are also played on the machine. The educational talks are by factory experts, who tell how records are made and illustrate remarks with materials. As a result of these events dealers taking on the concert plan sell from six to twelve machines on the day following, according to Mr. Saunders.

Taylor & Son Enlarged Department Ready

Newly enlarged talking machine department of the Wm. Taylor Son & Co. has been com-

(Continued on page 84)

The Manophone ∴∴ "THE MUSIC MASTER OF PHONOGRAPHS"



You really should hear our proposal on it. It costs nothing to ask.

THIS is the product of one of the oldest musical instrument manufacturing concerns in this country.

In it is centered all of the manufacturing knowledge of an old organization----a company whose name has been known in the organ and piano field for a half-century

With it comes the sales advantages of these same many years of knowing just what sells musical instruments.

THE MANOPHONE CORPORATION

ADRIAN - - - - - MICHIGAN

TRADE ACTIVITY IN CLEVELAND

(*Continued from page 83*)

pleted in time for the pre-holiday rush. The real Christmas season will be ushered in at this establishment with the installation of an archway typical of the Christmas time, and lined with talking machines of different types. Meanwhile the new record department, which occupies a space 50 x 100 feet in the center of the department, is now in full operation, with a selling stock of 31,000 records, while the duplicate rack, behind demonstration rooms, contains even a larger number of records. The selling racks are in a hollow square formed by the thirty-inch counters that run around the entire division. Before these counters are revolving stools for customers. Hangers with the current record numbers are under glass tops atop these counters, both customer and sales staff being able to ascertain the selection more readily. And to expedite service a separate counter within the hollow square provides for the distribution of purchased records to clients. Representative of the size and scope of the department has been the full-page advertising in daily newspapers, the first time such publicity has been made exclusively Victor, according to T. A. Davies, department manager. The advertising has been written in the quaint style typical of the Taylor establishment profusely illustrated with pictures of different types of machines, and descriptions of numerous records. A picture showing the record department itself, an unusual item in such advertising, was used effectively.

Cleveland T. M. Co. Has New Parts Section

Several changes and improvements to the establishment of the Cleveland Talking Machine Co. have been completed recently. Under direction of Howard J. Shartle, general manager, a reception room that makes the visitor think he is coming into another world has been installed with ferns, flowers, wicker furniture, rugs and smiling girls. One of the newest departments is the parts division, where every individual part of the talking machine can be supplied instantly upon application from the dealer, who has his own parts book. The plan calls for a practical repair man in charge. Meanwhile the Cleveland is pushing the Binger window display service successfully in this section, and will have model windows on display in its main establishment. The feature of the Binger service, in the opinion of Manager Shartle, is that it gives the dealer a new window every two weeks throughout the year, each window in keeping with the season of the year, and relieves the dealer of his window problems. Series of talks by Victor artists who appear in concert or orchestra here have been started at the Cleveland, with the arrival of Efrem Zimbalist, violinist, who gave an interesting talk before department heads and retail owners and sales folk.

August Smirda Opens on Broadway

Among the newer stores to open here during the period has been that of August Smirda, at Broadway and Fifty-eighth street, marking the eighth year of the firm in business. An attractive interior, in which wicker furniture and rugs are used to harmonize with booths of ample dimensions, has been arranged. An important feature will be the foreign record department, for the especial benefit of the people who want music and entertainment in their native languages. Victor and Columbia merchandise will be distributed, according to August Smirda, head of the firm.

Lecture Raises Funds for School

Miss Grazella Puliver, educational director, the Cleveland Talking Machine Co., conducted a unique lecture with equally unique results. The lecture was before the Mothers' Club, Denison School. An admission was charged, and from the proceeds a substantial sum was obtained to start a fund for Victor merchandise and materials to be used in the school.

Karl Karg Now Columbia Traveler

Karl Karg, formerly of Findlay, O., has been named traveling representative for the Cleveland Columbia Graphophone Co. by General Manager J. L. Du Breuil, and will travel in Southern Ohio.

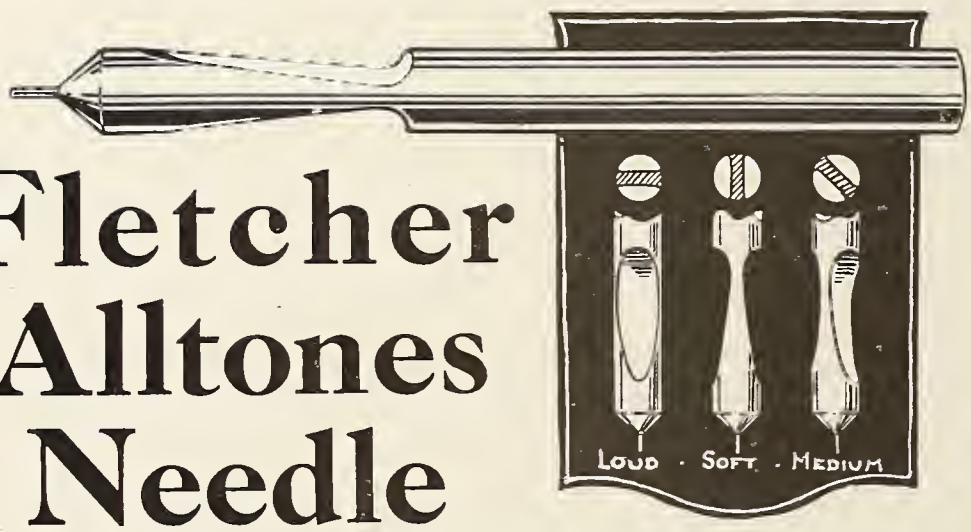
Erwin Joins Kennedy-Green Co.

J. M. Erwin, formerly Day Drug Co., Akron, is now a member of the traveling staff of the Kennedy-Green Co., and will take in Central Ohio, featuring Okeh records.

R. L. Mueller Represents Starr

R. L. Mueller is now wholesale sales representative of the Gennett records in this territory, operating from the Cleveland district headquarters of the Starr Piano Co.

The Cabinola Co., Inc., Buffalo, N. Y., has been incorporated to manufacture music cabinets. The capital is $100,000 and the incorporator is William Ohm, of 34 Brunswick boulevard, Buffalo.



Fletcher Alltones Needle

A new semi-permanent needle that actually plays ALL TONES—LOUD, MEDIUM AND SOFT—and the gradations between, perfectly. Made of special steel that does not injure the record as do harder substances.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers $15

Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE COMPANY
205 Travis Street San Antonio, Texas

New York Jobber

ANDREW H. DODIN, Inc.
28 Sixth Avenue New York

WALTER S. GRAY COMPANY · THE BEST IN THE WORLD ·
Jobbers' Talking Machine Accessories

SAPPHIRES
IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

CHILDREN'S RECORD HANGER

ready for

VICTOR DEALERS

featuring

Songs
Instrumental Music
Stories &
Dances

Victor Records for Children

STORIES				
Chicken Little Goldilocks and the Three Bears	Georgene Faulkner Georgene Faulkner	35262	12	$1.25
Cinderella Jack and the Bean Stalk	Sally Hamlin Sally Hamlin	35664	12	1.25
Night Before Christmas Gingerbread Boy	Cora Mel Patten Georgene Faulkner	35418	12	1.25
Three Billy Goats Gruff Wolf, Wolf! (2) Wind and Sun	Georgene Faulkner Georgene Faulkner	17198	10	.75
DANCES AND GAMES				
London Bridge (2) Mulberry Bush Round and Round the Village	Sousa's Band Sousa's Band	17104	10	.75
On the Wing Gallop Military Escort March	Victor Military Band Victor Military Band	17368	10	.75
Needle's Eye (2) Jolly is the Miller Looby Loo (2) Oats, Peas, Beans and Barley Grow	Victor Band Victor Band	17567	10	.75
Theme for High Stepping Horses (2) Horses or Reindeer Running (3) Theme for Skipping and Motive for Skipping	Victor Band	18253	10	.75
SONGS				
Jack in the Pulpit (2) In the Belfry (3) Corn Soldiers (4) Naming the Trees (5) The Squirrel (6) The Windmill Riggety Jig (2) The Singing School (3) Dancing Song (4) Dancing in May (5) Mother Goose Lullaby	Olive Kline Olive Kline	17719	10	.75
Little Shoemaker (2) Song of Iron (3) The Blacksmith Baa Baa Black Sheep (2) How Many Miles to Babylon (3) Bobby Shafto (4) Baby Dear	Elsie Baker Olive Kline	17937	10	.75
Blue Bird (2) Mr. Duck and Mr. Turkey (3) Six Little Puppies (4) Little Birdie Tiddely-Winks (2) The Chicken (3) Bunny (4) Mr. Squirrel	Olive Kline Olive Kline	17776	10	.75
The Secret (2) Old Chanticleer (3) The Hungry Windmill Cuck-Coo Song (2) Slumber Song	Elizabeth Wheeler Elizabeth Wheeler	17513	10	.75
The Leaves' Party (2) Thanksgiving Song Land of Nod (2) Tracks in the Snow (3) Jack-o-Lantern	Elsie Baker Olive Kline	18074	10	.75
INSTRUMENTAL MUSIC				
Yankee Doodle Dixie	Victor Military Band Victor Military Band	17583	10	.75
The Little Hunters (2) Spinning Song Of a Tailor and a Bear (2) The Wild Horsemen	Victor Orchestra Victor Orchestra	18598	10	.75

Always Use Victrola Tungs-tone Styli in Playing Victor Records on a Victrola

Compiled by THE CLEVELAND TALKING MACHINE COMPANY
Cleveland, Ohio

THIS hanger was compiled to draw out available material to make kiddies love Victor records so that adults will buy them. Prices and information concerning it may be obtained through your local distributor or through

THE CLEVELAND TALKING MACHINE CO.

THE CLEVELAND TALKING MACHINE CO.

Cleveland, Ohio.

VALUE OF GOOD WILL IN MODERN BUSINESS

Good Will Once Established Can Defy Every Attack Save That of the Practical Price-cutter —An Asset Built Up Through Competition in a Fair Field and No Favors

In these days of unsettlement in business when many people are prone to break away from the high standards which should ever obtain among honest merchandisers it is well to emphasize some remarks recently made by Congressman M. Clyde Kelley, because of their timeliness and value.

"Good will in modern business is property, as actual, positive, certain and genuine as machinery and materials," said Mr. Kelley. "It is the fruit of honest work, patient expectation and expenditure of money in creating a market and efficiently serving the purchasing public. It is an estate, accumulated through a continuous policy of making every promise good and standing back of every product. It is a possession, acquired by such establishments as have held a public referendum and received a vote of approval. It is the interest accruing from the rule of reciprocity, the belief that any transaction which results in injury to one party is immoral. It is the asset, built up from no monopoly power, but through continual competition in a fair field and no favors. It is the cornerstone in the structure of truthful trade. It is the guaranteed link between maker and user. It is the sap and life of the tree of honest business whose roots are standardized quality and price.

"Good will, once established, can defy every attack save that of the practical price-cutter. It can overcome the crafty deception of the substituter, with his 'something just as good.' It can protect itself against the counterfeiter who would steal registered trade-mark, label or brand. But it is at the mercy of buccaneer bargainers, who slash standard prices and set up 'misleaders' in order to deceive the public. It is slaughtered by the 'kamerad' pistol in the hands of dealers who use it as bait to catch the unwary purchaser. It is destroyed by those who defraud the public on a hundred unidentified articles through a bargain on one, whose quality and value is known to all.

"Good will must be put in the keeping of those who have earned it, not left at the mercy of business pirates. No man is permitted to steal a purse, neither should he be permitted to rob an honest business of its good name for furnishing a standard article of uniform worth at uniform cost. No man may wilfully destroy a house, neither should he be permitted to destroy the very foundations upon which rests the prosperity of every firm which sells guaranteed goods to the public. Good will belongs to the maker of the goods; he does not sell it, but is vitally interested in preserving it after the goods are in the consumers' hands."

It is seldom that we discover how great our own resources are until we are thrown upon them.

FOR "PART" FOLKS

You people who make phonograph accessories, needles, filing devices, etc.—let us tell you of our facilities for turning out a thousand or a hundred thousand show cards, posters or window displays.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

PROFIT BY KIWANIS CLUB EXHIBIT

Buckingham & Moak Co. Feature the Vocalion and Vocalion Records Together With Melodee Rolls to Great Advantage in Connection With Recent Display Held in Utica, N. Y.

UTICA, N. Y., December 6.—The prominent music house of Buckingham & Moak Co. is still realizing the effect of the excellent publicity carried on during the Kiwanis exhibit held here recently, in connection with which the Buck-

Buckingham & Moak Display

ingham & Moak Co. had a most elaborate display. The company featured a number of instruments in its display, including pianos, harps, and particularly the Aeolian-Vocalion, a handsome model being mounted on a platform in the center of the display.

Throughout the week a special program of music and dancing was carried out at the Buckingham & Moak store, much of the music being supplied by player-pianos using Melodee rolls and by the Vocalion and Vocalion records. Miss Ruth Chubbuck, vocal soloist, sang to the accompaniment of Melodee rolls, and Edward Ryan, conductor of the orchestra, also played a number of violin solos to the accompaniment of Melodee rolls. He also supplied a violin accompaniment to John Charles Thomas' singing of "You Are Free" on the Vocalion record. Other artists also were assisted to advantage by Melodee rolls and Vocalion records, and in the afternoons and evenings informal dances were held at the company's store to the accompaniment of the Vocalion, the records being amplified by the use of the Magnavox.

The various officials of the Buckingham & Moak Co. took an active part in making the celebration a distinct success, and Jerome B. Sabath, Aeolian Co. representative, was also on hand to loan his assistance. The program at the company's store was well advertised in the local newspapers, and received considerable free publicity in the editorial columns.

CARUSO SCORED IN FORT WORTH

The Famous Victor Artist Attracted an Audience of 8,000 People When Heard Under the Auspices of the Harmony Club in That City

The musical people of Fort Worth, Texas, are still enthusiastic over the appearance of Caruso in that city, under the auspices of the Harmony Club, on October 19. He sang to an audience of eight thousand people, one of the largest of his entire tour of the South, and Victor dealers in Fort Worth and locality naturally benefited by the appearance of this world-famous operatic tenor in that city. The appearance of Caruso in Fort Worth was, through an error, credited to Dallas in a story which appeared recently in The World.

The best reformers the world has ever seen are those who have commenced on themselves.

MAIN-SPRINGS
For any Phonograph Motor
Best Tempered Steel

1	in. x 10 ft. for Columbia.....Each	$0.50
1	in. x 13 ft. for Victor.....Each	0.50
1¼	in. x 18 ft. for Victor.....Each	0.75
1	in. x 12 ft. for Heineman.....Each	0.60
⅞	in. x 10 ft. for Col. Pathé-Heineman Each	0.50
1⅛	in. x 16 ft. for Heineman .....Each	1.20
1	x 16 ft. for Saal or Silvertone....Each	0.90
1	in. x 10 ft. for Saal or Silvertone..Each	0.60
1	in. x 16 ft. for Sonora or Brunswick Each	0.90
¾	in. x 10 ft. for all small type machines Each	0.45
1½	in. full size for Edison Disc.....Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, $11.50.
Edison very best loud tone, 15c each or $12.00 in 100 lots.

MOTORS

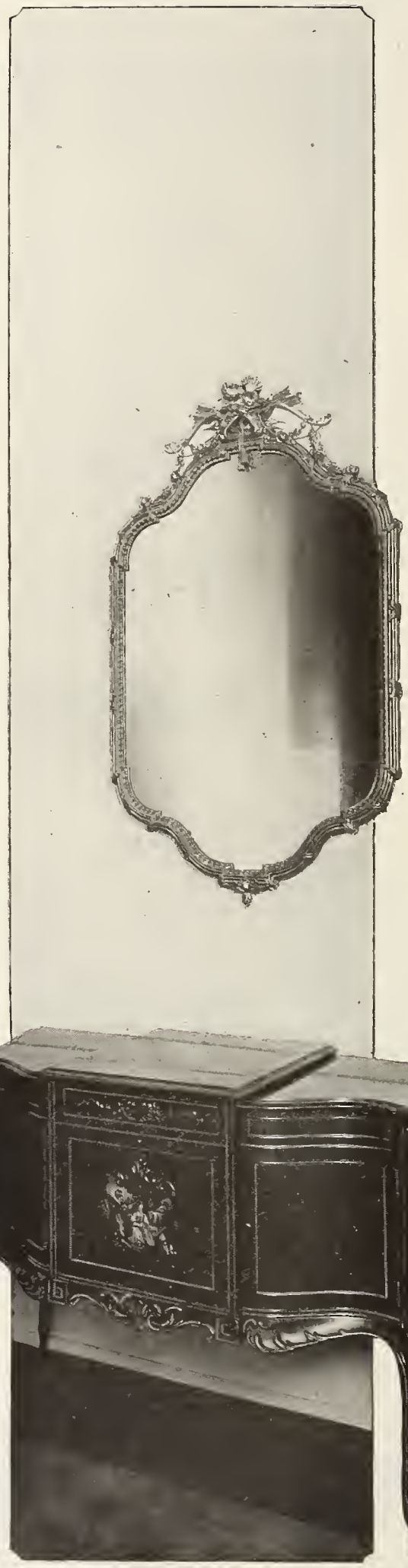
Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

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

The
Pearsall Kid
extends
his heartiest
wishes
for a
Merry
Christmas
and
a
Happy
New Year

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

10 East 39th Street
New York
Wholesale Only



SELLING TALKING MACHINES

WHAT are your customers' requirements in a Talking Machine?

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

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

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

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

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

HENRY W. PEABODY & CO.

Domes of Silence Division

17 State Street **New York**

Specify DOMES OF SILENCE

DEALERS' CO-OPERATIVE ADVERTISING IN BUFFALO

Campaign Being Staged by Local Talking Machine Dealers' Association—Columbia Activity—New Brunswick Agencies—Period Display at Andrews'—Burley & Biesinger's New Store

BUFFALO, N. Y., December 8.—Victor dealers in Buffalo and vicinity are this year co-operating in a novel advertising plan to boost holiday business in this section. The Buffalo Talking Machine Dealers' Association is staging the campaign. Large display advertisements are appearing in the newspapers, carrying the names of all the dealers in the association. The campaign will last for four weeks and the dealers will expend $4,000. A similar drive was carried out last Spring, when $1,000 was spent. This smaller drive brought such good results that the dealers decided on one of a larger scale when the Christmas season arrived.

The Buffalo branch of the Columbia Co. is doing its full share in the national drive which is being put on by that concern. The campaign has been launched in six or seven of the largest towns in this territory and very satisfactory results are reported by W. H. Lawton, manager of the Buffalo branch, who has just returned from a tour of these towns. "The Buffalo branch is not at all behind the rest of the Columbia family," said Mr. Lawton. "The appeal of this drive and its far-reaching effects are being recognized and felt by all Columbia dealers." With Al Jolson, who is a Columbia artist, coming to Buffalo next week, Columbia dealers here plan on making a big play for his records.

Buffalo Edison dealers report a good holiday business. When the famous pianist, Rachmaninoff, was in town last week, several Edison dealers here combined in some attractive display advertising of his records. They were the Utley Piano Co., Charles J. Hereth and Frank Ehrenfried.

The local Brunswick agency reports a number of new agencies established recently in this vicinity. Among them are: Beir Bros. and Cornell & Daggett, Niagara Falls; John D. Murdock, Leroy; Martin Furniture Co., Fredonia; Laurens Enos, Buffalo; Arthur W. Oster Piano Co., Rochester; William Copeland, Perry; Charles J. Hereth, Buffalo; Wehrle & Beach, Williamsville; Corcoran Bros., Penn Yan; Charles E. Smith, Tonawanda; Curt C. Andrus, North Tonawanda; B. F. Lent Music Co., Ithaca; Stranburg Music House, Jamestown and Bradford, Pa.; Anderson Piano Co., Utica.

Three more men have recently been added to the staff of the Brunswick local office here. They are Graham Davis and Zenas Smith, formerly of the Columbia agency, and Edward Ament, formerly in the retail business.

"Do your Christmas shopping early" is the call of the Iroquois Sales Corp. to its dealers. This appeal is made in circular letters which the corporation is sending out.

"If you have not already taken steps by ordering ahead to insure that your holiday stock is delivered in ample time you may find yourselves badly out of luck when the big selling is at its height," says this letter. "We are not crying 'shortage' so much as poor transportation facilities that are rapidly growing worse. We are ready to give you service right now!"

The Talking Machine Dealers' Association of Buffalo held a meeting on the evening of December 7, at the Ellicott club. Dinner was served at 6.30 o'clock. Following the dinner there was a talk by a member of the Credit Men's Association on the credit situation.

The music trades group of the Chamber of Commerce adjourned its meeting last week to participate in the Chamber's Thanksgiving celebration. The dealers assembled for the meeting, and then it was decided to join in with the other members of the Chamber who were holding a special program in celebration of the holiday.

The handsome new store of Burley & Biesinger, music dealers, was opened last week at 332 West Ferry street. This concern carries a fine line of talking machines, and a large section of the new store is devoted to them. There are a number of booths for the playing of records for customers. Large crowds thronged the store on its opening days. The store is located in the liveliest business section of the thriving West Side.

Neal, Clark & Neal recently celebrated their third anniversary in their present handsome Main street store. There were special decorations that attracted large crowds to the store.

An unusual exhibit of talking machines was held recently at the store of W. D. & C. N. Andrews. The instruments were all in handsome period design, and none shown was priced under $1,200. Some unusually handsome machines were shown.

The newest addition to the staff of the talking machine department of J. N. Adam & Co. is Mary Tatem, formerly of Cleveland. Miss Tatem is a graduate of the Victor Red Seal school.

ELSIE BAKER VISITS MARINETTE

Schrader's Music House Entertains Noted Victor Record Artist Appearing in Concert

MARINETTE, WIS., December 6.—When Elsie Baker, the talented and popular Victor artist and concert star, appeared in this city last month, Schrader's Music House, the Victor agency of this city, made good use of the artist's concert in advertising the Victor product. Miss Baker and her company paid a visit to the music store and are here shown standing in front of it.

Elsie Baker Entertained by Schrader's Music House

In the photograph are shown both Miss Baker and her company and the officials of the Schrader store, as follows: 1. Miss Carley, pianist; 2. G. J. Daly, manager of the store; 3. Elsie Baker; 4. N. T. Stuart, tuner; 5. Miss Hutchinson, record department; 6. Mr. Devlin, assistant manager; 7. Mr. Larson, salesman, and 8. Mr. Fasano, cellist.

During the appearance of Miss Baker at the local auditorium the Schrader Music House displayed in the show windows posters of Miss Baker featuring her records.

INTEREST IN POSTCARD CAMPAIGN

Music Dealers Ordering New Series of Advertising Cards in Goodly Quantities

Judging from the number of orders received, retail music dealers throughout the country are considerably interested in the series of private mailing cards representing a complete selling campaign recently prepared by the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce.

The series consists of seven cards, 4½ x 7 inches, and one color, enclosed in a dainty drawn border. Each of the first six cards has a quotation on music from a big man, two arguments in larger type to "sell" the broad idea of music and a list of some of the men who have paid tribute to music. On the sixth card is an additional paragraph stating that the next and last card will explain the specific reason for sending the series. The last card is devoted to a direct selling argument, signed by the dealer who sends the series to his "prospects." The suggestion is made that the cards be mailed one each day, the last to reach the "prospect" on Friday or Saturday simultaneously with the weekly pay envelope.

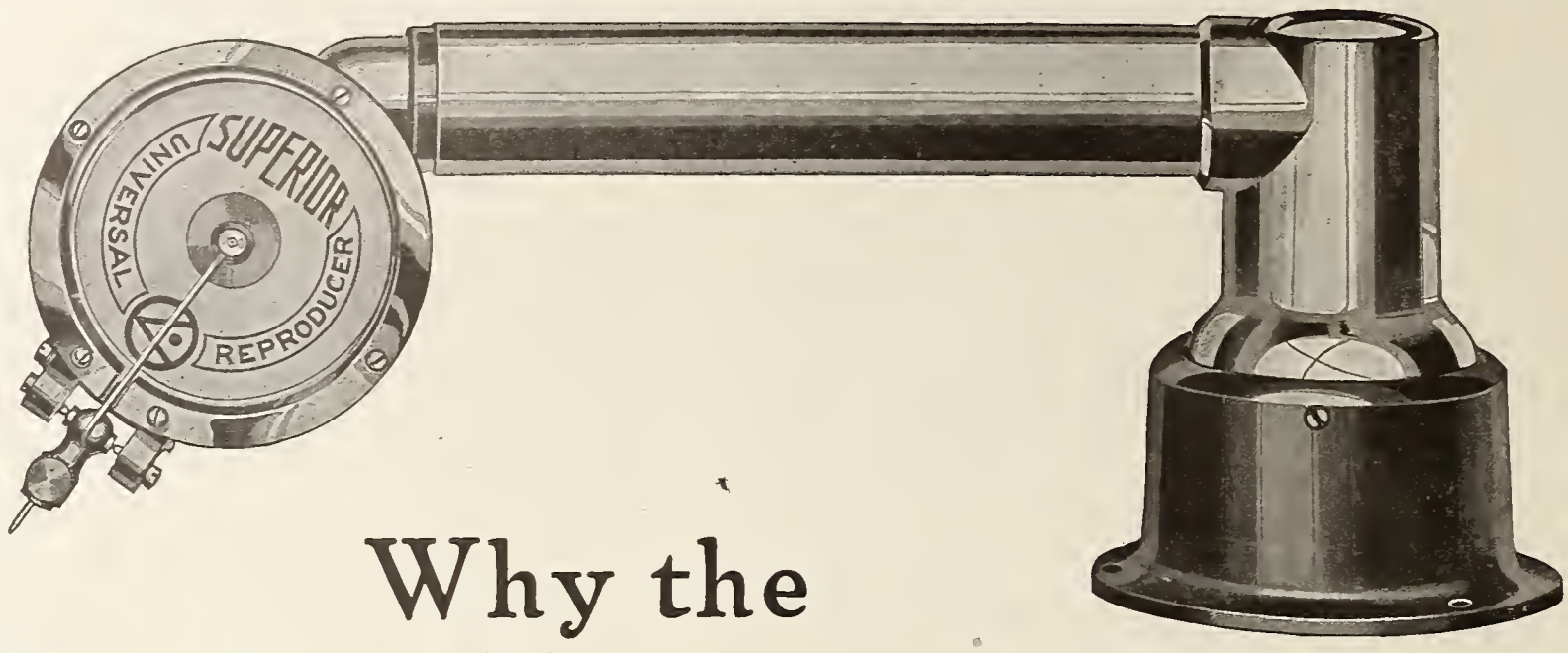
The cards are sold in lots of 100 sets, 700 cards in all, at $5, including postage. This is the cost of the cards to the Bureau. Room is left for the imprint of the dealer's name at his own expense.

It is not the mere station of life that stamps the value on us, but the manner in which we act the part.

Superior Workmanship
Superior Finish
Superior Service
→ Trade "SUPERCAST" Mark DIE CASTINGS

THE SUPERIOR DIE CASTING CO.
411 FRANKFORT AVE. CLEVELAND, OHIO

JOBBERS AND LARGE DEALERS
We offer a line of high-class machines to jobbers and dealers where we are not already represented. Liberal discounts, prompt delivery and earnest co-operation
IT WILL PAY YOU TO INVESTIGATE
INDEPENDENT TALKING MACHINE CO., INC.
12 EAST 42nd STREET, NEW YORK CITY
Southern Distributors, - - 5 Governor Street, Richmond, Va.
New England Branch Office, 105 Washington Street, Boston, Mass.



Why the Scotford Tonearm is Different

The straight tube of the flute, the oboe or the clarionet gives a sweeter, purer tone than the blaring notes of the curving cornet, the trumpet or the trombone. In the straight Scotford Tonearm the sound waves travel in the straightest, most direct line possible in a tonearm.

The square turn of the Scotford Tonearm offers less resistance to the passing of the sound waves than is met with around the curving turns of the traditional tonearm design, which imitates the shape of the larger wind instruments, ignoring the fact that in a phonograph tonearm there is no air pressure to force the sound around the curves.

Upsetting pet theories to the contrary, the straight tube and the square turn of the Scotford Tonearm give tone results of superior quality. The proof is in the playing. None of the overtones are lost in the passage, but the tones are delivered outward in full power and clarity. None of the usual phonographic sharpness and thinness of tones—but rich, warm tones of genuine musical quality.

Plays All Makes of Records

and in turning the Reproducer from one positon to the other, the needle remains on exactly the same point, at the same and only correct angle. Get a sample and test the Scotford in comparison with others. Decide for yourself, if you know music—but if you are not sure of your own judgment—call in someone on whose authoritative opinion you may safely rely. The average phonograph man has heard the other kind—the thin metallic tone—so much that nothing else may sound quite right to him. Remember "The familiar tone is the best-liked tone." He may like his old familiar out-of-tune piano, but in the language of Goldberg this "Doesn't mean anything." The trained ear would condemn it, and the unprejudiced public will not choose the phonograph of the sharp metallic tone when a comparison is made on the dealer's floor.

You May Safely Use the Scotford Tonearm

Your cabinets will sell readily and bring repeat orders galore if you will build the amplifying chamber to harmonize with the distinctive shape of the tonearm. We are prepared to furnish specifications for building an inexpensive amplifier which exhaustive tests have shown to give ideal results. We can help you to make yours a phonograph which will get the decision in any contest.

It Need Not Cost You Anything to Test the Scotford Inventions

Samples of the Tonearm and Reproducer will be submitted on the following conditions: If you are not rated, send remittance with order to cover the sample prices stated below, which include postage. We refund the full price if the samples are returned within a reasonable time. If you keep the samples and order a quantity, the sample price will then be readjusted at the rate of your quantity order. Quantity prices will be named to quantity users. We suggest that orders for samples specify one Tonearm and Reproducer with Mica and one extra Reproducer with Micompo, so as to compare the two diaphragms. State whether Reproducers should have the regular "Superior" nameplate or plain gilt face.

	With MICA Diaphragm	With MICOMPO Diaphragm
Sample Nickel Scotford Tonearm and Superior Reproducer .	$9.25	$8.50—Gold $2.00 Extra
Sample Nickel Extra Superior Reproducer	5.75	5.00—Gold 1.00 Extra

Exclusive Designs for Large Users

We have Design Patents pending on several variations of the Scotford Tonearm standard model illustrated above. These new designs are distinctive and artistic in appearance, and afford attractive ornamental effects pleasingly in harmony with the best cabinet styles. All embody the patented mechanical and acoustic principles of the regular Scotford Tonearm. Our Die Casting department is prepared to produce the necessary special dies, and we can arrange to manufacture as finished products for the licensed exclusive use of large concerns. Particulars may be had on request

SUPERIOR PRODUCTS SINCE 1868

Barnhart Brothers & Spindler

Monroe and Throop Streets
CHICAGO, ILL.

Makers of Superior Specialties for Phonographs

When Clyde Doerr of Art Hickman's Dance Orchestra plays saxophone solos of Gounod's "Ave Maria" and the "Meditation" from *Thais* you realize that he's a great artist. So will your customers. A-3321.

Columbia Graphophone Co.
NEW YORK

Columbia Records TRADE MARK Grafonola

RAPID DEVELOPMENT OF MUSIC MEMORY CONTEST IDEA

Over 100 Cities in Various Sections of the Country Have Already Held One or More Such Contests—Various Prominent Organizations Now Co-operating in the Plan

The music memory contest, originated by C. M. Tremaine, director of the National Bureau for the Advancement of Music and promoted by it during the last three years, has been making exceptional progress this Fall, it is reported.

During the first six weeks of the present school year more than thirty new towns and cities either announced their intention of holding a contest or entered into correspondence with the Bureau with a view to arranging for the event some time in the Autumn or the Winter. Among these cities are Duluth, Minn.; Elizabeth, N. J.; Rochester, N. Y.; Grand Rapids, Mich.; Decatur, Ill.; Buffalo, N. Y.; Muncie, Ind.; Mishawaka, Ind.; Long Beach, Cal.; Little Rock, Ark.; Sandusky, O.; Washington, D. C., and the schools of Cook County, Ill. This brings the total number of cities that have held the contest so far to well over one hundred, even without taking account of the many places which are undoubtedly conducting contests without communicating with the Bureau. Nor does it include the many annual repetitions of the contest, a city being counted only once, no matter how many contests it has held.

Perhaps of even greater importance than the multiplication of the contests are the new organizations and institutions which see the value of the plan in spreading the interest in music and are putting their own machinery in motion to propagate the idea. Notable among these forces are the universities, the Community Service and the National Federation of Music Clubs.

The Federation, which has already incorporated the promotion of the music memory contest among its aims, now plans to make it a leading feature at its next biennial meeting in Des Moines in the Spring. Simultaneously with the convention will be staged the finals of a model demonstration contest in the Des Moines school system.

The University of Wisconsin made a significant contribution to the progress of the contest last Spring when Professor Dykema, of the Department of Public School Music, conducted a city-wide music memory contest, during which opportunities were provided in schools, churches, theatres, music stores and scores of concerts for everyone to become familiar with the music. At Cornell Professor Hollis Dann gave considerable attention to the music memory contest in his course on the training of music supervisors, a feature of the course being a detailed plan for the contest mapped out by Miss Sadie L. Williams, supervisor of music in Dallas, and given to each student. These young men and women will be a powerful force in promoting the idea in the various parts of the country.

The National Bureau has been in touch with at least twelve of the Community Service organizers on the subject of the contest. In Milwaukee William W. Norton is working out his plans for the event along the lines of the contest held in Madison. Other leaders like H. H. Schueler, of Iron Mountain, Mich., will hold the contest in several towns simultaneously.

Music memory contests are of particular interest to the talking machine trade, inasmuch as practically all the music used in the contests is to be found in talking machine record or music roll form, and is, in fact, selected with that end in view. This means that the contestants not only purchase records in order to study the compositions, but find the way open to increase their interest in music of the better sort.

TO DELIVER SERIES OF LECTURES

William Maxwell to Speak Before Members of Harvard Graduate School

The Harvard Graduate School of Business Administration has recently asked William Maxwell, vice-president of Thomas A. Edison, Inc., to deliver several lectures before its students. This important branch of the Harvard education system makes a practice of inviting nationally prominent business men to deliver timely lectures, in addition to the regular lectures by the resident professors. Mr. Maxwell plans to begin this work in December.

THE LONGEST WORD IN THE WORLD?

Why the Polychromotelepantophotophonograph Ought to Win the Prize in Almost Any Contest—Dan Cavanagh's Trip Into the Future

The story of the sending of a photograph by wire to the office of the New York World referred to in the first page of this issue of The Talking Machine World has moved Dan Cavanagh to further flights of fancy and he looks for the time when we may examine at our leisure the doings of Europe and hear the conversations of the various peoples through an instrument or device which he calls by the ingenious name of "Polychromotelepantophotophonograph." His letter to the editor of the World closes with the following bit of verse:

This instrument so wonderful is fitted by degrees
With a sounding board, a diaphragm and many rows of keys,
Besides electric wires and a complete harmonic staff,
As a polychromotelepantophotophonograph.
We set to work next morning to test the new machine,
Having first secured connection with the cable submarine,
And we studied Western Europe from the Tiber to the Taff,
Through this polychromotelepantophotophonograph.

Frank S. Horning's Victor Shop, in Boston, had a very attractive window display featuring popular records combined with the announcements of the appearance of Madge Kennedy's latest film, "The Girl With the Jazz Heart," which was shown at a local theatre.

How the Talking Machine Helped to Inspire a Staff of Advertising Writers :: :: By John L. Meyer

This is the story of how one of the world's greatest and most successful advertisers used the talking machine to inspire his staff of advertising writers toward climbing into higher and more productive planes of mentality. It hardly need be added that the venture was a decided success to an unexpected extent.

C. W. Post, the Battle Creek, Mich., breakfast food manufacturer, who came there a physical wreck and died many times a millionaire, wrote his own advertising in the early days. In fact, during his lifetime he kept very closely in touch with his advertising. It was always the very life of his entire effort.

As time went on and prosperity permitted, Mr. Post surrounded himself with a formidable staff of advertising writers, artists and other accouterments. It was his pride to have lots of men of varied temperament and ability. He never had a time clock in his advertising department. He gave his men unusual opportunities for blossoming forth in originality. Nothing was too good for them and their work. His one slogan was, "Do the Thing Next in Front of You." To many advertising men now perhaps scattered about the country, the recollections of the days at the Post advertising building are like unto a taste of the ideal that lingers long.

The offices of the men contained every convenience looking toward privacy and methods of easy concentration. They were works of beauty and art, and here the advertisements telling of the evils of coffee and the value of phosphorus as brain food and blood builders were idealized, visualized and realized. As the array of products increased, the staff of advertising men increased in like proportion.

Once there came a time when Mr. Post seemed to get the notion that the advertising was losing sparkle and pep. It seemed that the productions were dull and no longer of their wonted vigor and persuasiveness.

He tried all his methods of inspiration, and invented some new ones, but not with a satisfactory degree of success.

One day one of the writers, or possibly Mr. Post himself—it is not definitely known—put in a requisition for a fine talking machine and a selection of good records. It was O. K.'d, and forthwith the machine came along and was installed. The men took turns at choosing their favorite records, instrumental and vocal. There was music in the air all the time. And the advertising copy and ideas poured out. This is a fact, not a fancy. Mr. Post hied himself to his Winter home in California, satisfied and contented with his staff of advertising men and happy over the fact that he had at last found the long-sought stimulus and inspiration.

The Wide Appeal Made by the Talking Machine Affords Endless Business Opportunities for Dealers

This was no momentary proposition. The talking machine continued to play, and the stock of records increased in range and size. It may be that the machine is still in use. Anyway, it served its purpose and many a citizen has read all about the evils of coffee and the value of phosphorus as brain food and the deliciousness of toasties at breakfast and for luncheon, too, little realizing that the persuasive and compelling language and pictures on the magazine and newspaper pages were inspired by the ready and able performance of a good talking machine.

Mr. Post died worth about two dozen millions of dollars and left a great institution as a monument. It was the result of just such methods of thought and resourcefulness. Primarily he was an advertiser and he could absorb selling ideas with the readiness of a sensitized plate—furthermore, he applied them.

Considering the talking machine field in the light of Mr. Post's life work, it should be plain that the surface of opportunities for the dealer has been hardly even scratched as yet.

INCORPORATED

The A. B. Beverley Mfg. Co., New York, has been incorporated to do business in phonographs and talking machines. The capital is $25,000 and the incorporators are A. E. Clarke, W. H. Holmes and E. M. Fettes, 58 Argyle road, Brooklyn.

Messrs. JOBBERS and RETAILERS

Since there is no better Semi-Permanent needle made, why not handle

Plays all Records

SUPERB STYLUS
EMI-PERMANENT
The
TALKING MACHINE NEEDLE
SUPERB

Saves all Records

PLAYS 100 to 200 RECORDS

4 for 25c.

Send for samples, circulars and discounts

The Mellowtone Needle Co., Inc.

Sole Manufacturers

ANSONIA CONN.

Do You Realize

THAT THE POSSIBILITIES IN THE VICTOR BUSINESS DURING 1921 WILL BE GREATER FOR THE PROGRESSIVE DEALER THAN EVER BEFORE?

BY *PROGRESSIVE,* WE MEAN THE DEALER *WHO DOES THINGS IN AN UP-TO-DATE MANNER.*

HAVE YOU BEEN ONE OF THIS SORT OR ARE YOU A DEALER WHO HAS GONE ON IN THE SAME OLD WAY FOR YEARS, TAKING WHAT BUSINESS COMES YOUR WAY WITHOUT MUCH EFFORT ON YOUR PART?

THE PROGRESSIVE DEALER IS THE ONE WHO DESERVES THE BEST KIND OF SUPPORT FROM HIS DISTRIBUTOR.

OUR AIM DURING THE PAST YEAR HAS BEEN TO HELP OUR DEALERS TO REALIZE THE NECESSITY OF SO CONDUCTING THEIR BUSINESS THAT THEY MAY BE WORTHY OF GOOD SERVICE.

VICTOR MERCHANDISE WILL UNDOUBTEDLY BE PRODUCED IN INCREASED QUANTITIES DURING 1921.

WE WANT TO SEE ALL OF OUR DEALERS PROGRESSIVE IN THE LAYOUT OF THEIR STORE, IN THEIR ADVERTISING AND IN THEIR MERCHANDISING AND IN THEIR ATTENTION TO DETAILS, SO THAT THEY MAY REAP THE BENEFITS OF INCREASED BUSINESS IN THE YEAR 1921.

WE WILL BE GLAD TO CONSULT WITH ANY OF OUR DEALERS IN REGARD TO ANY IMPROVEMENTS THEY MAY CONTEMPLATE AND WILL GLADLY GIVE THEM OUR ADVICE WHEN NEEDED AND REQUESTED.

Hearty Greetings
for a
Merry Christmas and a Happy and Prosperous New Year

AMERICAN TALKING MACHINE COMPANY

Exclusively Wholesale

VICTROLAS AND VICTOR RECORDS

BROOKLYN, N. Y.

HOPKINS SPEAKS ON ADVERTISING

Well-known Columbia Official Addresses Brooklyn Chamber of Commerce Dinner

At the first of a series of meetings of the Brooklyn Chamber of Commerce held to discuss the topic of advertising, which took place on December 2 at the Chamber dining room, at 6 o'clock, the principal speaker was George W. Hopkins, general manager of the Columbia Graphophone Co. and president of the New York Advertising Club.

Other leaders of equal prominence in the advertising field have been invited to address the succeeding meetings, and an interesting series of talks is being arranged on such topics as "Direct by Mail Advertising," "How to Write a Letter," "The Personal Element as Applied to Advertising," "Psychology as Applied to Advertising" and "Price Maintenance as Applied to Advertising."

FAMOUS ARTISTS IN CONCERT

Score Big Success in Uniontown, Pa.—Guests of E. E. Gebhard During Visit

UNIONTOWN, PA., December 2.—The eight famous Victor Artists, composed of Henry Burr, Billy Murray, Fred Van Eps, Albert Campbell, Frank Croxton, Frank Banta, Monroe Silver and John Meyers, recently gave a concert in the playhouse in this city. They met with such success

Dinner in Honor of Eight Famous Artists

that they remained in the city two evenings, and on both occasions the audience jammed the house while throngs outside had to be turned away from the doors.

While in the city they were the guests of E. E. Gebhard, manager of P. W. Simons Music Store of this city, at dinner in Mr. Gebhard's palatial home. In the accompanying photograph may be seen the Eight Famous Victor Artists seated at the table, while in the background to the left stands P. W. Simons, manager of the Famous Eight, with E. E. Gebhard, host, next to him.

YAZOO RIVER RED GUM

Specials for prompt shipment:

1	carload	1½"	1st and 2nd Qrtd. White Oak.
4	carloads	3"	Common and Better Qrtd. White Oak.
1	carload	4"	Common and Better Qrtd. White Oak.
8	carloads	1"	1st and 2nd Qrtd. Red Oak.
1	carload	1¼"	1st and 2nd Qrtd. Red Oak.
4	carloads	1½"	1st and 2nd Qrtd. Red Oak.
9	carloads	1"	No. 1 Common Qrtd. Red Oak.
4	carloads	1½"	No. 1 Common Qrtd. Red Oak
2	carloads	1¼"	1st and 2nd Qrtd. Red Gum.
4	carloads	2½"	1st and 2nd Qrtd. Red Gum.
2	carloads	3"	1st and 2nd Qrtd. Red Gum.
3	carloads	1¼"	No. 1 Common Qrtd. Red Gum.
7	carloads	2"	No. 1 Common Qrtd. Red Gum.
5	carloads	2½"	No. 1 Common Qrtd. Red Gum.
3	carloads	3"	No. 1 Common Qrtd. Red Gum.
10	carloads	1½"	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

WHERE MOST SAPPHIRES COME FROM

Switzerland One of the Chief Sources of Supply in Commercial and Industrial Jewels Which Are Used in the Phonograph

Jewels are coming to play an increasingly important part in the talking machine industry today. Permanent and semi-permanent points are being used on many kinds of musical instruments and with the growth of the industry the demand for these products has increased rapidly. Switzerland is the chief source of supply for commercial and industrial jewels and Consul John J. Meily, at Berne, has prepared an interesting report covering this industry there. Agates and corundums are used extensively in the talking machine industry. Corundums include rubies, sapphires and amethysts, according to the color. Synthetic corundums, which are cheaper than the natural stone and often of superior hardness, have been manufactured successfully on a commercial scale for the past fifteen years.

The manufacturing process consists of a number of distinct operations. The first operation, now done entirely by machine, is the sawing or the grinding of the raw material into plates or "bolts." For this purpose thin copper discs with diamond-studded edges are used. The plates or bolts are then cut to the approximate size of the finished jewels. These "rough jewels" are fixed upon small individual discs with gum lac and then they are turned. If a watch jewel is to be produced it is also pierced.

If the jewel is intended for an instrument such as an electrometer, for instance, it is not pierced but merely hollowed out by a further turning operation and finished in the form known as the "cup jewel." After being turned the jewels are polished and angled. The last-named operations are usually done by hand and the quality of the finished jewel depends largely upon the skill possessed by the operator.

Some of the operations above referred to are so highly specialized that at the present time one factory usually performs only one or two operations. Sawing the raw material into plates or bolts, cutting these to the approximate final size, piercing or hollowing the rough jewel and turning to finished size are special operations done by some factories exclusively. There are few factories in Switzerland equipped to perform all the operations necessary to produce all the classes of jewels mentioned above, although one enterprise claims to produce everything from the synthetic corundum to the finest quality of finished jewel of each class.

The machinery used in the manufacture of industrial jewels is highly specialized, designed in most instances by the manufacturers themselves, and built by local machinists and makers of fine mechanical apparatus. There are no standard tools, each manufacturer using his own preferred types.

The phonograph industry, with its rapidly growing use of permanent reproduction points, and the plants manufacturing wire for such apparatus as electric filaments, are other important sources of demand for special types of industrial jewels.

The United States is the largest customer of the Swiss industry, the exports from Switzerland during 1919 amounting to 11,875,000 francs (at normal rate of exchange). While Italy, France, England and the United States are all producing industrial jewels on a small scale, the Swiss industry as yet has no serious competitor.

DURRO
The choice of Artists everywhere

Phonograph Dealers—

Tie up your business with all the Musical Needs of your neighborhood

Extend your line to include

DURRO VIOLINS, BOWS, STRINGS, Etc.
LESTER & SALANTI ACCORDEONS
ABBOTT BAND INSTRUMENTS
DUSS BAND HARMONICAS
S. S. STEWART BANJOS, GUITARS, UKULELES
OUR POPULAR LINES OF ACCESSORIES

They are most celebrated brands.
They are quick sellers and yield liberal profits.
They mean no addition to your overhead.
They make fine displays and draw repeating customers to your store.

Ask for our special Assortment for Phonograph Dealers

BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE **NEW YORK**

"Listen," said Bill—"I'm going to show you something no one ever saw before—and after you have had a good look at it, nobody will ever see it again."

With that, he opened a walnut shell, exhibited the kernel which he placed deliberately in his mouth, calmly chewed, and swallowed---

"It's gone!---Nobody saw it before you did---Nobody will ever see it again. A moment ago it was yours for the asking---Now it's gone forever---

"Here's something else I can offer you---you can have it for the asking *now*---but I can't guarantee that you'll ever have the opportunity again---Ever hear of an Automatic Repeating Phonograph?"---

"You mean one of those repeating attachments that you add on to a phonograph after you get it?"

"No---nothing like that---a phonograph that plays any make of record any desired number of times and then stops automatically with the tone arm suspended in the air."

"A machine like that would be mighty *easy* to sell if you could get one that was simple enough to be depended upon"---

"Well—I've got *that* for you—but *that* isn't ALL! How would you like to sell a phonograph that has not only that, but *all* the best points of every other machine? —tone surpassed by no other machine—cabinet work artistic in the highest degree—motor that plays 6 to 8 10-inch records with one winding—reproducer free from scratching * * *"

"*Wait* a minute—wait a *minute!*—where are you going to find one machine with all those things crowded into it—"

"I've got it right outside in my Ford—I'll bring it right in and prove to you that it's a lot better than I have told you."

So Bill brought his "Brooks Automatic" into the dealer's salesroom, put on a record—set it to play 3 times and sat down. By the time the third playing of the record was completed the dealer was thoroughly "Sold" on the Brooks—

Nothing remained but to discuss our attractive selling proposition and "Sign on the dotted line."

And ours *is* a proposition that *has* proved financially profitable to several hundred dealers. Not one of them has failed to make good money.

Send back the coupon.

If *you* live in New York, Eastern Pennsylvania, New Jersey or Connecticut, *you* will gain by learning more about the Brooks Automatic Repeating Phonograph and our selling proposition.

The Walters & Barry Corporation

256 Main Street

BUFFALO, N. Y.

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States. The First Really Complete Phonograph.

.....
(Date)

THE WALTERS & BARRY CORPORATION,
256 Main Street, Buffalo, N. Y.
Gentlemen:

Please send us catalogue, prices and dealer's proposition on the Brooks Automatic Repeating Phonograph.

Very truly yours,

.....
(Name)

.....
(Address)

Just Like Breathing

as silent — as constant — as automatic

WHILE you've been selling machines and records, we've been working to solve the problems of control.

Each one of the objections to electric phonograph drives has been taken up and eliminated. The problem has been solved by the

Tru-Time Motor

Reg. U. S. Pat. Off.

"The veritable heart of the phonograph"

Proof! One of the "Big Four" phonograph companies ordered one thousand of the motors for installation in the higher priced models. It was an experiment pure and simple.

Of the original thousand used

Not one has been returned*

And that same company, now thoroughly convinced, has placed a second order for TEN THOUSAND motors. TRU-TIME MOTOR has lived up to our guarantee.

Our guarantee—

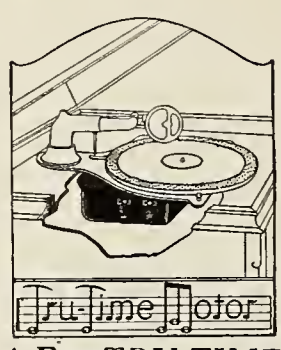
To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.



A Few TRU-TIME MOTOR Points:

- Reasonable in price.
- Now in production.
- Never needs oiling.
- Never changes speed.
- Silent and invisible.
- 3 point suspension in mounting.
- Driving spindle to fit any make of turntable.
- Speed control can be placed any desired location.
- Only 2 revolving parts.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—PUT IT IN WRITING.

The Tru-Time Motor is to the phonograph what the conductor is to the opera

Manufacturers—Write for Complete Description

EFFICIENCY ELECTRIC

EFFICIENCY ELECTRIC CORPORATION

149 BROADWAY, NEW YORK FACTORY: LOWELL, MASS.

**This is a strong statement made in a conservative way. It means that not a single motor has been returned to us, the phonograph manufacturer or the dealer for any cause. It means that the TRU-TIME MOTOR has given absolute satisfaction.*

NEW POST FOR LAMBERT FRIEDL

Becomes Manager of General Phonograph Corp.'s New York Distributing Division, Which Will Wholesale Okeh Products in Local Territory—To Have Able Staff

John Cromelin, general sales manager of the General Phonograph Corp., New York, announced recently that Lambert Friedl had been appointed manager of the company's New York

Lambert Friedl

distributing division. This distributing division will be jobbers for Okeh records and Okeh steel needles in metropolitan territory, the company having decided to wholesale these products from its executive offices, 25 West 45th street, New York.

Among the members of Mr. Friedl's sales organization will be Louis C. Ziegler, George A. Baker and John A. Johnson, who formerly comprised the firm of Ziegler, Baker & Johnson, Okeh jobbers in this territory. Coincident with the opening of the New York distributing division of the General Phonograph Corp., the accounts previously handled by Ziegler, Baker & Johnson will be transferred to the new General Phonograph Corp. division.

O. P. Graffen, connected with the New York branch of the Columbia Graphophone Co. for many years, and one of the most popular wholesale men in the East, has also joined Mr. Friedl's sales staff. James Armstrong, one of the leading record stock men in the East, assumes charge of the record stock department of the New York distributing division of the General Phonograph Corp. Miss Marion Sacks, Mr. Friedl's private secretary for several years, has been appointed to a similar position with the new organization.

Lambert Friedl is one of the foremost members of the wholesale talking machine fraternity, and has won the esteem and friendship of the dealers throughout the East. For several years he was manager of the New York branch of the Columbia Graphophone Co., and under his able direction this wholesale branch established phenomenal sales totals. He resigned from this position recently, and as a mark of their affection and esteem the Columbia dealers gave him a banquet which was unique in talking machine circles, when he was presented with a magnificent service.

The General Phonograph Corp. is to be congratulated upon securing a man of Mr. Friedl's exceptional ability, and in turn Mr. Friedl is to be congratulated upon joining an organization which is one of the largest and most successful factors in the industry.

W. H. ALFRING VISITING BRANCHES

W. H. Alfring, general manager of the wholesale department of the Aeolian Co., left on December 1 for an extended trip through the South and Middle West, going first to Texas. On the return trip Mr. Alfring will visit the various Aeolian Co. branches in St. Louis, Chicago, Cincinnati, etc. He will return to New York about January 1.

MICKEL MUSIC CO. FORMED

A. E. Mickel Temporary President of New Marshalltown Music House

MARSHALLTOWN, IA., November 22.—The Mickel Music Co., capitalized for $15,000, has filed articles of incorporation in the office of the county recorder. The corporation is formed to engage in the music business in this city. The incorporators are A. E. Mickel, John A. Cobb and D. Miller White, who are named as directors of the company until the first annual election, to be held on the third Tuesday in January. A. E. Mickel is named as temporary president, John A. Cobb as vice-president and D. Miller White as secretary-treasurer.

MUSIC PAGE FOR SAN DIEGO UNION

California Paper Represents Latest Addition to Ranks of Those Featuring Music

The San Diego Union, San Diego, Cal., is the latest newspaper to join the ranks of those running weekly pages devoted to the cause of music. The page was inaugurated largely through the result of the efforts of A. D. LaMotte, of the Thearle Music Co., and of the National Bureau for the Advancement of Music. If the plan works out the editor intends to devote two or three pages to music each Sunday. The music page proper will carry a distinctive eight-column head bearing the name caption: "Music for Everyone."

The way to gain a good reputation is to endeavor to be what you desire to appear.—Socrates.

The New Jewett Phonograph

AS its name indicates, the Jewett Phonograph is the product of the Jewett Brothers, long identified with the Paige-Detroit Motor Car Company, builders of the automobile which is known far and wide as "The Most Beautiful Car in America" and which is sold by more than 1,600 dealers throughout the world.

We are now placing on the market a new product—the Jewett Phonograph—a musical instrument which represents the same standard of perfection in phonographs that Paige Motor Cars represent in the field of automobiles. It is not a machine assembled from parts manufactured elsewhere, but is the product of our factories.

The Jewett Phonograph is the invention of a mechanical genius of twenty years' experience in phonograph designing and differs in several important particulars from any talking machine ever before conceived. It reproduces music just as it was originally recorded on the phonograph record—free from metallic sound, nasal whine and harsh surface noises so common heretofore.

Our company is backed by ample capital and is carrying out advertising and merchandising plans of such wide scope that the success of our new product is already assured. Through extensive advertising throughout the country, the Jewett Phonograph will become as well known to the American public as Paige Motor Cars are at the present time.

The marketing possibilities of the Jewett Phonograph offer, therefore, a most attractive opportunity to distributors and dealers. Those who secure an agency franchise at this time will assure themselves an enviable future in the field of phonograph agencies.

We invite correspondence from reliable distributors and dealers.

E. H. JEWETT, *President,*
Jewett Phonograph Company,
1730 Penobscot Building,
Detroit, Michigan.

Thousands Will Be Sold This Christmas

Throughout the United States and Canada—and in many other countries in all parts of the world—the sales of Stewart Phonographs this Christmas will run into thousands.

Few things that people buy at Christmas will enjoy such a demand as this sensationally-priced phonograph.

Every sale will be a *cash* sale.

Every sale will yield a handsome profit.

Every sale will be doing pioneer work for the merchant who makes it—increasing his sales of records, developing prospects for his big cabinet machines.

Are YOU getting your share of the tremendous Stewart business?

Get in touch with your jobber now. Or wire us at once and we'll see that your order is shipped immediately.

Did You Know?

That the Stewart plays every make of record — any size, any style.

That the Stewart surprises everyone by its wonderful volume of rich, pure tone.

That the Stewart is now finished in rich mahogany enamel with fine nickel trimmings.

That the Stewart precision-made motor is the finest of its type yet produced.

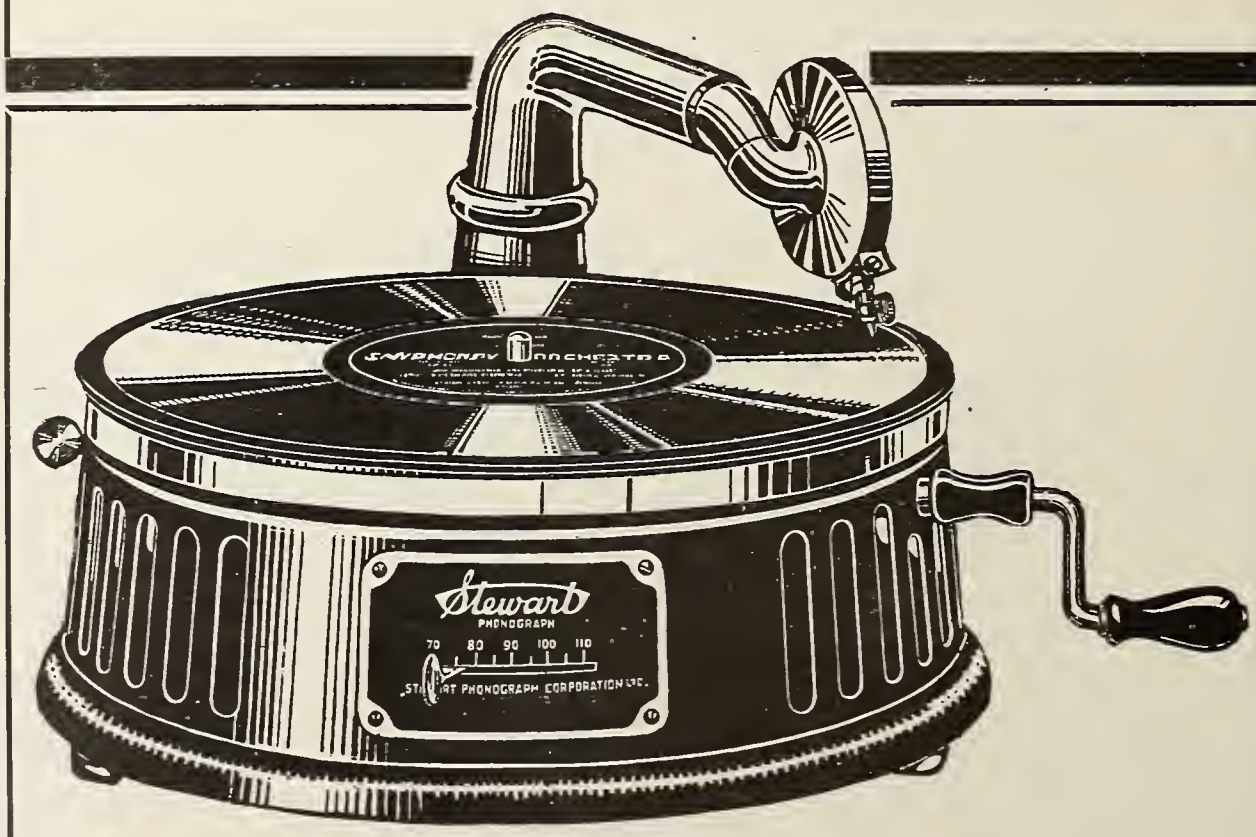
That the Stewart is the handiest and best *portable* phonograph on the market.

Stewart

PHONOGRAPH

STEWART PHÓNOGRAPH CORPORATION, Inc.

LINCOLN BLDG. BUFFALO, N. Y.



The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 3.—November was not a very good month in the local trade. What December finally produces remains to be seen, but with not many business days before Christmas trade will have to take a very sudden and pronounced spurt to realize any large volume of business. But, of course, it often happens that there is an enormous amount of sales for the fortnight before the holiday, so this year may not be any exception.

In the local trade among the leading and more solid concerns there is considerable adverse comment on the attitude of some of the talking machine houses and similar departments in the department stores over the way that job lots of machines and records have been taken over lately, and one dealer, waxing rather "hot" over this situation, declared that there is an immense amount of stock that has got to be absorbed, a lot of "junk," as he especially expressed it, that must be gotten out of the way before a really normal business obtains. This same dealer instanced one or two cases of supposedly reputable places that had contracted for certain lines of goods at prices way below the list price and were offering the same, through the medium of extensive advertising in the daily papers, at a very low figure. And the public is deceived, too, he declared. That somewhere along the line there is dire need of ready money becomes painfully evident. This is the case with the manufacturer who, finding himself with a lot of finished goods on hand, is forced to sell at greatly reduced prices.

Now, where the distributor of the leading makes gets in his particular complaint is that these same large concerns claim that their appropriations (to speak more specially for department stores) do not allow of the purchase of fine period models and yet they buy the manufacturer's surplus stock and thus get a lot of machines that, as they say, are far from being in the class with the leaders. It is claimed that such things as these hurt the sale of the better class of goods and they query may it not also hurt the standing of an otherwise reputable house that at the same time is advertising the best makes and also inferior ones purchased for less money than the others?

There's also another thing greatly embarrassing the trade, and to abolish the system it will be necessary to destroy a "ring" that apparently is working in and around Boston. Already one or two persons have been brought into court on charges of conspiracy, receiving stolen goods and so on. Just now there is one rather well-known dealer who is out on $2,000 bail and his case will come up for final disposition in a few days. The goods are first got possession of on a small deposit, or first payment, and they are shipped to some specified address, where they are sold for a price greatly under their actual value. The purchaser may or may not be a party to the plan, but he in turn sells the machine for a little more than he paid for it. Thus it goes, with the original dealer of the machine trying frantically in the meantime to get his hands again on the property. At this writing it looks as though the "gang" will be dissolved shortly, which will be a great relief to the honest dealers.

Some Live Vocalion Publicity

Manager Wheatley, of the Aeolian Vocalion Co., has been running an interesting series of advertisements in one of the Boston dailies, which has attracted a deal of attention and been the means of arousing an unusual amount of attention in the Vocalion instruments. On a certain day toward the end of November four different advertisements appeared in this particular paper, one featuring band music, another jazz, a third orchestra and a fourth vocal music, each accompanied by some striking drawing calculated to catch the eye. No mention was made of the Vocalion or of the store, but at the bottom of each advertisement was the invitation "to see this paper to-morrow." When the morrow came the reader found a full-page advertising announcement which served as a key to the advertisements of the day before, and therein one read all about the merits of the Vocalion and an invitation to join the Vocalion Christmas Club, a placard mentioning this subsequently appearing in the window of the Boylston street store.

The Model Columbia Shop

The model shop at the Columbia headquarters at 1000 Washington street, which Manager Fred E. Mann has been preparing for some time, has at last come into being, and it is something that cannot fail to surprise and be of the greatest benefit to the trade, for it offers an unlimited opportunity for study to those who are anxious to improve their stores and their show windows. It certainly should be a great stimulus to trade for those who are willing to avail themselves of its suggestions and hints.

Brunswick Sales Manager in Town

Edward Strauss, Eastern sales manager for the Brunswick, was a Boston visitor the latter part of last month. He made his headquarters at Kraft, Bates & Spencer, Inc., and was a guest of Harry Spencer at the Princeton-Harvard football game at the Stadium.

Steinert's Display of Period Victrolas

A varied display of Victrolas in period models has been opened at the Steinert Boylston street warerooms, where they are shown in the handsome Louis XVI room. Many of the Steinert dealers have seized the opportunity of taking prospective customers to these warerooms, where the dealer is given the advantage of the possible sale the same as though it were consummated in his own store.

Monthly Meeting of Columbia Dealers

The November meeting of Columbia dealers held at the Copley-Plaza was, as usual, a great success. Manager Mann presided and talked on the stock question, and uttered a word of warning against the fraudulent advertising which he, together with all reputable dealers, has pledged himself to eliminate. H. L. Tuers, manager of the general Dealer Service department, gave a talk on the Columbia Christmas-gift envelope which carries with it the slogan, "For a Merry

(*Continued on page* 101)

Pathé

ACTUELLE

The New Phonograph

Without Tone Arm

Without Sound Box

and no Tone Chamber

PATHÉ WHOLESALE

NEW ENGLAND and NEW YORK

Commonwealth Phono Co.

21 Lyman St.

SPRINGFIELD MASS.

Established 1870

Oldest and Largest Manufacturers of Talking Machine NEEDLES in the World

"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W.H. BAGSHAW COMPANY LOWELL, MASS.

Pathé

Holiday Profits

PATHÉ Phonographs and Pathé Records afford an unusual opportunity for Holiday profits.

Certain desirable territory now open. Write, wire or telephone us, we are in position to enable a few more dealers to cash in on Holiday business.

Complete Stock ***Immediate Service***

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street

Christmas Say It With Columbia Records." E. M. Pinkham, of the general sales department, described the new record back-order system which is being introduced into the local territory under Manager Mann. The entertainment was provided by Van and Schenck, Columbia artists, who at that time were playing in the "Follies" at a local theatre. The next meeting of the dealers promises to be an equally interesting one.

Herbert Shoemaker in Worcester

Herbert Shoemaker, of the Eastern Co., went over to Worcester for the opening of the new store of P. J. Mann, an old Victor dealer, who, though long in business in that city, is now located at 310 Main street, where he has a beautiful store, up to date in every respect. The interior is fitted up so that efficiency and service are to be had on every hand.

A Handsome Ditson Window

A handsome window in the Oliver Ditson Co.'s Tremont street store has been attracting many passers-by during the past month. The principal feature is a Victrola of the Adam period, which is set in the midst of artistic surroundings, and the only criticism is that a larger space could not have been used by way of better setting it off. On each side of the machine are tall standard lantern lights, which shed forth a mellow glow. At the rear is a mirror harmonizing with the period and this is framed in draperies of red plush. On the floor is a green carpet over which is spread a red rug.

Puritan Phonograph Co. Incorporated

The Puritan Phonograph Co. of New England has been incorporated for $100,000 and has opened headquarters at 420 Boylston street, where it has a fine location and a commodious store, with good show window facilities. The incorporators are Benjamin F. Drake, John W. Ellsworth and Thomas E. Wilson. Mr. Ellsworth, formerly a partner in the firm of Bates & Ellsworth, is general manager and director and his experience in handling the Puritan under other conditions has been such that he is amply qualified to push it before the public. Mr. Drake is the president of the concern. The Boylston street store extends back 100 feet, with a rear entrance from a commodious basement on an alleyway which will be used to carry stock in and out. The basement has been well stocked with goods, which, however, with the approach of the holidays, are already going fast. The Puritan Co. has signed up with some good houses in Springfield, Worcester, Providence and Portland and Bangor, Me., and there are others under consideration as connections early in the new year.

Feature "Bargain" Advertising

The trade was surprised the latter part of October to see in the daily newspapers an advertisement of Beacon phonographs "at just half regular list prices," as the advertisement stated, at the large department store of the Jordan Marsh Co. The consignment was divided into four lots and the goods were offered on the deferred payment plan. Naturally they were advertised as suitable for Christmas gifts. It is understood that pretty nearly all of these machines found a ready sale at such low prices.

Still another advertisement that has been attracting considerable attention is that of Berry's, who operates three stores, Cambridge, Somerville and Waltham. This house offers

(*Continued on page* 102)

LONG

MUSIC CABINETS
See Display Ad in This Issue

Peerless Record Album
See Display Ad in This Issue

SPECIAL
I am prepared to ship all orders on either line promptly.
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

SHEET MUSIC
Musical Instruments
Phonographs

KIMBALL
PHONOGRAPHS
Made by the makers of
the famous
"KIMBALL PIANOS"

New England shipments made from Boston

New England
Piano & Phonograph Co.
"Everything in Music"
405 Boylston St., Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

three models of a standard make at a figure considerably below the regular prices and the phraseology of the advertisement makes this reduction perfectly plain.

Working in House-to-house Canvass

The Columbia has lately instituted a house-to-house canvass, a system that is being followed throughout the country, and Manager Fred E. Mann states that the plan is working out admirably and that it has developed the surprising fact that there is a large percentage of homes that are still without a talking machine. The prospects are first made known through the work of canvassers, who pass them along to the salesmen in their respective territories. An interesting feature of the system is that a machine is left at any one house only over night. In this territory controlled by Manager Mann there is no question that the aggregate sales will mount up to surprising figures.

Figures of Victor Stars

The distinguished looking figures which the Penn Phonograph Co. has put upon the market have made their appearance in the windows of the Arch street store of M. Steinert & Sons Co. Most of the figures, that is, the characters they represent, are readily recognized as among the galaxy of stars who sing for the Victor and the fact that Red Seal records are displayed in the same window carries its own significance. The display was removed a few days ago to the company's retail store in Boylston street, where a large public has had the advantage of enjoying it under better conditions, as there is ampler space in which to show off the group, and on a busier thoroughfare.

Good Report From Edison Jobbers

The New England demand for the Edison line as supplied through the Boston headquarters of the Pardee-Ellenberger Co., Inc., has not shown any diminution and the traveling force, who will be in town now until after the holidays, has found business that is quite out of proportion to the general conditions reported in some quarters. Fred Silliman, the new head of the company, was one of the jubilant company who went down to New Haven, Conn., for the Harvard-Yale game on November 20, and as his son was a Harvard man he was well satisfied at the result.

Good Work With the Schools

Miss Grace Barr, in charge of the personal service and educational work for the Steinert house, has been meeting with great success lately in convincing school heads of the desirability of installing Victor machines, and several excellent deals in and around Boston are to her credit. As Miss Barr has been a teacher and is an intelligent student of music, she is peculiarly fitted for this line of work.

New Copley Square Music Shop

The Copley Square Music Shop, at 40 Huntington avenue, has been opened for business and will handle the Columbia line exclusively. William F. Dodge, who has been widely known as an orchestral concert master, is in charge and associated with him are Messrs. Sewall, of Gloucester, and Carr, of Cambridge, while Mrs. A. W. Graves, who has had a long experience with the Columbia product, is in charge of the record department.

One of the new members of the Boston Chamber of Commerce to join during the membership drive has been E. D. Follin, of the Grafonola Shop, Inc.

New Pathé Dealers Signed Up

Two New England concerns to take on the Pathé and which have lately been signed up by Wholesale Manager R. O. Ainslie, are the Melodee Shop in Main street, Springfield, which, it is of interest to state, has been making great requisitions for goods, and Kelley & Chatterton, of Worcester, whose store is located in Green street.

Ainslie a Harvard Fan

Manager Ainslie, a football enthusiast, was one of those who went to the great Harvard-Yale game at New Haven on Saturday, November 20, and he has been entertaining his friends with picturesque accounts as to how it was that Harvard made such a good showing. Mr. Ainslie spent several days over in New York toward the end of the month.

Alexander Steinert's Generosity

Alexander Steinert, head of the M. Steinert & Sons Co., was one of the very generous contributors to the $1,000,000 fund which Holy Cross College at Worcester has been endeavoring to raise. Mr. Steinert's gift was a check for $1,000.

Goes to Chicago to Get Stock

Louis Cohen, of the New England Piano & Phonograph Co., was out in Chicago the latter part of the month arranging for the delivery in the new year of the Kimball line of machines,

(*Continued on page* 105)

Commonwealth Phonograph Company

PATHÉ DISTRIBUTORS *for*

NEW ENGLAND and NEW YORK

21 Lyman St.
SPRINGFIELD, MASS.

Call!!
Write!!
Wire!!

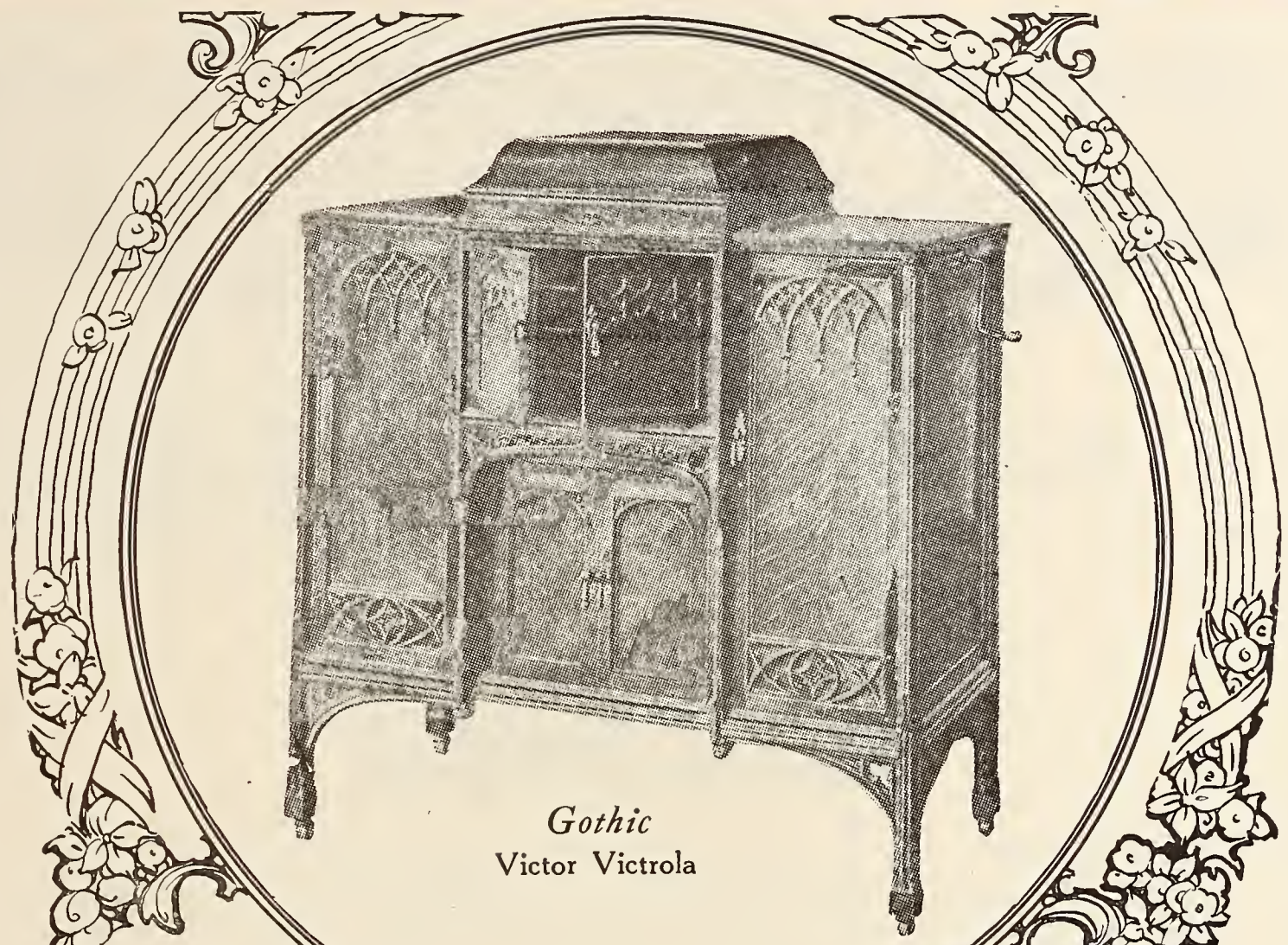
ABOUT OUR PLAN TO HELP

FINANCE

TO RELIABLE DEALERS

WHOLESALE DISTRIBUTORS *for* NEW ENGLAND and NEW YORK

Commonwealth Phono Co.
21 Lyman St.
SPRINGFIELD, MASS.



Gothic
Victor Victrola

M. Steinert & Sons

Wish Every One
A
Very Merry Christmas

Have you taken advantage of our personal service and educational departments?

Our Steinert Hall Warerooms have a large display of Period Model Victrolas. Bring your customers in and demonstrate them yourself.

STEINERT SERVICE SERVES

VICTOR DISTRIBUTORS **35 ARCH STREET, BOSTON**

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

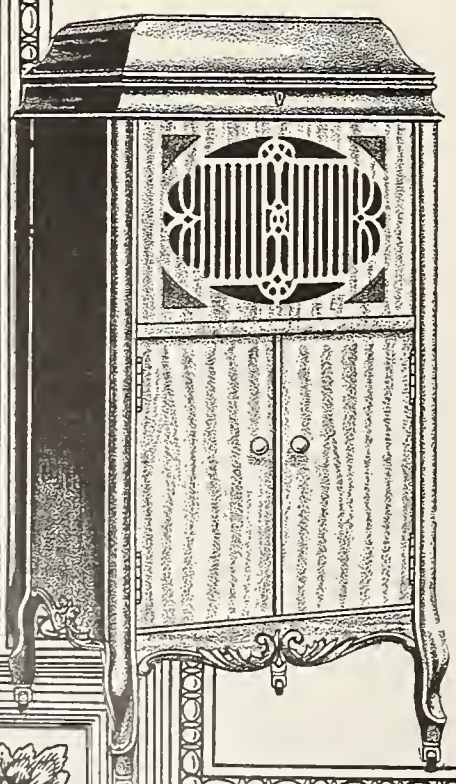
The Phonograph That Wins By Comparison

Brunswick
PHONOGRAPHS AND RECORDS

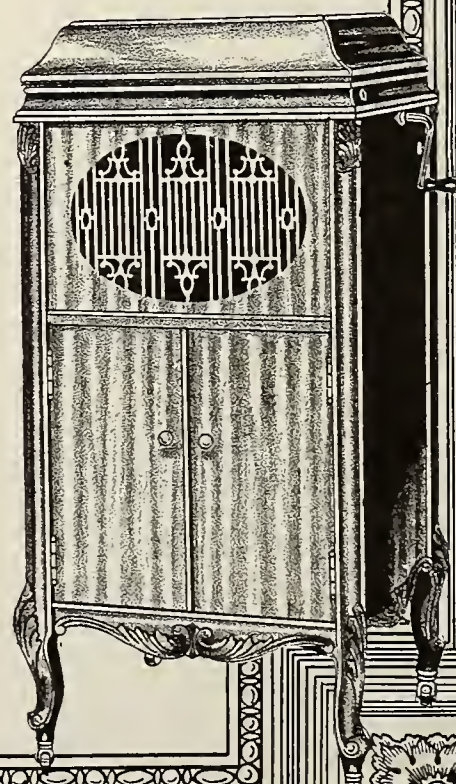
THE reasons that impel a dealer to carry a phonograph are the same, in the end, as those which move the public to buy it. The public wants the best instrument it can get for the money. The dealer wants the instrument that will make the most sales. With him it is a matter of correct judgment, of proper information.

Four years ago a dealer might have reasoned thus: "Here is a phonograph with a name that has alway stood for success and quality. Here is an organization of 76 years standing. Here is an instrument with the finest tone I have ever heard. With finer cabinet work. It has a number of patented features that no other instrument can offer. It plays all records without any adjustment, thus giving the buyer his choice of all records. It seems bound to succeed."

Today a phonograph dealer does not have to invest in futures. The facts are before him.



Brunswick Phonographs and Records are offered to the buying public on this straight-from-the-shoulder basis: "Hear; then decide for yourself."



KRAFT-BATES & SPENCER
INCORPORATED

156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHERS

Steel Needles *Jewel Points* *Albums*

Record Brushes *Khaki Covers*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 102)

Curry Equipment Harmonizes

First impressions count and the appearance of your store is the first impression a prospective customer has of your business.

Give a thought to your equipment

Curry equipment is designed for the requirements of each individual dealer—it might be termed as custom made.

The warerooms illustrated herewith are an example of our work.

FRANK B. CURRY
Manufacturer
72-74 East Dedham Street Boston, Mass.

which are finding a ready market in New England. Charles G. Faux, who made several trips over to New York during October, reports that everything is moving along smoothly and he sees an increasing business beginning with 1921. The alterations in the Boylston street shop, in which the business offices are now located in a rear-end balcony especially constructed, have been completed and there is accordingly much additional space on the ground floor for the display of goods.

Herbert W. Lunn Heard From

Herbert W. Lunn, of the Vocalion staff, who went to England early in the Spring, has been heard from through the medium of letters sent to friends in the Boylston street headquarters. He writes he has visited the battlefields of Europe and hopes to be back home some time in January.

Cheney Line With A. M. Hume Co.

The A. M. Hume Music Co., in Boylston street, has added the Cheney line to its equipment and those who have tried out the instrument claim to be highly pleased with it. The Victor business with this house has been quite good.

Arranges Special Christmas Window

Manager Chamberlain has arranged a special talking machine window for the holidays at the Iver-Johnson Co.'s Washington street store. The Victor is especially featured in the display.

Makes Visit to Camden

Kenneth Reed, wholesale manager of the Victor department of the Steinert house, has been over to Camden visiting the Victor factory. He spent a few days in New York en route home. Mr. Reed is being highly congratulated on all sides for the admirable manner in which he managed the recent tour of the Eight Victor Artists.

Report Improved Conditions

Business with the Musical Supply & Equipment Co. has been quite good in the New England territory supervised by Joseph Burke. Within the past few days Mr. Burke has been in Connecticut, where he found the call for Sonoras quite good.

INSTALLATIONS OF CURRY BOOTHS

Equipment Being Placed in Many Talking Machine Stores in New England

BOSTON, MASS., December 2.—Frank B. Curry, manufacturer of Curry sound-proof demonstration booths and equipment, reports a decided move on the part of the New England dealers towards adding new equipment to their warerooms. Several installations have been made by Mr. Curry recently in prominent New England warerooms. Among them is the balcony equipment of the New England Piano & Phonograph Co. on Boylston street. The Copley Square Music Shop, Inc., which recently opened their new warerooms at 40 Huntington avenue, used Curry equipment throughout. This company, under the management of William F. Dodge, will feature Columbia phonographs, sheet music and Q R S music rolls. In Lowell, Mass., the New England Phonograph Co. recently installed new Curry equipment. Additional installations are under way, among the most prominent being that of the new Massachusetts avenue store of J. H. Remick & Co., in Boston.

MEET INCREASED RECORD DEMAND

New Pressing Equipment Put in Operation by the Grey Gull Co.

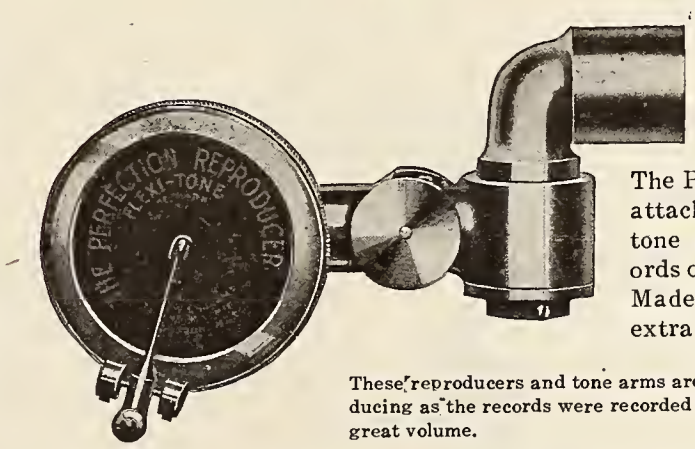
BOSTON, MASS., December 2.—The demand for Grey Gull records is reported to be increasing steadily in all sections of the country. An entirely efficient organization of distribution has been built up that is aiding materially in the success of this organization. In order to supply the demands for this record, ten new pressing machines have been installed in the Grey Gull factory in this city which are already operating at full capacity. William Struckmann, formerly superintendent of the Columbia record pressing plant, is now connected with the Grey Gull Record Co., acting in like capacity.

APPOINT NEW DISTRIBUTOR

NEW HAVEN, CONN., December 2.—The Bell Hood Needle Co. has announced the addition of a new distributor in the Peterman Sales Co., of Oneonta, Ala. Through the addition of this Southern distributor, Bell Hood needles will have efficient distribution throughout the South, which has heretofore not had a resident distributor for these semi-permanent needles.

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers—
Jobbers—
Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET BOSTON, 11, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MISSOURI
St. Louis—Silverstone Music Co.
NEBRASKA
Omaha—Shultz Bros.
NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan
OHIO
Cleveland—The Phonograph Co.
PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.
UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Factory Representative—Louis A. Schwarz
1265 BROADWAY, NEW YORK, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

IMPORTANT CHANGES IN BOSTON

Kraft, Bates & Spencer Retire From Retail Brunswick Field, Which Has Been Taken Over by the F. C. Henderson Co. in That City

BOSTON, MASS., December 8.—An important announcement made in this city is that the Boylston street house of Kraft, Bates & Spencer, Inc., has retired from the retail Brunswick line, which has been taken over by the F. C. Henderson Co., which conducts the talking machine branches in four of Boston's largest department stores and also has headquarters at 68 Chauncy street.

This change by no means indicates that Kraft, Bates & Spencer, Inc., is to retire from the talking machine business, for Harry Spencer, who now really constitutes the company, will continue to handle the wholesale Brunswick business. Mr. Spencer has been identified with the Brunswick line since his return, in December, 1918, from France, whither he had gone early in the war. Ever since he has had this instrument he has made a pronounced success with it, both in the wholesale and retail lines. It is his intention to keep the personnel of his wholesale staff intact, but he will immediately seek other quarters for his wholesale headquarters.

Through the identification of the F. C. Henderson Co. with the Brunswick a new house makes its advent in Piano Row, for it is the intention of the concern to retain possession of the Boylston street quarters.

VAN & SCHENCK ENTERTAINED

Well-known Artists Recently Guests of Columbia Dealers in Boston

BOSTON, MASS., December 6.—Van & Schenck, exclusive Columbia artists, appearing in the "Follies," gave a very interesting performance at a Columbia dealers' meeting, which was held recently in the ballroom foyer of the Copley-Plaza Hotel. Columbia dealers, taking advantage of the opportune visit of these two popular artists in Boston, invited Van & Schenck to visit their respective stores, where they were cordially received. The dealers also used timely publicity featuring the appearance of these two "stars," and this publicity produced splendid results in the way of increased business.

Van and Schenck in Boston

ENLARGES QUARTERS

MALDEN, MASS., December 4. — The Henry W. Upham Piano Co. of this city has recently enlarged its talking machine and piano quarters and has announced to its many friends the opening with a very attractive announcement card. This progressive store has made rapid strides in the last few years and promises to be one of the leading shops in suburban Boston.

The work of science is to substitute facts for appearances and demonstrations for impressions. The work of the dealer is to sell instruments for which he need not apologize.

MICA DIAPHRAGMS

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - - MASS.

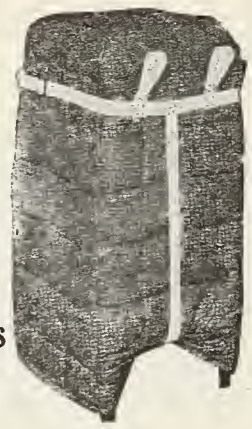
Your Guarantee Mr. Dealer

LANSING KHAKI COVERS

For All Phonographs

Unqualified Endorsement of Biggest Manufacturers and Dealers

Slip and Rubber Covers for Phonographs



Slip and Rubber Covers for Pianos

All Good Distributors

Lansing SALES CO.

Eliot and Warrenton Sts.
BOSTON 11, MASS.

The Firm of
Cressey & Allen
extend their wishes to
The New England Victor Dealers
and
The Victor Trade in General
for a
Very Merry Christmas
and a
Still Bigger and Better
Victor Year in 1921

Victor
His Master's Voice

Grey Gull Records 85 Cents

Guaranteed for 100 playings. Recorded and manufactured complete in our own plant. Silky finish. Not tied to any phonograph. Order from nearest Distributor; see list below.

In stocking Grey Gull Records, you are associating yourself with a soundly financed organization that can assure you PERMANENCE. You are handling a product which is manufactured to give LASTING SATISFACTION.

We guarantee each individual record to play one hundred times without wearing out. Any record that fails to do this may be returned. This guarantee is made possible because we use stock of superior quality and pressing equipment of the latest type.

Grey Gull Records are in the standard 10-inch size, lateral cut. Retail price 85 cents. Usual trade discounts. They are made by an independent manufacturer, and you will not be urged to discontinue your present line of phonographs for some other make.

We give you the hits when you want them; and in big quantity at the time you can SELL big quantity. Communicate with nearest distributor. Liberal service and advertising policy.

Distributors

American Phonograph Co.
17 N. Ionia Ave.,
Grand Rapids, Mich.

Associated Furniture Manufacturers
1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.
218 Fourth Ave., East,
Cedar Rapids, Iowa

Cole & Dunas Music Co.
54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.
Cape Girardeau, Mo.

Fuller Phonograph Co.
101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.
295 Huntington Ave.,
Boston, Mass.

Plaza Music Co.
18 W. Twentieth Street,
New York City

Scott Register Co.
New Bern, N. C.

T. & H. Specialty Co.
Charleston, W. Va.

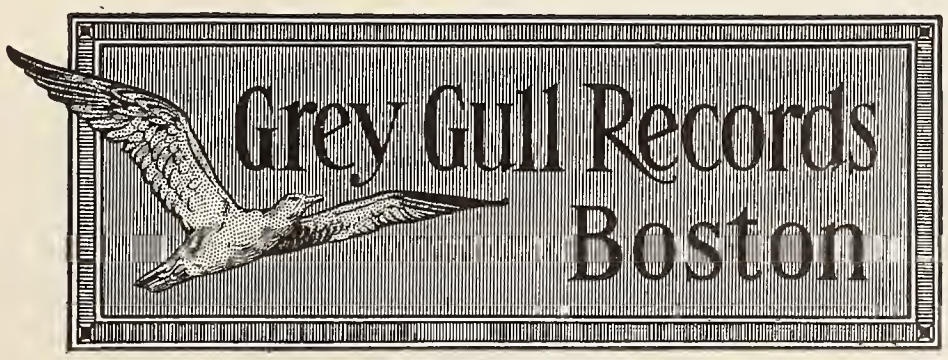
United Music Stores
619 Cherry Street,
Philadelphia, Pa.

Dance Hits

WHISPERING—Fox-trot, Joseph Samuels' Music Masters KISMET—Fox-trot, Joseph Samuels' Music Masters	L-1031	10-in. 85c.
JAPANESE SANDMAN—Fox-trot, Joseph Samuels' Music Masters LOUISIANA—Waltz, Grey Gull Dance Orchestra	L-1032	10-in. 85c
AVALON—Fox-trot, Starita Saxophone Sextette CUBAN MOON—Fox-trot, Krueger's Melody Syncopators	L-1027	10-in. 85c
DOLLY, I LOVE YOU—Fox-trot, All Star Trio DANCE-O-MANIA—Fox-trot, Gilt Edge Four	L1030	10-in. 85c
WHOSE BABY ARE YOU—Fox-trot .....All Star Trio LAST PART OF EVERY PARTY (from "Irene"), introducing Castle of Dreams .....All Star Trio	L-1029	10-in. 85c
IN THE DUSK—Fox-trot, Grey Gull Dance Orchestra MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE—One-step, Krueger's Melody Syncopators	L1023	10-in. 85c
CARESSES—Fox-trot ..Banjopators I'VE GOT THE BLUES FOR MY OLD KENTUCKY HOME—Fox-trot .....Banjopators	L-1034	10-in. 85c

Song Hits

TRIPOLI, Sung by Charles Hart and Louise Terrell HIAWATHA'S MELODY OF LOVE, Sung by Charles Hart and Louise Terrell	L-2034	10-in. 85c.
I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS, Sung by Billy Jones DOWN IN CHINA TOWN, Sung by Billy Jones and the Harmonizer Quartet	L-2029	10-in. 85c.
MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE, Sung by Billy Jones TIDDLE-DEE WINKS, Sung by Billy Murray	L-2015	10-in. 85c.
THE MOON SHINES ON THE MOONSHINE, Sung by Ernest Hare JINGA-BULA-JING-JING, Sung by Billy Jones	L-2030	10-in. 85c.
LET THE REST OF THE WORLD GO BY.....Sung by Henry Burr WOND'RING..Sung by Charles Hart	L-2017	10-in. 85c.
VENETIAN MOON, Sung by the Sterling Trio GOLDEN GATE, Sung by Campbell and Burr	L-2014	10-in. 85c.
I'LL BE WITH YOU IN APPLE BLOSSOM TIME, Sung by Henry Burr LITTLE TOWN IN THE OULD COUNTY DOWN, Sung by Henry Burr	L-2020	10-in. 85c.



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.

Style 87, shown with doors open. Note the attractive shelf arrangement.

Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG QUALITY
HANOVER, PA., U.S.A.

Cabinets As Sales Builders

The progressive talking machine dealer realizes that every record cabinet sale means increased record business, for the purchaser of a record cabinet is a "live" prospect for regular record business.

LONG CABINETS

Represent the last word in cabinet perfection. They are the recognized leaders of the cabinet industry and are sold with an absolute guarantee as to quality and satisfaction.

The Full Line will be shown at

Grand Rapids Furniture Exposition
KEELER BUILDING

Write for a copy of our new catalog.

The Geo. A. Long Cabinet Company
HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 8.—Business in the month of November and the opening week of December in the talking machine field in this city was very much better than the dealers had anticipated. It increased in volume as each week went on and the past week it has shown an activity that was really very encouraging. It looks as if it was going to be an unusually good holiday season and dealers are getting new spirit aroused and expect to push things vigorously.

Grafonola Week a Success

The Columbia Co. transacted a most excellent November business and the Grafonola Weeks which have been conducted throughout the territory have been most productive. These weeks have been arranged as a feature all over the country and the Columbia people here state that if they have been as successful everywhere as in Philadelphia the company must be meeting with gratifying success.

O. F. Jester, one of the Columbia Grafonola Week boomers in the nearby territory, has just returned from a wonderful success up the Schuylkill Valley. His last town visited was Pottstown, where, with several assistants, he made a house-to-house canvass and the dealers were amazed at what the solicitors had accomplished when they received the returns.

To Attend Sales Convention in New York

J. D. Westervelt, who is known throughout this section as the "Columbia Man," has had a special invitation extended to him to be present at the Fourth Annual Sales Convention in New York, which will take place on January 5, 1921, and at which he has been invited to make an address on "What I See in the Grafonola." Mr. Westervelt is one of the most enthusiastic Columbia men in this section and is thoroughly conversant with the talking machine business from every side.

Among the recent Columbia visitors were: Mr. Dice, of the Charles F. Bear Co., York, Pa.; H. B. Newkirk, Salem, N. J.; Mr. Rosenthal, of the Metropolitan Co., Reading, Pa.; Mr. Winner, of Winner Bros., Williamsport, Pa.; W. B. Hill, Columbia dealer, Pottsville, Pa.; Mr. Goodman, of the Keystone Furniture Co., Lancaster, Pa.; Mr. Zerker, of the Regal Umbrella Co., York, Pa., and E. J. Youngjohns, of Norristown, Pa.

The Columbia Girls' Club, known as the "Note the Notes Club," had a progressive novelty party on November 18 at the offices of the Columbia.

Activity With Wanamaker

At the Wanamaker talking machine department great activity is being shown and the management announces that stock is in very admirable shape and all they have to do from this on will be to fill in stock where any shortage occurs. The Wanamaker line consists of the Aeolian, Brunswick, Cheney, Edison, Pathé, Sonora and Victor, with the L'Artiste being sold in the down-stairs store. Manager U. G. Rowboth reports unusual success with the period types of Victor machines. He considers that business has been holding up very well, although he recognizes some big figures must be reached to cope with last year.

The handsome Egyptian Hall at Wanamaker's has been filled with some of the handsomest of the talking machine models in stock and one is placed on the stage and is played daily with the grand organ; by this means crowds are being entertained with Christmas music. The department has been attractively arranged with potted ferns and otherwise decorated for the holiday period.

A recent visitor to the Wanamaker department was R. B. Miller, of the Wiley B. Allen Co., of San Francisco, Cal.

Good Wishes for Mrs. Delabar

Mrs. A. G. Delabar, who was, for a considerable time, the private secretary of two of the former Columbia managers, left Philadelphia at the end of November for Vancouver, B. C., where she will take a steamer for Japan. Mrs. Delabar will be met by her fiance, and later married in the Orient. She carries with her the very best wishes of all her friends in this city that she may have a very happy life in her new home in the Land of Flowers.

Stores Putting on New Dress

Piano Row, the home of the piano and talking machine industry in this city, is being treated to a new coat of paint. There are several prominent talking machine houses in this row, which is owned by the Girard Estate. The Estate has contributed $2,500 for the painting of the Row in a uniform color and work is now going on at the Widener Grafonola Shop and the Ludwig Piano Co., where the Emerson is handled extensively.

Operatic Figures in Demand at Penn Co.

The Penn Phonograph Co. has been enjoying a very satisfactory business in November and T. W. Barnhill, the head of the firm, believes that it is going to have a much better December than it had last year, and that the Victor Co. was going to be able to give them a much more liberal supply both of machines and

(*Continued on page* 110)

The Louis Buehn Company
of PHILADELPHIA

Sincerely wishes every member of the great Victor Industry—factory, jobber, retailer and clerk alike

A Christmas and New Year of Happiness and Prosperity

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

records. The Victor operatic figures that have been gotten out by the firm have already been liberally distributed and the past week shipments were made to England and Honolulu. They have sent quite a quantity of their circulars to their various distributors for the purpose of having them sent by them to their trade dealers. These circulars contain miniature pictures of the figures, as well as full details as to decorating, etc.

Among the visitors to the Penn offices the past week were: C. N. Andrews, the well-known dealer of Buffalo, N. Y.; George W. Davy, Coatesville, Pa.; Lawrence M. Anderson, Avondale, Pa.; Mr. Winslow, of the Ford Furniture Co., Wilmington, Del., and Mr. Seligman, of Seligman & Co., Tamaqua, Pa.

Now G. L. Anderson & Son

L. M. Anderson, of Avondale, mentioned above, has taken into partnership with him his son, and the establishment will now and hereafter be known under the title of Anderson & Son. Mr. Anderson, Jr., was recently connected with the American Railway Express Co., from which he resigned to enter the phonograph and newspaper business with his father. Recently he attended and completed a two weeks' course at the Victor School, Camden, N. J., and is said to be bubbling over with machine and record "pep."

Emerson Philadelphia Co. Expansion

The Emerson Philadelphia Co. during the month took over the complete second floor of its building, 810 Arch street, and a part of the first floor. Alterations are about completed and the company is going to have an establishment which will be adequate in every way for its rapidly growing business.

Manager Fox states that the Emerson business all through November has been most satisfactory. He says: "We are getting a fine share of the business, I believe, and are very well pleased with the way it is holding up for us. We recently have put on three new salesmen and a new man at the head of our shipping department, Mr. Cooper, who was formerly with the Keystone Talking Machine Co."

A. J. Lieb, of the Emerson Philadelphia Co., accompanied by Charles F. Usher, of the New York office, has just been covering the Eastern territory of his firm and has been getting some nice business. Mr. Fox states that Mr. Lieb, in the short time he has been with the company, has been doing some fine work. The advertising campaign in the local papers, both in this city and nearby towns, has met the desired result of increasing the Emerson business materially.

Cheery Reports From A. J. Heath & Co.

A. J. Heath & Co. have been doing a very fine business in November on their Okeh records. Charles Lamb, the manager of the Baltimore office and a member of the firm, is spending all of this week here at the main offices. The firm has just erected three large signs at the front

WEYMANN
ESTABLISHED 1864
1108 CHESTNUT ST.
PHILADELPHIA, PA

Victor Wholesale Distributors

Q.R.S. PLAYER ROLLS

WEYMANN KEYSTONE STATE STRING INSTUMENTS

Victor Supreme

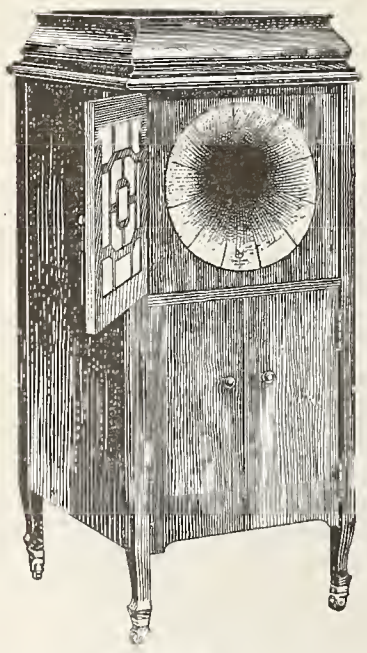
The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

The new "exclusive" Emerson star

(You can back "him" to the limit—and the SKY is IT.)



MODEL No. 11

Emerson Records are heard at their best when played on the Emerson Phonograph, with the Emerson Music Master Horn.

THERE are no "ifs," "buts" or "perhapses" tied to the Emerson Phonograph. Here is a talking machine you can sell to your "in-laws," without fear of alienating their affections.

You can talk with genuine enthusiasm about the Emerson Phonograph. And a certain amount of straight-from-the-shoulder talk is, of course, necessary in selling anything. But the one best thing you can do, after showing customers the Emerson line, and explaining to them the natural scientific principle of the Emerson Music Master Horn, is to *let said horn speak for itself.*

The Emerson Music Master Horn will back up all the good things you choose to say about it. Go as far as you like—the Emerson Music Master Horn can always be depended on to give a sassy account of itself.

All the talking points of the new Emerson Phonograph are found in a loose-leaf catalog, which we will send you, on request. Write for it today—and ask about representation.

Emerson Records and Phonographs

Emerson Philadelphia Co.

810 Arch Street -:- -:- -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 110)

of its building on Seventh street above Chestnut. The Baltimore office of the firm is located at 110 South Calvert street. During November Mr. Heath was confined to his home for two weeks with a heavy cold. In November the Heath firm opened up forty-four new accounts. A recent visitor to the offices was H. H. Schumaker, secretary of the Philip Levy firm of Norfolk, Va.

Weymann's Increasing Victor Business

H. A. Weymann & Son have been doing a very fine Victor business in November, both in machines and records. Mr. Weymann says: "Notwithstanding the liberal supply that Victor dealers received during the past six months there is still a shortage of goods, but we have assurances from the factory that the holiday supply is going to be most liberal and at least nearly enough to go around."

The Weymann institution is carrying on a very active campaign in connection with the exploitation of the Victor and is doing much to stimulate the very keenest interest on the part of dealers in the development of the machines and records made by the Victor Co. This company points out that business can be secured whether times are slack or not if the proper effort is made by dealers along strenuous, intelligent lines.

Gimbel's Keep Open Evenings

Gimbel Bros. have been keeping their talking machine department open evenings until 10 o'clock for the past ten days and will continue to do so until the holidays. There is much comment here regarding this firm's having made a big cut on a prominent make of talking machine and selling it at a sacrifice. It is felt by the talking machine people here that it has been a mistake to thus make an inroad into prices of high-grade machines, which will have a bad effect on the public, especially since this cut was advertised so extensively.

International Music Stores Make Debut

The International Music Stores, Inc., is a new concern which was recently started in this territory, with James Callans as president. Their present offices are at 1200 Stock Exchange Building, but they will be there only temporarily, for they are looking for a suitable building where they will be able to display a certain amount of stock, as the firm is going into the business extensively. They announce that they will manufacture talking machines, music rolls, pianos and probably records, under the name "National." They have opened their first store at 1516 Columbia avenue and expect to open one hundred more before they feel they are fully established. These stores will be in all parts of the United States. They have not yet decided on a location for a factory.

Buehn Remodels Establishment

The Louis Buehn Co. is putting the finishing touches on its remodeled store. It is going to be a most complete establishment when finished. One of the most important rooms will be the second floor front, which will be used for the display of the Victor period models. Mr. Buehn realizes that all the dealers would not be able to carry a full line of stock of these period models, so he has arranged a room for them where these instruments are to be seen to the very best advantage, and they can bring their customers here, where they will see them under the very best surroundings. This firm is expending a great amount of money on improvements, but when finished it will have one of the finest jobbing places in this city, if not in the country. Business with the Buehn establishment was quite satisfactory in November. J. N. Blackman, of the Blackman Talking Machine Co. of New York, was a Buehn visitor recently. He came here to visit his son, who is a student at the Wharton School of the University of Pennsylvania.

Instal Unico Booths

Reports received here are to the effect that R. G. Schaffer, of Phoenixville, Pa., is extensively renovating his establishment and has installed a number of new Unico booths and is otherwise fixing up his place, making it one of the finest in his section.

Going Right After the Trade

W. Staylor, a Victor dealer at Huntington, Pa., and one of the biggest in his section, is making a specialty of loading machines and taking them out through the country. He has also greatly improved his store recently.

Some Recent Visitors

Louis A. Schwarz, the factory representative for a number of talking machine specialty manufacturers, was here for several days recently and Henry Winkelman, of the Oliver Ditson Co., Boston, was also a trade visitor.

Opens New Store in Roxborough Section

J. R. Wilson, one of our most progressive Philadelphia dealers, who already has two Victor stores in this city, at 929 North Broad street and Second and Girard avenue, will open on Saturday of this week a new store in the Roxborough section. He has entirely remodeled the building, adding booths and other equipment.

(*Continued on page* 112)

5000 PENN-VICTOR DOGS

GIVEN AWAY

By the KRANZ-FINK TALKING MACHINE CO.

of BALTIMORE, MD.

They used full page advertisements announcing their offer to give the dogs away.

A large crowd was awaiting the opening of the store at 8 a. m.

All day long there was a continuous line of people passing through the store receiving Penn-Victor dogs.

The sales of the first three days of this event were more than during the whole month of October, 1919.

It is the opinion of the management of the Kranz-Fink Talking Machine Co., and also of merchants handling other lines of business that it was the greatest advertising stunt they had ever seen pulled off.

You may not be warranted in ordering 5,000 Penn-Victor dogs, but you are warranted in their use as a business stimulator.

H. T. Bosee of the Cohen & Hughes Co., Baltimore, Md., who secured the order for 5,000 Penn Victor Dogs from the Kranz-Fink Co.

The Penn-Victor Dog as a Holiday Souvenir

is exceptionally valuable and specially appreciated by your customers at that time.

TRY 500 WITH YOUR NAME ON THE PEDESTAL

The Penn Victor Dog, of which there have been sold nearly 500,000 in the United States, Great Britain, Canada, Australia, Bermuda, Brazil, Argentine, Hawaiian Islands and Central America.

DISTRIBUTORS:

Atlanta, Ga.	Elyea Talking Machine Co.
Baltimore, Md.	Cohen & Hughes.
	E. F. Droop & Sons Co., Inc.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co.
	Eastern Talking Machine Co.
	The M. Steinert & Sons Co.
Buffalo, N. Y.	Buffalo Talking Machine Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Chicago Talking Machine Co.
Cleveland, Ohio	Cleveland Talking Machine Co.
	The Eclipse Music Co.
Denver, Colo.	The Knight-Campbell Music Co.
El Paso, Tex.	W. G. Walz Co.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Memphis, Tenn.	Houck Piano Co.
Kansas City, Mo	J. W. Jenkins Music Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith-O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
New Haven, Conn.	The Horton-Gallo-Creamer Co.
Newark, N. J.	Collings & Co.
New Orleans, La.	Philip Werlein, Ltd.
New York City	Emanuel Blout
	C. Bruno & Son
	Knickerbocker Talking Machine Co.
	New York Talking Machine Co.
	Ormes, Inc.
	Silas E. Pearsall Co.
	Louis A. Schwarz
Omaha, Neb.	Mickel Bros.
Philadelphia, Pa.	H. A. Weymann & Son.
Pittsburgh, Pa.	W. F. Frederick Piano Co.
Portland, Me.	Cressey & Allen, Inc.
Rochester, N.Y.	E. J. Chapman
St. Louis, Mo.	Koerber-Brenner Co.
Toledo, Ohio	The Toledo Talking Machine Co.
Washington, D.C.	Cohen & Hughes.
	E. F. Droop & Sons Co.
	Roht. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO.

Victor Distributors
Wholesale Only

913 Arch Street, Philadelphia

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

Keystone Die-Casting Co.

Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 111)

GIMBEL BROS.' NEW DEPARTMENT

Elaborate Talking Machine Department Opened in Philadelphia Stores With an Excellent Concert—T. P. Ratcliff in Charge of Program

PHILADELPHIA, PA., December 2.—Gimbel Bros. held a formal opening of their new talking machine department last month with an elaborate concert in Hardman Hall, which adjoins the record department.

Thomas P. Ratcliff, of the Aeolian Co. of New York, was in charge of all arrangements. The program consisted of three groups of songs by Colin O'More, the prominent Irish tenor, who has just finished a successful season taking the leading singing role in "Lassie." He is also an exclusive Aeolian-Vocalion artist. Yerkes' Vocalion Novelty Five took care of the other part of the program. These well-known record makers played most of the popular selections and a lot of numbers by request.

Mr. Ratcliff was at the Gimbel Bros. store all day with the Phonodeik, showing the public how it was possible to photograph sound waves and explaining how the Vocalion tone was built up with this scientific instrument. Mr. Ratcliff has recently put on three concerts of this kind in different parts of the country and has found them a wonderful stimulant to business. At the concert at Gimbel Bros.' the hall was packed to its fullest capacity.

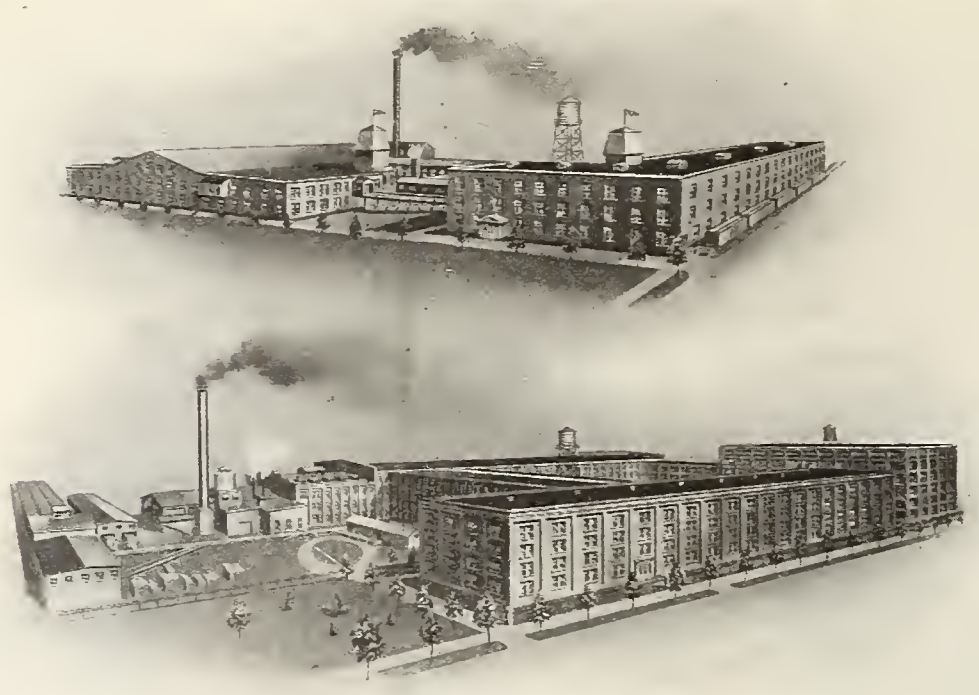
ILLUSTRATES OPERA CHARACTERS

Penn Phonograph Co. Issues Catalog of Figures for Window Display

The Penn Phonograph Co., Victor distributor, of Philadelphia, Pa., has lately copyrighted and is distributing an attractive four-page folder on the costumed lifelike figures of famous characters from the operas which it is producing for window displays and interior decorations in promoting the sale of Victor Red Seal records. The twelve characters of the line are illustrated and the text matter deals at length with a thorough description of the figures and their costumes. Many suggestions are also given for the proper use of these figures which the dealer will find invaluable. On the last page is given a complete price list and instructions for ordering. These figures are becoming increasingly popular among the progressive Victor dealers and are making their appearance in all sections of the country.

MODERN QUARTERS OF THE RISHELL PHONOGRAPH CO.

The spacious quarters occupied by the Rishell Phonograph Co. at Williamsport, Pa., as illustrated on this page, are modern in every way, giving this concern very desirable facilities in the manufacture of their very popular phonograph.



Plants Where Rishell Phonographs Are Manufactured

Some five years ago the Rishell Phonograph men directed their energies and facilities to the manufacture of a phonograph embodying all the ideals gained by fifty-five years' experience in making some of the finest cabinet work in the country.

Originally this concern manufactured furniture and their long experience in this work has qualified them for making a phonograph which has won for them a wide popularity. Dealers everywhere are enthusiastic about the Rishell phonograph and each day new dealers are being added to their already large and constantly growing list.

Being located at Williamsport, Pa., and Hughesville, Pa., this concern is admirably located to give their large clientele a prompt delivery on all orders received for their instruments.

All through the factory a spirit of co-operation prevails which speaks very well for the Rishell organization.

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACH. CO.

Authorized Distributors

Heineman & Meisselbach Motors

38 N. 8th Street, Philadelphia

GALLI-CURCI SETS CONCERT RECORD

Appearance in New York Draws $12,000 House, Claimed to Set New High Mark

The recent appearance of Galli-Curci in a concert at the New York Hippodrome is declared to have broken all records of that big playhouse in volume of receipts. Over $12,000 was taken in at the box office, and this is claimed to represent the highest record of any single artist. Mail orders also came flooding in, and those received during the few days before the concert had to be returned.

The Victor Co. ran some impressive advertising in the New York newspapers just prior to the concert emphasizing the fact that Mme. Galli-Curci was a Victor artist and would be seen and heard in person at the Hippodrome on the evening of the concert.

FARMERS FAVOR EXCISE TAXES

Music Industry Can Expect No Help on Luxury Tax Situation From Them

That the members of the piano and talking machine trade need not expect support from the farming element in the fight for the elimination, or at least reduction, of excise and luxury taxes is indicated by a resolution recently passed by the National Grange to the effect that "Excess profit, luxury and excise taxes afford just and equitable methods of meeting unusual governmental expenses."

The Grange also opposed a general sales tax on the grounds that it is in effect a consumption tax and adds an unfair burden to all purchasers without reference to their ability to pay the added burden.

VITANOLA
The Phonograph of Marvelous Tone

Superior Service

7 High-class Models

Beautifully Finished

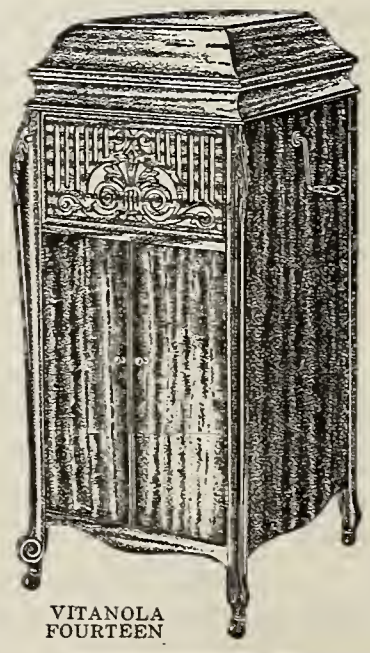
Mahogany, Walnut, Golden Oak and Fumed Oak

Write for Agency

Eastern Penna., New Jersey, Delaware and Maryland

VITANOLA DISTRIBUTORS CO.

1025 Arch Street **Philadelphia, Pa.**



VITANOLA FOURTEEN

HOW GOAL OF AT, NOT TO, DESTINATION WAS GAINED

Interview With Rayburn Clark Smith, President Unit Construction Co.—A Retrospective Story of the Fighting Phases of the Talking Machine Industry With a Prospective Word on 1921

This is the story of a commercial battle cry. The question was put to Rayburn Clark Smith, president of the Unit Construction Co., of Philadelphia, "How did you come through so well in the past year with your goods and service, when freight, labor, traffic and costs were banded together as a common enemy of good service?"

Mr. Smith spent a few moments in contemplative thought. Unconsciously, he polished a two-inch space on his glass-top desk and then suddenly stopped, looked up directly and with an illustrative forefinger pressed on the table-top center, answered tersely, "Gaining the goal of AT, not to, destination was the symbolic slogan that added the spice of a clean fight in our delivering goods last year."

Then he explained. "I admit," he went on, running in retrospective thought, "that we had four difficult things, fighting us with their backs to the wall, and fighting hard. The first was raw material. In the past year it has been fairly difficult to locate raw material and, not considering the cost, having gotten it, virtually impossible to obtain a raw material shipment. Second, labor flanked us early this Spring and throughout it all shipment and traffic did their best to keep Unico equipment in the shop and not in stores.

"Getting back again to our first obstacle—raw material—it was hard to locate the sources for the material, hard to buy when these sources were located and harder still to get shipments. Of course, the raw material people had the same obstacles as we did and if they had not come through with their fight possibly we would not have done so well in our own. Their backing helped us and we finally secured raw material.

Stood for Fair Play

"Our labor difficulties are well known. We were but one of thousands of industries which were affected by the general conditions, country-wide, and, like some and unlike others, we stood squarely on our feet, squarely on the rights of the individual and squarely on the doctrine of fair play, and stood long enough to show that we meant fair play and would abide by it, come what may. Results were gradual, but we eventually came back to an efficient plane of production—I was almost going to say, a more efficient plane—and in joint effort with other plants in the same industry we effectually overcame our labor obstacles.

"Shipment—that is the transition of goods in the shops to cars at our own sidings—was a battle, in which 'backing up' played a chief part. Just an explanation. We term traffic the shipment of goods after they are car-loaded, and shipment the moving of equipment from the shops to the cars.

"As I said, 'backing up' played a chief part; the lack of cars caused the goods to back up on the shipping room; in turn, the shipping room, being abnormally crowded, backed up on the finishing room, which obviously backed upon the shops, with the inevitable result that shop schedule and shop traffic received a body blow. It seemed that there was a problem over which we had no control. We could not walk out in Illinois or California, pick up a freight car and carry it back to our siding; freight cars were scarce and we were not the only ones that looked upon them as worth their weight in gold. We considered the problem from many angles and finally we saw that traffic and the smooth, speedy freighting of goods would be the only thing to relieve this backing up. It was then that one of our executives put his finger on the phrase that was to lead us on.

"'Why not," he said, suddenly, in one of our conferences, 'ship at, not to, destination?'"

"'At, not to, destination' then became our battle cry of commerce.

Before the War Times

"If we can go back a bit we will realize that before the war and reconstruction of post-war days shipment on cars was almost the last necessary thing to be done. But from then on traffic and routing were efficient and normal. Following our idea to meet the present-day conditions we made it a point to follow every Unico equipment shipment, from the time it left the shops, on the cars until it was actually in the store of the customer.

"One of our men was given the job of 'at destination.' From the time the wheels of the freight car began to turn toward destination he followed that car as a cat would a mouse. He knew the exact routing and the stations it would pass through, from the largest terminal to the smallest cabin way-station. By means of telephone, telegraph, letter and, in almost every case all three mediums, we told the railroad men along the line that the Unico cars were coming and they advised us in each case at almost every station and, of course, at every stop and country trail—just when the cars had arrived and when they had been sent onward. This traffic cost was high; it meant the cost of telephone messages, telegrams and the cost of the return telegrams and telephone messages, but it was not expense that we were looking at, it was the carrying on and the satisfaction of the success we had of making Unico equipment arrive at, and not merely be sent toward, destination.

"When the fact is considered that during the past year our business amounted to more than four hundred installations, distributed over forty-seven States, and that this number meant two installations every working day, our record is a remarkable one. Unico service in the matter of installation under difficult shipping conditions stopped only when music was actually produced by the machines in the demonstrating booths.

Prospects for 1921

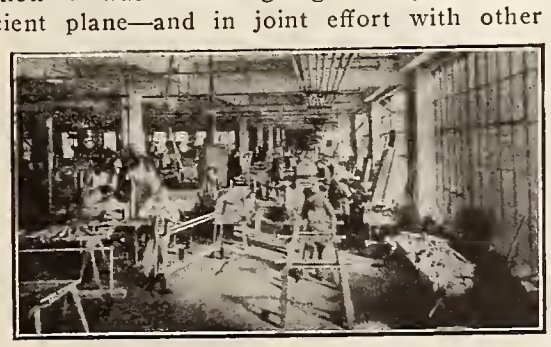
"Conditions, of course, have improved immeasurably and we are now on a normal production basis. Improvements have gone so far that during November we have been enabled to ship the same day orders were received, and deliver by express the next day as far away as Cleveland.

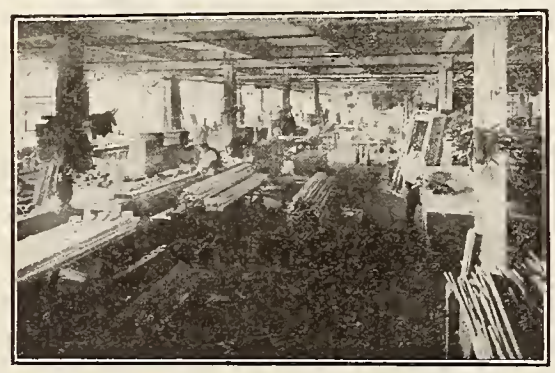
View of Unit Factory, Showing a Portion of the Vast Supply of Lumber Always Kept on Hand

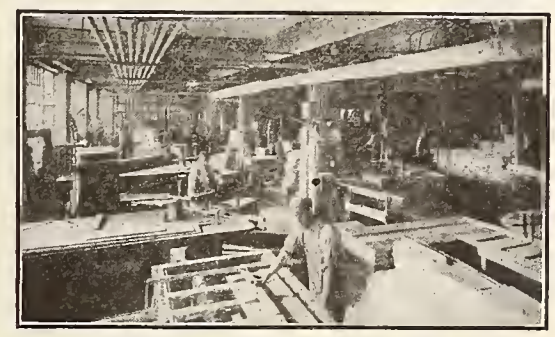
Our traffic, our shipments and shop schedule are running smoothly and raw material comes in and our finished product goes out as it should, but it is with a great deal of pleasure now that we all look back on the exciting days when we had more work to get the goods at destination than we did to produce them. We feel, in the talking machine industry as well as in all other lines, an increase in the buying of sane things, an increase in sane buying, as it were.

"There is a general price lowering, which will be good for the country. A cessation has come to extravagant buying. Once more we find shop

(*Continued on page* 114)







Some Interior Views of the Unit Factory, Visualizing the Activities of Three of the Departments of This Great Woodworking Plant

REPAIRS
All Makes
48 hour service for
NORTHWEST DEALERS
SEND FOR BULLETIN
The Talking Machine Repair Shop
628 MARQUETTE AVENUE
MINNEAPOLIS MINNESOTA

GOAL OF AT, NOT TO, DESTINATION

(*Continued from page* 113)

schedules a reality. We are gradually—and I believe it is a most fortunate thing that it is gradually—returning to smoother conditions. Big business will come in 1921, but a big business of utility and not of show. There is bound to be, of course, a certain conservatism, but it will be rather a conservatism of steady coming forward, a steady improvement, a steady advancement, rather than that of false economy.

"We of the Unit Construction Co. are planning for next year's deliveries on a larger scale than ever before. We have in production the most comprehensive and complete stock in our history. Our policy for 1921 will be exactly as in the past, only amplified and improved with better facilities for service.

"Unico service steps in when the idea of improvement enters the dealer's mind. Regardless of the size or importance of the order, we give the customer the best service we are able and regard his best interests and not our own in recommending what he ought to have.

"Altogether, we feel that our successful commercial battle has given us even closer business intimacy with our customers and shows plainly that generous co-operation accomplishes more than selfish competition."

SELL THREE RETAIL STORES

MONTREAL, CAN., December 6.—The Berliner Gramophone Co., Ltd., have made an announcement that they have sold their three retail Montreal stores to His Master's Voice, Ltd., and took the opportunity of thanking the public for their generous patronage and support given them during the last twenty years and giving assurance that His Master's Voice, Ltd., are in every way prepared to uphold the same high standard of service as guaranteed by all goods bearing their trade-mark, which is familiar to music lovers in every part of the Dominion.

ATLANTA TRADE BEARS UP WELL

Slump in Cotton Hits All Lines of Business but Music Trade Is Good Notwithstanding—New Brunswick Dealers Show Activity of Line

ATLANTA, GA., December 6.—Business in this section is by no means dull when it is considered that the low price of cotton has had its depressing effect on all lines of industry. There is a slight falling off of trade but with the approach of the holiday season dealers are feeling optimistic over the future. Brunswick activity in this territory is very pronounced and A. W. Yerrington, manager of the Brunswick-Balke-Collender Co., expects a big sales total for the month of December. M. H. Wheat, Georgia Brunswick representative, recently had an effective exhibit at the State fair.

New dealers for the Brunswick have been announced as follows: The Leage Phonograph Co., Greenville, S. C.; The Edison Studio, St. Augustine, Fla., and the Clutter Music House, Pensacola, Fla.

Work on the big wholesale warehouse of the Columbia Co. is nearing completion and now the problem of moving in will soon have to be solved by Messrs. Terehune and Sparrow.

THRIVING RETAIL INSTITUTION

Brodrib & Blair Have Most Attractive Quarters Devoted to Talking Machines and Records

BRISTOL, CONN., December 6.—Brodrib & Blair's Grafonola Store, which was opened up in this city in the early Fall, has already developed into a thriving retail institution. The store itself occupies considerable street space and has a two-door entrance, on either side of which is a spacious window. Across the top is a very handsome sign, "Grafonola Store."

The window decorations have been unique and frequently changed. One of the best windows featured "Whispering," the dance record, and another featured "Avalon." Another very attractive window was devoted to the subject, "If it's on a record we have it."

The interior of the store is well arranged and harbors several demonstration booths, a record counter and a spacious section where the different models of the Grafonola are on display. The whole establishment was remodeled for the special purpose to which it is now devoted. This company has made an intensive and successful campaign on foreign records.

TRIAL DATE FOR T. M. SUITS

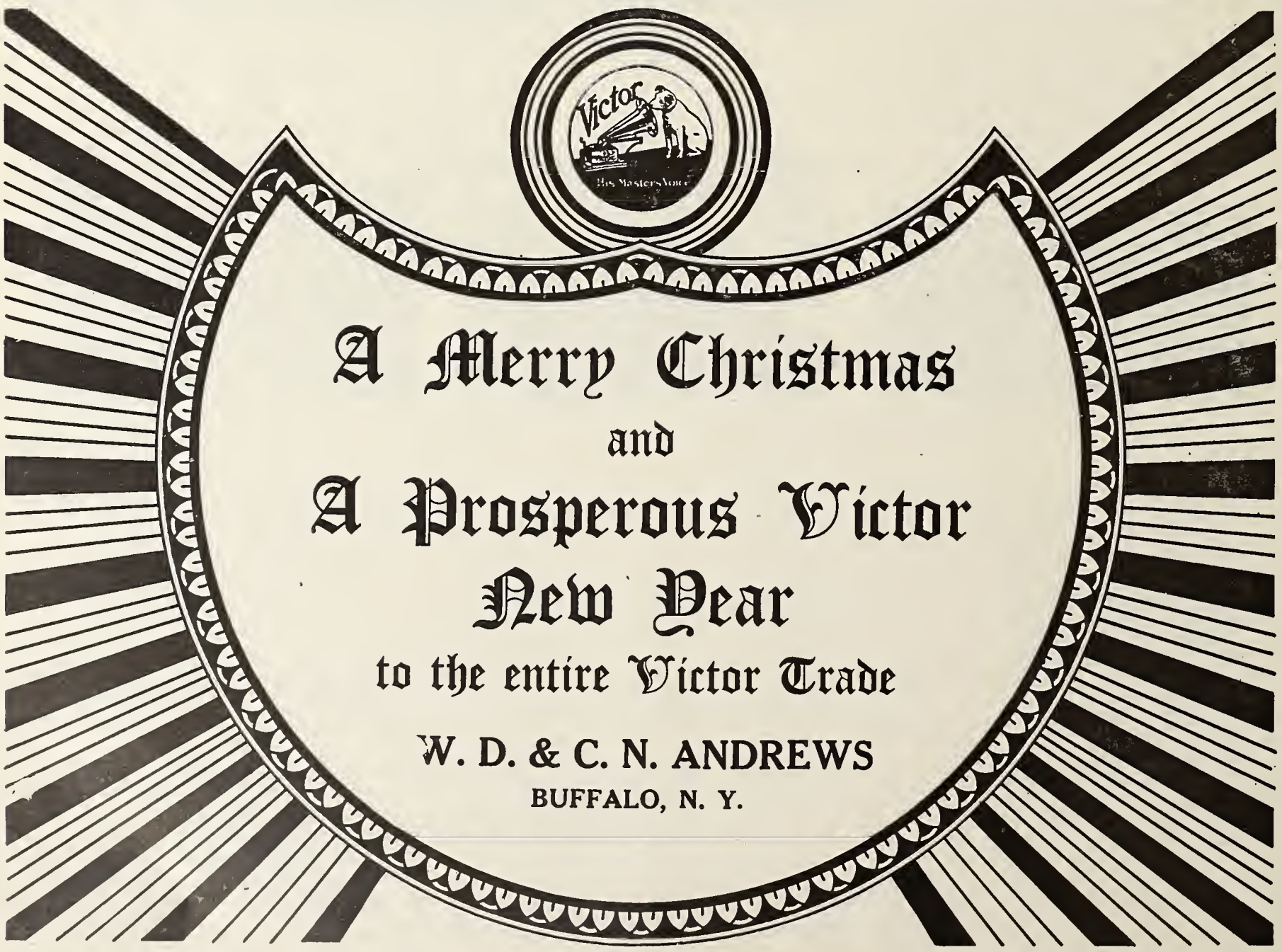
Actions Brought by Victor Talking Machine Co. vs. Brunswick-Balke-Collender Co. and General Phonograph Corp., Charging Patent Infringement, Will Be Heard January 24

In the U. S. District Court, Western District of Michigan in Grand Rapids, Judge C. W. Sessions on November 17 set January 24, 1921, as the date for the trial of the action brought by the Victor Talking Machine Co. against the Brunswick-Balke-Collender Co., charging infringement of Johnson patents Numbers 814,786, and 814,848, and for the action brought by the Victor Co. against the General Phonograph Corp., of Illinois, charging infringement of the same patents, which cover certain construction of tone arms and amplifiers.

The bill of complaint of the Victor Co. was filed on November 1, and the motion for preliminary injunction then made was set for a hearing on November 17. The court, instead of hearing that motion, fixed an early date for the trial of the cases.

MAKES SEPARATE DEPARTMENTS

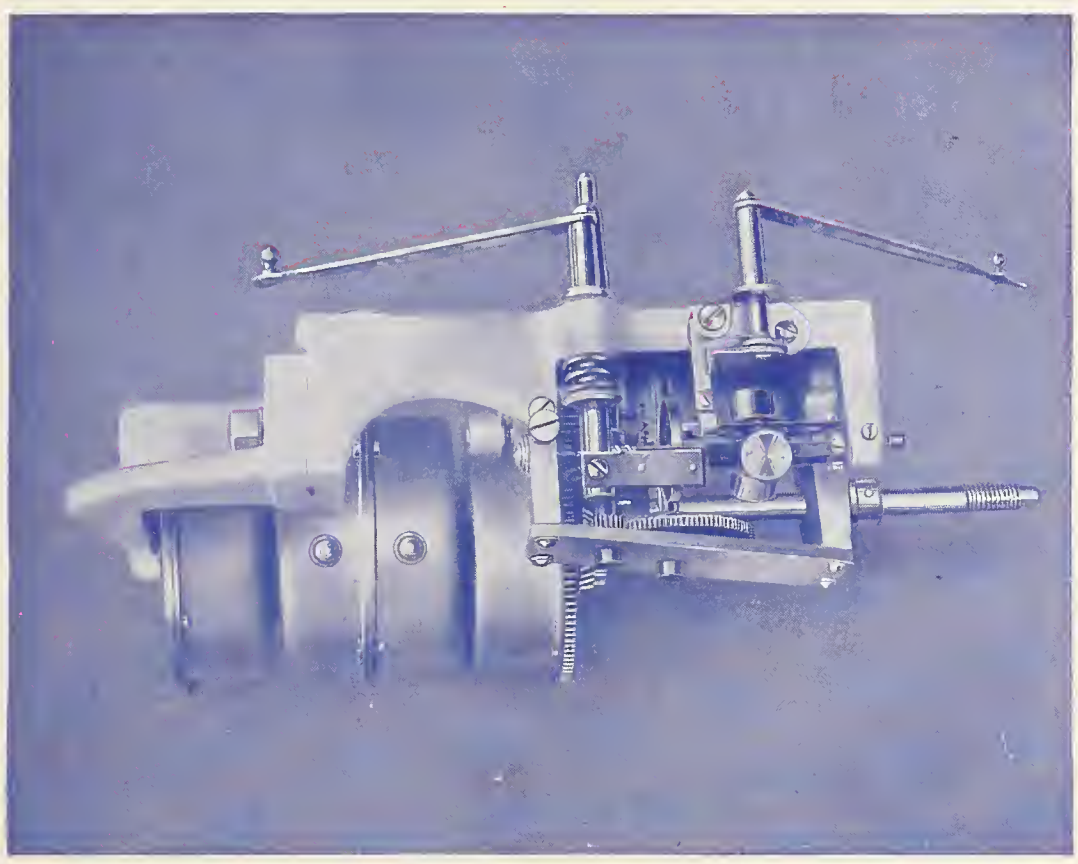
The Bush & Gerts Co., in Houston, Tex., has separated its talking machine and piano departments and finds that two stores, each handling a single product, are most successful. The Victor line is handled at present.



1921

The Year of Quality Phonographs

Use Our 1921 Meisselbach Motor of Quality



19-A

You Will Have Only Satisfied Customers

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng

Cyrena Van Gordon, Chicago Grand Opera Company contralto, is a new *exclusive* Columbia artist. Her first recordings are those beautiful hymns, "Lead, Kindly Light," and "I Need Thee Every Hour." They'll sell for years. A-3308.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

NEW ORLEANS EXPECTS BIG VOLUME OF HOLIDAY TRADE

Dealers Expect Business to Be as Good as Last Year, but Realize They Must Work for It—Werlein Installs Model Victor Shop—H. P. Wise Tells of Conditions in Delta Section—Other News

NEW ORLEANS, LA., December 6.—New Orleans talking machine retailers seem to be just marking time until the holiday rush begins in earnest. Wholesalers and distributors and factory branches, of course, already are feeling the Christmas buying fever as the retailers send in their orders for holiday goods. Business is going to be as good as it was last year and that will satisfy everybody, the dealers say, although if there hadn't been such a decided drop in the prices of cotton, rice and sugar the holiday demand would have been several times greater than the supply.

Philip Werlein, Ltd., is installing a model Victor shop in its wholesale department and it is to be Unico equipped. The wholesale offices also will have new quarters. The color scheme is cream walls, white ceiling with a dropped effect made by a stripe on the walls about fifteen inches below the ceiling. L. M. Willis, special representative of the Unico, was in New Orleans last week on a regular trip through the South. He now is Western sales manager. J. D. Moore, wholesale sales manager of Werlein's, declares that business in the country is good.

The Houma Phonograph Co., exclusive Columbia dealer of Houma, La., has moved into a new store opposite the City Hotel on Main street.

Joseph Hassel, former manager of the Grafonola department of the Phoenix Furniture Co., of Beaumont, Texas, now is in charge of Neches Phonograph Co., Columbia dealers, in the same city.

The Globe Furniture Co., of Baton Rouge, La., is remodeling its Columbia Grafonola department and is installing three modern hearing rooms.

The Southern Stationery House succeeds Anderson, Inc., at Baton Rouge and Mrs. Otto Claitor is in charge of the Grafonola department.

The Phonograph & Curio Store, Thibodaux, La., A. E. Malhiot manager, will move into a new, fire-proof building January 1. It will have the Grafonola repair department on a mezzanine floor.

New Columbia dealers in this territory are Kirschman Furniture Co., 742 Clouet street, and the Carrollton Furniture Co., 8214 Oak street.

H. P. Wise, assistant branch manager of the Columbia, has just returned from the Delta section of Mississippi, where, he says, he found conditions fair, taking everything into consideration. He told a number of dealers the idea that their failure to do more business was purely a mental condition. Orders from that section are on the increase.

P. T. Ashton, manager of the talking machine department of the Julius Hart Piano House, Ltd., says business is good, considering conditions, and that he expects a very satisfactory holiday trade.

B. G. Powell, manager of the Maison-Blanche music department, expresses the same opinion. He says he has received a number of applications from men in other cities wanting positions in the music department as salesmen. He is featuring period models as he did last year and selling a number of them. The department sells the Columbia, Brunswick and Victor. Steam heating facilities are being put in the hearing rooms at Maison-Blanche and the ventilating system is being adjusted.

Philip W. Simon, business manager of the Victor record makers, was in New Orleans last week.

Parham Werlein, president of Philip Werlein, Ltd., has returned from his honeymoon.

Mr. Moore has recently returned from Camden, N. J. He said he went after more goods for the Christmas trade.

AFFIRMS VICTOR-CHENEY DECISION

Judge Sessions Refuses to Reopen Case to Permit of Presentation of New Testimony Regarding Certain French Patents

GRAND RAPIDS, MICH., November 29.—Judge Sessions, in the U. S. District Court here, recently affirmed the previous decision of his court in the action brought by the Victor Talking Machine Co. against the Cheney Talking Machine Co., of Chicago, for alleged infringement of the Johnson patents. The Cheney Co., through its attorneys, asked that the case be reopened in order to permit of the presentation of new testimony covering the French talking machine patents of Cannevel which the Cheney Talking Machine Co. believed were pertinent.

In affirming the previous decision of his court, Judge Sessions said:

"Cannevel's invention, as indicated by the title, illustrated by the drawings, described in the specification and defined in the single claim of his French Patent No. 307,593, resided in and related to the 'Sound Box' and not to any part of the amplifying horn of a talking machine. So far as appears, he had no conception of Johnson's two-part, 'U' shaped, tapering amplifying horn and its resultant advantages. His sole consideration was the avoidance of restriction or choking in the 'neck' or short connection between the diaphragm and the straight megaphone horn of the prior art. At most, his device corresponded to the single element of the combination of claim 42 of Patent No. 814,786, described as 'means for attaching sound reproducing means to the small end' of the tapering tone arm part of the amplifying horn.

"The former decree in this case will stand as the decree upon re-hearing."

Victor Service to the South

PHILIP WERLEIN, Ltd.

VICTROLAS VICTOR RECORDS-TUNGS-TONE NEEDLES
NEW ORLEANS

NO SERIOUS SLUMP EXPECTED IN SAN FRANCISCO TRADE

Clark Wise Sums Up the Situation Interestingly—Interest on Time Payments Discussed by Association—Wilcox Points Out That It Is a Time for Dealers to Force Trade—News of Month

SAN FRANCISCO, CAL., December 3.—"Jobbers, retailers and consumers are in a hesitating frame of mind" is the way one prominent San Francisco business man sizes up the present business condition. To a certain extent this holds true in the talking machine trade, but judging from the sales records of many California firms in the last few weeks there does not seem the least likelihood of a slump in the Pacific Coast territory. Clark Wise, of San Francisco, whose store is one of the best located in the city for attracting all classes of trade, says: "I expect to see certain changes within the next few months and these changes will be, according to present indications, toward a condition resembling that in the pre-war period. I find that the working class is buying much more conservatively than formerly and that the general public is demanding higher-class merchandise than ever before. If it is true the era of extravagant wages is over, we cannot expect extravagant buying from the wage workers. On the other hand, the expansion of interest in music in all classes in the past few years has created a larger general demand for musical instruments. This music interest, I believe, is a permanent asset to the music trade and will insure a steady market for standard musical merchandise. November has been my best month, except one in which we carried on a special advertising campaign, since we moved to our new location. If this is any criterion we should have a correspondingly active holiday season."

Important Matters Discussed by Association

The Talking Machine Dealers' Association of San Francisco held its annual meeting two weeks ago and the old officers, with one exception, were re-elected for the ensuing year. The officers are: President, F. A. Levy, of the California Phonograph Co.; vice-president, O. S. Grove; secretary-treasurer, A. W. White. Membership committee: P. S. Goldsmith, O. S. Grove, Edgar Pomeroy. Grievance committee: G. A. Einselin, A. Prouty, P. S. Goldsmith. A temporary committee to investigate the question of interest on time payments was appointed as follows: Edgar Pomeroy, Gertrude Gingston, P. C. Graves.

The topic for special discussion at the meeting was that of charging interest on time payments. The Association as a whole is in favor of charging 8 per cent interest and some of the members are now charging their customers this rate. Others are charging 6 per cent and a few charge no interest whatever. These latter are mostly department stores, who make their talking machine departments conform to their general business policy, which is not to charge interest on instalment sales. It was shown at the meeting that dealers who charged too little interest on time payments were losing money, in view of the rates charged by the banks for handling phonograph paper. An effort will be made at the next meeting to come to a specific agreement for handling the interest problem.

Timely Words From N. J. Wilcox

N. J. Wilcox, manager of the San Francisco headquarters of the Columbia Co., says there is no shortage of Columbia merchandise and that if certain dealers complain of dull business it is their own fault. Says Mr. Wilcox: "There are dealers in the business who cannot bring themselves to recognize the necessity of adjusting their methods to modern requirements. There is a big market always open, but nowadays we must go after business, not wait for it to turn up. In order to prove what we claim we have just launched a special campaign of business-getting from this office which will show our dealers the opportunities before them. In this scheme we provide the crew for a house-to-house canvass, round up prospects, make sales and gather information. This business and data we turn over to the dealers in their respective districts, pro rata, and charge them merely the cost of the service. Already in San Francisco, Oakland, Sacramento and other cities we have made a fine showing. By this plan we seek to bridge the gap between the retailer and the consumer.

New Home of Columbia Graphophone Co.

The new home of the San Francisco establishment of the Columbia Graphophone Co., at Bryant and Rincon streets, will be ready for occupancy by December 15. The building is a three-story concrete structure, 200 feet in length, with an eighty-foot front. It was built especially for the Columbia Co. and will house the general offices, repair department, stock rooms, shipping department and storage department, besides having on the second floor a model shop.

Distinguished Visitors to the Coast

The most distinguished visitor to the Coast trade this month is Eldridge R. Johnson, president of the Victor Talking Machine Corp., who has made a special trip to California to visit Leon F. Douglas, the inventor, who is ill at his home in San Rafael. Mr. Johnson is accompanied by Alfred Clark, of London, England, who is a director of the Gramophone Co., Ltd., which handles Victor merchandise in the British Isles. The two left San Francisco for Los Angeles.

Edison Tone-test Recital

A special treat to the trade of San Francisco and vicinity was afforded two weeks ago when the Edison Co. gave a tone-test recital in the Colonial Ballroom of the Hotel St. Francis, featuring Mlle. Alice Verlet, the famous Belgian coloratura soprano. Assisted by Robert Velten, the violinist, and Victor Young, the pianist, Mlle. Verlet gave a program of rare excellence and incidentally demonstrated the wondrous merits of the Edison records in re-creating the finest shades of musical tone. A tone-test was also given before the San Francisco Ad Club in the Palace Hotel, which was truly an artistic success. The sense of humor of the Ad Club, however, is just as strong as its artistic appreciation, so the following week at their regular luncheon the wags of the organization staged a burlesque recital, employing the Magnavox to accompany a distinguished artiste entitled Madame Barleycorn in a tone-test—all of which was taken by the Edison Co. and placed to the account of good advertising.

Conditions With Sonora Dealers

There are at present on the Pacific Coast eighteen Sonora dealers who handle Sonora machines exclusively and carry no records. James L. Loder, Pacific Coast sales manager for the Sonora Co., has just returned from a trip over the entire Coast territory and he says the stores which sell machines exclusively are doing more business than those which handle both machines and records.

Well Rated Dealers
Can Discount Their
PHONOGRAPH INSTALLMENT CONTRACTS
WITH US
Thereby Turning Their Accounts
INTO WORKING CAPITAL
Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS
459-465 Montgomery St.
San Francisco, Cal.

INTERESTING THE CHILDREN

Good Work of the Cleveland Talking Machine Co. Worthy of Commendation

The wide possibilities of Victor jobbers in promoting record sales is admirably exemplified in the very unique advertising displayed in this month's issue of The World by the Cleveland Talking Machine Co., Cleveland, O. They are showing to the trade in this advertisement a record hanger pertaining to children's records. This enterprising house recognizes the great possibilities that exist in interesting the children in the talking machine and the progressive spirit shown is winning for them many friends throughout their territory. Children need music, and the Cleveland Talking Machine Co. is doing its part to see that they get it.

Eastern Sales & Export Office
WILLIAMSPORT, PA., U. S. A.
Eastern Sales Agents for
Universal Stamping & Mfg. Co.
Master Motors
H. G. Saal Co.
Famous Saal Motors
Sterling Devices Co.
Guaranteed Tone Arms
Villinger Mfg. Co.
Phonograph Hardware
Electric Motors
100 Per Cent. Efficient
Eastern Sales & Export Office
Williamsport, Pa., U. S. A.

"The Music Without the Blur!"
This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the
MARVELOUS MAGNOLA
"Built by Tone Specialists"
"Magnola's Tone Deflector eliminates the scratch"

Watching the Music Come Out
We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.
Send us your name and let us send you some real Talker Tips.
MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices
711 MILWAUKEE AVENUE
CHICAGO
Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

WISHING THE
VICTOR TRADE
A MERRY CHRISTMAS
AND A HAPPY
AND PROSPEROUS
NEW YEAR

The ECLIPSE MUSICAL Co.
VICTOR WHOLESALER - CLEVELAND, O.

Edison Message No. 87

The fall of merchandise prices to the normal price level represented by Edison Phonographs brings chaos to many businesses.

Prices of most merchandise were inflated during and after the war, but the prices of Edison Phonographs, since 1914, advanced only 15%, including War Tax, thereby stabilizing the Edison Phonograph business.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

HAPPENINGS IN THE DOMINION OF CANADA

TORONTO PROVES A LIVELY CENTER OF TRADE ACTIVITY

Phonola Sales Co. Chartered—National Cabinet Co., Ltd., to Open Branch Factory in Brooklyn —Brunswick Demand Grows—Williams' Big Edison Business—Magnavox Used by Gen. Booth

TORONTO, ONT., December 6.—Otis C. Dorian, well known to the trade in Canada and the United States, and who was formerly general manager of the Pathé Frères Phonograph Co., has taken charge of the marketing of Phonola products. Application has been made for a charter for Phonola Sales Co. of Canada, of which firm Mr. Dorian will be manager.

The company being organized will handle the output of the factory of the Phonola Co. of Canada, Limited, at Elmira, Ont. The Toronto office and sample rooms are located at 53 Yonge street. George H. Honsberger, who was on the selling staff of Pathé Frères, has also joined the Phonola firm.

The National Cabinet Co., Limited, of which A. B. Beverly is the president, maker of the "Canadian" phonograph, has just completed the purchase of the building it has been occupying at 485 King street west. The purchase price is said to be $30,000. The National factory is a three-story building on a lot 44 x 170. Another link in the plan for the development of this firm is the marketing of the "Canadian" phonograph in the United States. It is the intention to manufacture the "Canadian" in a plant acquired in Brooklyn, N. Y., and offer it to American dealers. The Brooklyn plant is to employ 100 men at the start.

Fred Gennett, one of the proprietors of the Starr Piano Co., Richmond, Ind., whose Starr phonographs and Gennett records have been made so well known in Canada through the enterprise of John A. Croden and W. D. Stevenson, president and vice-president, respectively, of The Starr Co. of Canada, Ltd., visited Toronto for the first time recently. Mr. Gennett, who was on a visit to their Canadian distributors at London, Ont, decided to look Toronto over while so near at hand, and with Mr. Stevenson ran down for the day. Neither gentleman, however, had anything to say regarding the various rumors of the Canadian firm having purchased, or being about to purchase, a plant for the greater production of Starr phonographs for the Canadian market.

The Musical Merchandise Sales Co., Canadian distributor of Brunswick phonographs and records, linked up with Safety Week in Toronto by running the following in the Toronto dailies, "This Week, Watch Your Step, and Just You Hear the Brunswick."

This company has just issued an artistic Brunswick price card. This card is in the form of a cut-out, the design embodying a Brunswick model and the Brunswick Girl (Miss Brunswick), who has been introduced very widely in phonograph circles. The name Brunswick is prominently displayed at the top and ample space is provided for the model number and description, while the price stands out in prominent figures. The card is equipped with a folding easel so that it can be set up on the turntable of the instrument.

In June, 1920, for which figures are just available, Canada was the United States' biggest customer of talking machines, having taken $104,600 worth for that month. England led as importer of $113,000 worth of phonographs. Canada led in records. The United States exported $193,500 worth of records to us and only $41,600 to England in the month.

William Gunn, of Saginaw, Mich., has purchased the Walker & Clegg factory in Wingham, Ont., and will manufacture talking machines there. This factory is a brick building 188 feet long, with a width of 40 to 80 feet. The heating system is being changed and machinery is being installed. These alterations should be finished very shortly. The product will be known as the Gun-Son-Ola talking machine.

R. S. Williams, president of R. S. Williams & Sons Co., Ltd., Canadian Edison jobbers, has just received from England a beautiful oil painting of Arcangelo Corelli, the great violinist. The picture is in fine state of preservation. Mr. Williams has made a hobby of collecting odd old paintings, his present collection including oil paintings of Schubert, Mozart, Bach, Mendelssohn, Liszt, Beethoven and Schumann.

A self-service method of picking out Edison Blue Amberol records has been instituted by Manager Mandy, of the Hamilton, Ont., branch of the R. S. Williams & Sons Co., Limited. These records have all been collected and filed away in small cages under certain headings, viz., "Band Selections," "Violin Solos," "Operatic Numbers," etc. Customers can come in and browse around in this department at their leisure, pick out a selection, play it on an instrument and if not wanted, deposit it in a receptacle provided for the purpose. At intervals a clerk comes along and refiles these records under their proper headings.

General Bramwell Booth of the Salvation Army, whilst visiting Toronto, was tendered a civic reception. To enable the General to make his address in reply so that the entire crowd might hear it, I. Montagnes, of I. Montagnes & Co., Canadian Sonora and Magnavox jobbers, loaned a Magnavox for the occasion. In thanking Mr. Montagnes for the courtesy, Gideon Miller, property secretary of the Salvation Army, wrote: "Seing that you were present at the General's reception, you will know how great a success was the use of your Magnavox on that occasion. If it had not been for this instrument not one-quarter of the people could possibly have heard the General's address. I am sure it gives me great pleasure to thank you on behalf of Commissioner Richards for the very fine consideration you have given to all the details and for the use of the instrument."

A trade visitor to Toronto was R. P. Hartenstein, sales manager of the Repeater-Stop Co., of Chicago, Ill., whose mission was to arrange for the marketing of the Repeater-Stop in the Dominion of Canada. It is understood that arrangements for this have been completed and that particulars will be announced very shortly.

Os-Ke-Non-Ton, an Indian chief of the Mohawk tribe, has recorded two songs for the Educational department of the Columbia Co.

In the lobby of the Royal Alexandria Theatre, Toronto, His Master's Voice records of musical selections from the "Maid of the Mountains" were on sale by Remick & Co. during the week that the play was on. It is understood that similar arrangements were made in all cities where this opera appeared.

Mayor Fisher, of Ottawa, Ont., recently issued an appeal for the donation of musical instruments for the Ottawa Isolation Hospital and other local institutions where the patients have no musical facilities with which to secure entertainment and diversion. As a result of the official request by the Mayor, the Rotary Club took up a collection of $140 with which to purchase a Columbia Grafonola for the Isolation Hospital, every member donating one dollar for the purpose. The Women's Canadian Club of Ottawa also made a present of a phonograph.

COLUMBIA BRANCH IN MONTREAL

New Distributing Branch for Province of Quebec Opens in Temporary Quarters

MONTREAL, CAN., December 6.—The Columbia Graphophone Co. recently ran a full page announcement in the Montreal English and French dailies to announce the opening of a new distributing branch for the Province of Quebec, with temporary premises at 204 St. Catherine street, East. From this branch the Columbia Co. will distribute its products directly to dealers in Quebec Province and thus enable them to give their dealers 100 per cent effective service. Owing to the steady growth of Columbia business in this province the establishment of this Provincial distributing branch was imperative.

C. W. LINDSAY CO. BUYS BUILDING

Purchase Involving $150,000 Is Second Largest Transaction of Year—Building Remodeled and Handsomely Redecorated to Meet Needs

OTTAWA, CAN., December 7.—One of the largest real-estate transactions on Sparks street, one of the principal thoroughfares of Ottawa, since before the war was announced recently in the recording of a property transfer at the city registry office affecting the large six-story building at 189 Sparks street, which is occupied by the C. W. Lindsay Co., Ltd., prominent in music trade circles. The property, which has a frontage of 33 feet, was bought by the Lindsay Co. from the George L. Orme estate for $150,000. The building is one of the prominent structures in the retail section of the city and was built twenty years ago by the Ormes, who are also identified with the music industry.

The Lindsay Co. recently completed the remodeling of the ground floor of the building, as a result of which the salesrooms and offices are among the brightest and most attractive in the Canadian capital. The demonstrating rooms were moved from a large mezzanine floor to the

(*Continued on page* 120)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

NEWS FROM DOMINION OF CANADA

(*Continued from page* 119)

main floor and the offices are now located in the balcony. The sales department and offices have been redecorated and the flooring has been renewed.

Lindsay's recently opened a new branch store in Hull, Quebec, under the management of J. E. Collard. This makes eleven retail establishments which the company operates in eastern Ontario and Quebec. This firm handles Columbia Grafonolas, Columbia records and Sonora phonographs, as well as other lines. The company has a staff of about fifty employes in Ottawa alone, according to recent announcements. J. B. O'Brien is manager of the department in the Ottawa headquarters.

The purchase of the building by the C. W. Lindsay Co. is the second large property transaction in music trade circles of Ottawa this year. Last April the John Raper Piano Co. bought its present store building from the Slater estate. The price paid for the three-story structure, having a frontage of 33 feet and a depth of 90 feet, was $100,000. The Raper company specializes in "His Master's Voice" and other lines of talking machines.

SOME GOOD PRICE ADVERTISING

Berliner Gramophone Co., Ltd., Makes Good Use of Record Reduction—Contrast in Prices of 1914 and 1920 Made Favorable Impression

The Berliner Gramophone Co., Ltd., Montreal, Can., recently treated the reduction in the prices of Victor records since 1914 in a very striking way. The caption of the advertisement was "No Profiteering in His Master's Voice Records." Below were two parallel lists, the first showing the prices of Red Seal records and regular records in 1914, the other showing the prices in 1920. In this way the reduction in the Red Seal was clearly and forcefully brought to the attention of the public.

BERLINER FACTORY PROGRESSING

Montreal Plant Now Rapidly Taking Form—Popular Dance Numbers Have Great Sale

MONTREAL, CAN., December 6.—In the building of the new factory of the Berliner Gramophone Co., Ltd., a great deal of progress is now to be observed. The building is now enclosed and swarms with electricians, floor layers and various craftsmen who are putting on the finishing touches. The power house walls are climbing skyward, but the huge smokestack leads them all in its ascending proclivities, for it is well on its journey to the 175 feet which will mark the limit of its growth.

Some of the big record successes reported by "His Master's Voice" recently are the dance specials by Raderman's Orchestra, such as "Avalon," "Hiawatha's Melody of Love," "Japanese Sandman" and "Silver Water," while the vocal numbers by Lewis James of "I'm in Heaven When I'm in My Mother's Arms" and "I'll Be With You in Apple Blossom Time" are proving great favorites with the public.

The timely issue of instrumental renderings of favorite numbers from the English music show, "Maid of the Mountains," by the Gramophone Concert Band, being issued by "His Master's Voice" at the exact time when this show was touring Canada, and with the previous great popularity of the show among soldiers who had enjoyed it while overseas, the success of the record was assured from the start, and the volume of sales fully justified the decision to make a special listing of it.

During the recent visit to Montreal of the Scotti Grand Opera Co. Charles Culross, Aeolian-Vocalion representative, made capital of the fact that Florence Easton and Marie Sundelius recorded their art for Aeolian records exclusively. The copy used was educational, impressive and forceful.

Under the caption of "Fifteen reasons why your choice of a phonograph for Xmas should be a Sonora," plus "Five reasons why you should buy your Sonora at Lindsay's," C. W. Lindsay, Ltd., ran impressive and forceful copy in the local newspapers in the interests of this make.

Orme, Limited, recently devoted a full page in the Ottawa dailies announcing the fact that they had taken on the representation of the Brunswick.

L. R. Beaudry, manager of the Starr Phonograph Co., of Quebec, recently spent some time in New York City in the interests of his firm.

J. Kerrett, "His Master's Voice" dealer of St. John, N. B., was a recent visitor to the factory of the Berliner Gramophone Co., Ltd. Before returning home he visited New York.

Arrangements have been made for a re-establishment of the phonograph department of the A. J. Freiman department store, Ottawa, in a new section of the second floor of the building, where many instruments will be displayed.

RECITALS IN SMALL TOWNS

Edison Dealer of Dundas, Ont., Gets Good Results From Record Recitals

DUNDAS, ONT., December 5.—A good example of how recitals work out in a small town is seen in the case of S. C. Thornton, an Edison dealer of this city, who a few weeks ago gave a concert in Watertown, a town of about 800 population not far from here. The concert was held under the auspices of one of the local churches. Prior to the recital a group of the church ladies organized a party of eighteen children, who canvassed every home in the neighborhood and sold tickets. In this way an attendance of 300 was obtained. Mr. Thornton, himself a cornetist of no mean ability, played in direct comparison with a couple of the records in which a cornet solo figured. On the day following the concert a house-to-house canvass was started, the results of which were very encouraging. Mr. Thornton expects to close about twenty sales as a result of his visit.

HOLIDAY SUGGESTIONS

Bubble Books

"that Sing"

Bubble Books mean repeat orders backed by national advertising. We supply all advertising matter and can deliver the complete sets.

Lindstrom CONVERTO

PATENT APPLIED FOR

RECORD CABINETS

VIC-TABLES

IF IT IS A CABINET, WE HAVE IT. EVERY STYLE, SIZE AND GRADE IN CONVERTOS, RECORD CABINETS AND MUSIC ROLL CABINETS. WRITE FOR CATALOGUE AND PARTICULARS.

XMAS PORTABLE PHONOGRAPHS

THE CIROLA, the king of the portables. THE STEWART, the best value for the money on the market and the BABY TOY, a gift for every child.

THE CABINET & ACCESSORIES CO., INC.

OTTO GOLDSMITH, President

WHOLESALE DISTRIBUTORS

OF EVERY ACCESSORY IN THE PHONOGRAPH LINE

145 EAST 34th STREET - - - - - NEW YORK

A Merry Christmas
Remington
PHONOGRAPH CORPORATION
NEW YORK, U. S. A.

The Alexander Drug Co.,
226 West First Street,
Oklahoma City, Okla.

The Carpenter Paper Co.,
9th and Harney Streets,
Omaha, Nebraska.

The Clark Musical Sales Co.,
322 North Howard Street,
Baltimore, Md.

The Clark Musical Sales Co.,
123 Water Street,
Pittsburgh, Pa.

The Emerson Ohio Co.,
36 West State Street,
Columbus, Ohio.

The Emerson Philadelphia Co.,
810 Arch Street,
Philadelphia, Pa.

The Emerson Phonograph Co.,
315 So. Wabash Avenue,
Chicago, Ill.

The Emerson Products, Inc.,
515 No. Salina Street,
Syracuse, New York.

The Emerson Record Sales Co.,
206 Fifth Avenue,
New York City.

The Hessig Ellis Drug Co.,
Memphis, Tenn.

Lathrop MacFarland Co.,
Indianapolis, Ind.

The C. L. Marshall Co.,
82 Griswold Avenue,
Detroit, Michigan.

The Marshall Wells Co.,
Duluth, Minn.

The Murmann Phonograph Co.,
1318 Olive Street,
St. Louis, Mo.

The New England Supply & Equipment Co.,
221 Columbus Avenue,
Boston, Mass.

The Northwest Phonograph Jobbers, Inc.,
915 Riverside Avenue,
Spokane, Washington.

The Rountree Corporation,
111 West Broad Street,
Richmond, Va.

Geo. W. Stolte & Co.,
601 Elm Street,
Dallas, Texas.

The Southern Drug Co.,
Houston, Texas.

The Southern Sonora Co.,
310 Marietta Street,
Atlanta, Ga.

Southern States Phonograph Co.,
202 Peachtree Arcade,
Atlanta, Ga.

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

The Tri-State Sales Co.,
1017 McGee Street,
Kansas City, Mo.

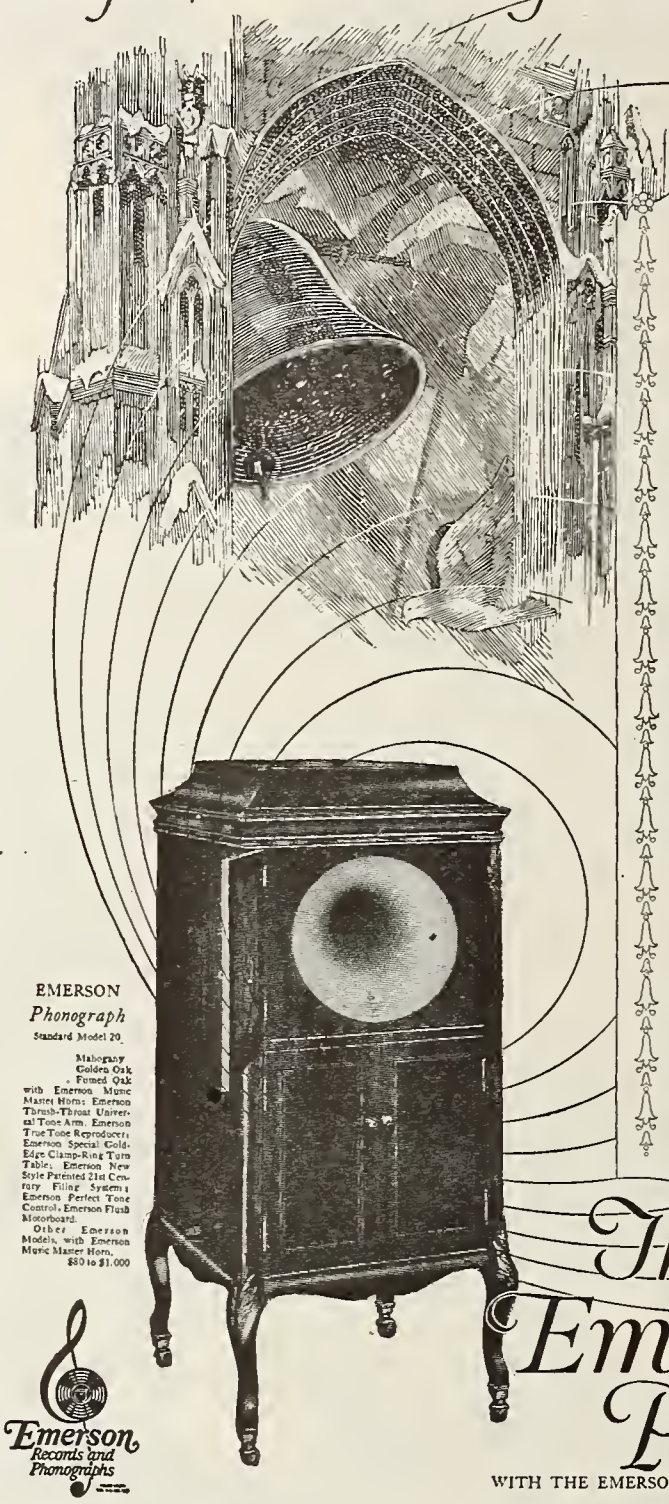
The Western Jobbing & Trading Co.,
409 Kerchkopp Building,
6th and Main Sts.,
Los Angeles, Cal.

The Western Jobbing & Trading Co.,
115 Jessie Street,
San Francisco, Cal.

The Western Jobbing & Trading Co.,
207 McDermott Building,
4th and Pine Streets,
Seattle, Wash.

THE SATURDAY EVENING POST December 11, 1920

A full round "Merry Christmas" from the bells



"MERRY CHRISTMAS!" chime the bells in deep, cathedral tones—full, rich and *round*. Ambitious young bells pealing joyously in unison with venerable bells that have seen much in their day.

But all these bells have an unmistakable family resemblance. For regardless of size, every one is *round*—according to the decree of Science*, which ordains full, *round* shape for full, *round* tone.

That is why all these bells that send their mellow voices abroad so merrily on Christmas morning, are invariably cast *round*.

It also explains why the Emerson Music Master Horn is made with *rounded* sides and swelling, bell-like mouth.

The result is music marvelously pure and clear—music that is a revelation in tone clarity and tone *roundness*.

Examine the Emerson Music Master Horn at your dealer's. Hear the latest Emerson song successes and dance music on your favorite Emerson model. Enjoy *all* of *every* record—note how clearly and how crisply each detail is reproduced.

10263 When I See All the Loving They Waste on Babies, I Long for the Cradle Again.
Comedy Song . . . . . Eddie Cantor

10267 The Japanese Sandman.
Fox Trot . . . . . Plantation Dance Orchestra

10268 When the Harvest Moon is Shining.
Waltz . . . . . Joseph Samuels' Music Masters

10274 Avalon. Baritone Solo . . . . . Ernest Hare

10275 Tripoli—On the Shores of Tripoli.
Tenor Solo . . . . . Eugene Spencer

* Introduction to Physical Science (*Gage*) Pages 179-180
* Elements of Acoustics (*Lee*) Pages 10-11

SEND for the Emerson loose-leaf catalog. It features the splendid instruments in the new Emerson line. It describes that triumph of tone development, the Emerson Music Master Horn, and explains why full, *round* music, bell-like in its purity, *must* flow from this acoustically correct horn, made of solid, seasoned, *rounded* spruce—of all woods the most resonant and vibrant.

EMERSON PHONOGRAPH CO., INC.
NEW YORK 206 Fifth Ave CHICAGO 315 South Wabash Ave.
Makers of
Standard Emerson 10-inch Gold Seal Records

EMERSON *Phonograph*
Standard Model 20
Mahogany Golden Oak Fumed Oak
with Emerson Music Master Horn; Emerson Thrush-Throat Universal Tone Arm; Emerson True-Tone Reproducer; Emerson Special Gold-Edge Clamp-Ring Turn Table; Emerson New Style Patented 21st Century Filing System; Emerson Perfect Tone Control; Emerson Flush Motorboard.
Other Emerson Models, with Emerson Music Master Horn, $80 to $1,000

Emerson Records and Phonographs

The Emerson Phonograph
WITH THE EMERSON MUSIC MASTER HORN

In the Saturday Evening Post

ISSUE OF DECEMBER 11TH

appears this full page Emerson ad—in time to flag Christmas trade. With the ten splendid Emerson models to help you, you should introduce "full, round music" into many a happy home this Holiday season.

For your convenience, we list the following distributors of Emerson products. The Emerson distributor in your territory will do what he can to help you out with last-minute orders.

TRADE IN ST. LOUIS GOVERNED BY DEALERS' ACTIVITY

General Situation Reviewed—Specialization on Certain Records Pays—Record Business Grows—Kieselhorst Display Features—Lehman's Timely Suggestion—An Interesting Budget of News

ST. LOUIS, MO., December 6.—The talking machine business in St. Louis and the surrounding country is very spotted. The main reason is that there are three kinds of dealers here, as elsewhere. They are good, fair and poor dealers. It is strictly a dealers' market. Conditions of business are determined by the attitude, energy and initiative of the dealers. The record business is brisk everywhere because records are not affected by the conditions which affect the instrument business. The number of dealers whose machine business is good is relatively small. Only a comparatively small number of dealers have rightly comprehended the changed conditions and adjusted themselves to those conditions. The demand for machines held strong a good while after the bottom had dropped out of the piano demand. It is not strong now but most of the dealers are acting as if it was. They are sitting back waiting for people to come and buy. The people are not doing that any more. They are not responding even to the usual forms of advertising, such as most of the dealers are doing. Even the piano men who handle talking machines, and most of them do, are seemingly not applying to talking machines the constructive methods which they are applying to pianos. They have come to the realization that under present conditions the only way to sell pianos, at prevailing prices, is to convince the public of the pricelessness of music. But most of them are not using that method with talking machines. They still think that they can sell these products the old way. The dealers who are going after the business are getting it, in proportion to the intelligence and energy of their going. The dealers who are waiting for it are getting just what is coming to them. They are getting left.

Price cutting in one form or another is beginning to appear in the local trade. It is not extensive, however, and is largely confined to three or four houses. There is a tendency to stimulate the machine business by offering free records as a means of attracting customers to buy machines.

The best demand is for the highest-priced machines. For these cash is usually paid, or the deferred payments extend over a very short period. Manager J. F. Ditzell, of the Famous & Barr Co. music department, was making a comparison the other day and found to his surprise that the average price of the machines sold this year has been $35 higher than the average price last year. That is, the purchasers have, by preference, taken higher priced machines.

It was Manager Ditzell who, when all the other dealers were emphasizing operatic and jazz records, struck a new note by calling attention to what a Brunswick machine and records could do for "Sacred Hours at Home." Stressing the effective reproduction of simple hymns, the announcement read: "How comforting and satisfying is this means of indulging one's desire for old familiar hymns just at the time when one is in the mood for them, and the encouragement they give. And what a splendid way to weld the links of family attachments and deepen the power of sentiment. There are so many selections by noted artists that every record collection should contain a number of them for the sacred hours at home." That advertisement pulled a lot of business.

The Scruggs, Vandervoort & Barney talking machine department is taking pride in being the first in St. Louis to show the Period Victrola. The three designs, "Adam," "Chippendale" and "Sheraton," are shown.

It has come to the ears of Mark Tonetest Silverstone that some of his competitors have been saying that in his Edison tone tests a phonograph especially made for the purpose is used. To disprove this he put a piece in the paper requesting owners of Edison Official Laboratory Models to loan their instruments for the tone test given by Miss Edith McDonald at Sheldon Memorial December 1. A dozen Edison owners responded. Two machines were selected and were used in the demonstration.

Edisons continue to do their part in entertaining the St. Louis public. Miss Devine has been whistling with one at the Cinderella and Woodland theatres. Six hundred danced to the music of one recently at the Arcadia dance hall, and no sound magnifier was used. Miss Merle Alcock, contralto, and Albert Spalding, violinist, Edison artists, gave a concert recently at the Missouri Athletic Association.

R. W. Jackson, manager of the Brunswick-Balke-Collender Co., went to Decatur, Ill., to attend the opening of the new Brunswick department of the William Gushard Co.

Fred P. Watson, of Mt. Vernon, Ill., and Miss Getz, of the Reed Jewelry Co., Poplar Bluff, Mo., Edison dealers, were in St. Louis recently.

The Artophone Corp. will move about January 1 to a location yet to be selected, where it will engage in the wholesale talking machine business exclusively. It will continue to be a distributor for the Okeh records. Sales Manager Salmon says that a good business is being done with these.

Manager E. M. Morgan, of the Columbia Co., has returned from Little Rock, where he visited Pfeifer Bros., who recently opened a Columbia account. Manager Morgan is organizing Columbia drives in various towns. The plan is to send a man in to co-operate with the local dealer, put on extra solicitors and make a special display and work the town hard for a week, the organizer returning for the wind-up. The campaigns are showing what can be done when an extra effort is put forth.

Robert Parker, field sales manager of the Columbia, was here two days recently. F. C. Schuyler, of the foreign record department, which is now pushing German records, is expected soon. A shipment of records in this language has been received. It includes folk songs and Christmas hymns and instrumental numbers.

Manager J. E. Maunder, of the Stix, Baer & Fuller talking machine department, says the record business increased 66 per cent last month over the corresponding month last year. The demand, he says, is all for the higher-priced machines, with few sales being made for less than $125. W. J. Casey, formerly in another line of business, and Miss Tillie Gerlach, formerly with the Smith-Reis Piano Co., have been added to Manager Maunder's sales staff.

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, was in St. Louis last week.

Samuel Field, of the Gus Blass Co., Little Rock, Ark., was in St. Louis last week looking over the talking machine situation.

The O. D. McLaughlin Music Co., of Paducah, Ky., enters the field as an exclusive Victor dealer, having bought the entire Victor stock of the Gibson Piano Co. of that city.

Another exclusive Victor account in St. Louis has been announced by the St. Louis jobbers, the Koerber-Brenner Co. It is that of the Smith-Reis Piano Co. Extensive improvements, including the enlargement of the record department to eleven booths, have been made and other changes are announced by Manager Val Reis.

A novel display device has been installed by the Kieselhorst Piano Co. It is a revolving turntable, eight feet in diameter, occupying the larger part of one of the street windows. A spectator is held several minutes longer than ordinary through the desire to see how the object displayed looks on the other side.

The Lehman Music House, of East St. Louis, has been getting the maximum publicity out of the appearance on November 12 of Elsie Baker. Postcards carrying the picture of the artist and advertisements of the dealer were enclosed in the November supplements, displayed on the counter, and given out at the concert. Mr. Lehman furnished printed announcements of the entire Lyceum Course, calling especial attention to the Victor artists on it as well as carrying a five-hundred-line ad in the local papers. A neat frame with an attractive background, for the Victor poster, "Both Are Elsie Baker," was a part of the window display.

Miss Rosebrugh, of the educational department of Scruggs, Vandervoort & Barney, re-

(*Continued on page* 124)

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone —Medium Tone —Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.
The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needle point, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, $1.00 **Refiller Points 25 cents each**

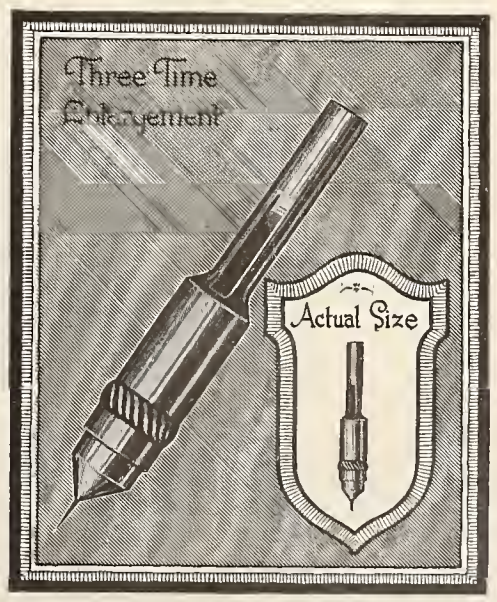
JOBBERS AND DEALERS WRITE FOR QUOTATIONS

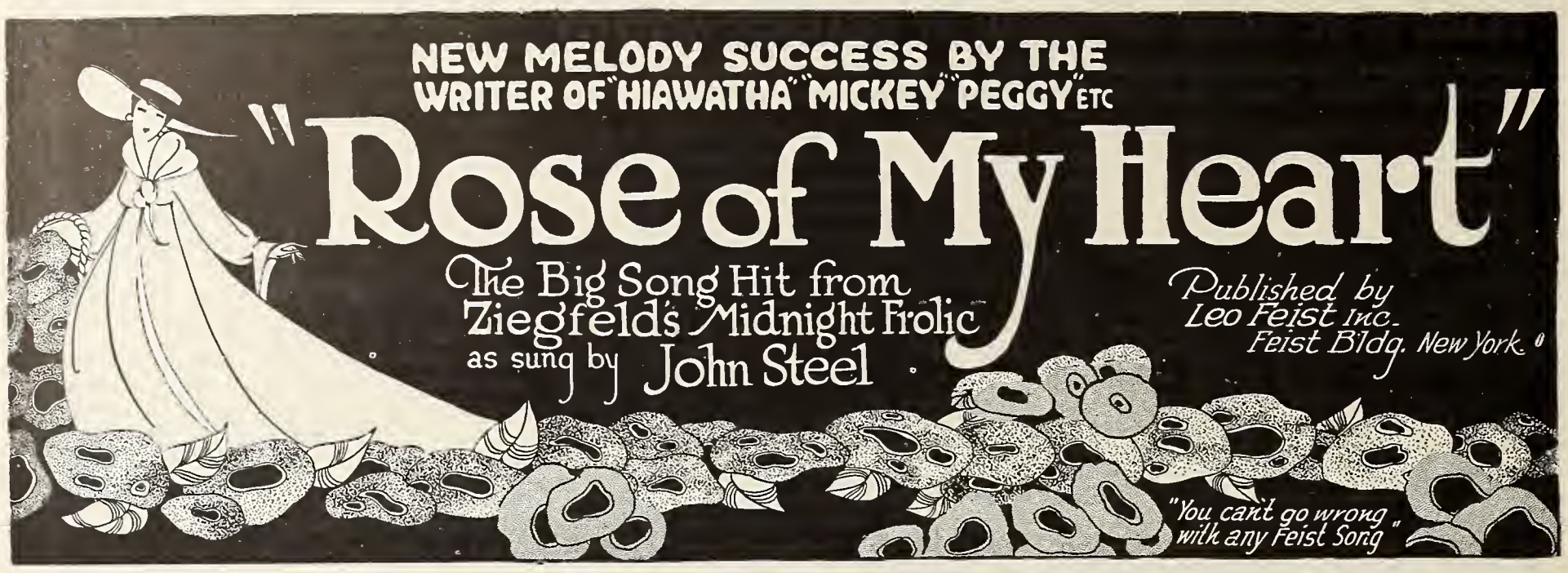
Sole Distributors

The Don TRADE MARK

FRANK J. HART
SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY. LOS ANGELES.

—For Soft Tone extend point thus: –
—For Medium Tone extend point thus: –
—For Loud Tone extend point thus: -





TRADE NEWS FROM ST. LOUIS

(*Continued from page* 123)

ports great interest manifested in music in the schools this Fall. October sales included school machines, three sets of orchestra charts, at least two dozen "Music Appreciation for Little Children," and a large quantity of "What We Hear in Music" and the "Instruments of the Orchestra" booklets.

A window display which caused much favorable comment was that of Stix, Baer & Fuller in which the wax figures of the Penn Co. portraying characters in opera were used. Each figure was plainly labeled and records from the opera displayed near it. Mr. Maunder, manager of the Victrola department, promises many attractive windows in the future.

Recently a letter was sent out to numerous patrons of Lehman's Music House suggesting that they notify the store of the records they have in their collection in order that they might get more intelligent service. The list is then studied to balance it, and records needed to make it a good collection noted on the customer's card, ready to be played when he comes in. One customer appreciated the service so much that he wrote a letter of thanks to E. W. Jamerson of the company.

NEW VICTOR DEPARTMENT

HIGHLAND, ILL., December 6.—Spengel's Furniture House recently held the formal opening of its new Victrola department, which is under the direction of Miss Irene Spengel. At the opening a pleasing musical program was offered and the large audience bore witness of the interest aroused among the general public. Much is expected of the department during 1921 and plans are being laid accordingly.

MAGNAVOX AT PICNIC GROUNDS

Indiana Dealer Features Magnavox and Sonora —Public Greatly Interested in Novel Use of Instrument—Some Good Advertising Secured

The sales department of the Sonora Phonograph Co. received recently the following interesting letter from F. B. Johnson & Co., Rushville, Ind., Sonora dealers who feature the Magnavox in connection with the Sonora phonographs:

"We are mailing you a photograph which we had made at the Rush County picnic given by the farmers for the business men and their families. There were approximately 12,000 people at this picnic and Sonora was the only display of this kind on the grounds.

"The Magnavox was used for announcing purposes and we received many compliments from the members of the Farmers' Organization. They appreciated our courtesy in using this Magnavox Sonora and incidentally we received more good Sonora advertising in three hours than we could get in that many weeks in any other way. Sonora is being talked about from one end of the county to the other, and if good advertising makes people buy we shall surely sell some Sonoras this Winter.

"Saturday night we put the Sonora with the Magnavox on the third floor of our building and gave a concert to the Saturday night shoppers. Sonora could be heard all over the city and we had people call us up from the extreme north end of the town to ask us to play certain numbers for them, saying that they could hear it very distinctly for ten squares. The Pathé Weekly camera men were here at the picnic and secured 500 feet of pictures, which will be run here all this week. The baby grand is featured in the picture."

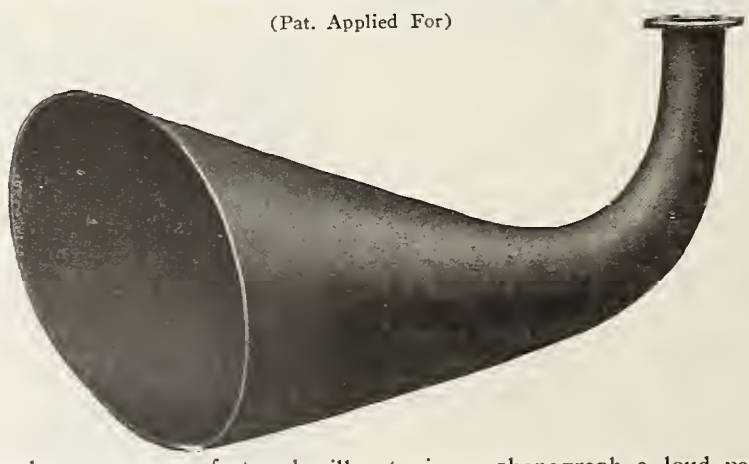
Using the Magnavox as a Factor in Sales

PUSHES VICTOR SCHOOL MACHINES

The Pontiac (Mich.) Music Shop recently made a drive on Victor school machines, with the result that it sold fourteen machines to public schools in the city of Pontiac within ninety days, besides selling one machine to the Illinois State Reform School, this being the fourth sold to the latter institution.

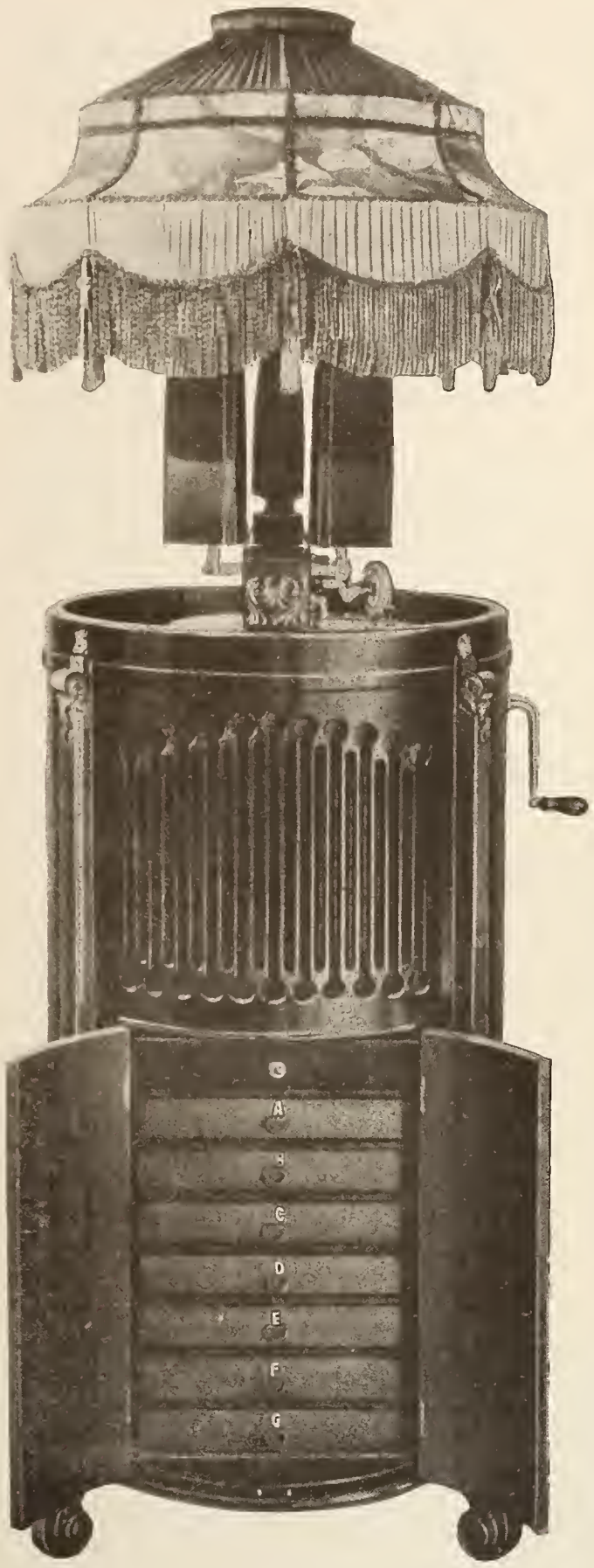
SCOMA COMPOSITION HORN

(Pat. Applied For)



The best reproducer ever manufactured will not give a phonograph a loud natural tone if the horn is not exactly right. Equip your cabinets with the SCOMA COMPOSITION HORN. You will know you are right and your sales will multiply. SCOMA COMPOSITION HORNS are scientifically correct. They are quickly and easily installed and cost no more than a common wood horn. Write to-day for a sample, put it in a cabinet for test against what you are now using. Its tone will be a revelation.

SCOMA MANUFACTURING CO., 657 Fulton Street, Brooklyn, N.Y.



A Circular Instrument
Luxurious In Finish
Lamp Detachable

To Double Phonograph Sales---

Double the Phonograph's Appeal—Sell

The MODERNOLA

TONE is a first essential in Phonograph selling. The Modernola possesses it----*rich*----*full*----*even.*

After that appearance counts----and counts *big!* There's unequaled *eye appeal* in one of these instruments----so unique in designing----so beautiful in any home setting.

The Modernola is a creator of home atmosphere---- the happiest idea brought out in phonograph building. The circular design, in combination with the surmounting lamp shade, wins the beholder anywhere.

With increased production we are enabled to extend our territory. Modernola sales rights are increasing in value. Jobbers and dealers----write us.

THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

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

SALES OF TODAY

ARE BASED UPON MORE THAN MERE DEMAND

Look at the Simplicity of the Brooks Automatic

Good Salesmanship?
Yes.

Good Buying? *YES!*

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

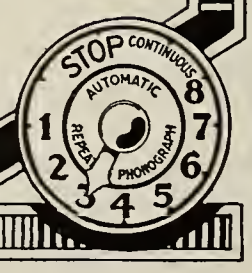
No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior, and, dealers, take note of this: The wonderful merit of our Automatic Repeating and Stop Device creates so much more sales attraction than the ordinary phonograph provides that you can reap a harvest in BROOKS BUSINESS when others lie dormant.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



INDIANAPOLIS DEALERS TO CO-OPERATE WITH BUYERS

Pathé Dealers Favor Plan of Giving Free Service to Owners of Machines in Their Territory—Stewart Co.'s Great Educational Work—Some Distinguished Visitors—Columbia Campaign Under Way

INDIANAPOLIS, IND., December 6.—Pathé dealers of the Indianapolis district in attendance at the first annual meeting of the Red Rooster Association of the district, held at the Claypool Hotel November 16, voted in favor of a plan whereby all Pathé dealers will further their interest by giving free service to all owners of Pathé machines in their several territories regardless of where such machines were bought. This plan is not to apply to broken parts but only to general attention and regulation.

The Association meeting was an enthusiastic one-day affair, presided over by J. M. Wallace, of Marion, president. Mr. Wallace was unanimously re-elected president. Speaking on the proposition of advancing trade interests by free service, Mr. Wallace emphasized the absolute necessity of meeting all competition in a straightforward manner without petty tricks that might react unfavorably. Mr. Wallace talked at length about the work of the Association and urged that all Pathé dealers aid in building it into a strong organization capable of helping each member to establish himself on a high plane of business activity.

Endorsement was given by the Association to the $25 free record proposition and it was agreed to get behind the plan more actively than ever.

E. J. Groenwaldt, of the Mooney-Mueller-Ward Co., was elected secretary to succeed H. G. May. On vote of the meeting that the advisory board be increased from five to ten members selected by the president, Mr. Wallace chose the following men: S. Spurgeon, Kokomo, Ind.; R. L. Wilson, Indianapolis; George Kiefer, Piqua, O.; Edgar Eskew, Indianapolis; Pleasant Bell, Peru, Ind.; J. A. Jamison, Logansport, Ind.; Scott Kelly, Gaston, Ind.; L. Shaver, Paris, Ill.; G. D. Shigley, Bluffton, Ind., and W. H. Barnhart, Huntington, Ind.

After the formal proceedings of the meeting an Actuelle diaphragm was taken apart and demonstrated by Earl Dryden, representative from the Pathé factory. It was tentatively decided to hold the next meeting in March, 1921, although no definite date was fixed.

A long-heralded visit to Indianapolis of Al Jolson in "Sinbad" gave Manager W. G. Wilson, of Widener's Grafonola Shops, an opportunity to make a complete "tie-up" in window displays that resulted in an exceptional increase in the sales of Jolson records. Mr. Wilson sees much encouragement for the Winter's business in the fact that several of his customers who were employed in automobile factories prior to the time when hundreds of the employes of such factories were laid off have announced within the last week or two that they are going back to work and that the factories will soon be running on nearly full time. This fact, Mr. Wilson says, promises well for Indianapolis trade, inasmuch as the city's chief industry is the production of high-class automobiles.

Indianapolis was one of seven cities of the United States to be honored by a visit from the five representatives of the Victor Talking Machine Co. and three representatives of the Gramophone Co., Ltd., of London, England, who are studying trade conditions and sales methods in this country.

On the day spent in Indianapolis, during which visits were paid to the Victor retail stores and the Stewart Talking Machine Co., the party was entertained at lunch at the Woodstock Club by A. M. Stewart, president of the Stewart Co.

The Bargain Store, of Tipton, has become agent for the Victor exclusively. New booths have been installed and a large electric sign placed on the store front.

Through the efforts of Mr. Seramur, manager of the Stein-Canaday Co., Victor dealer at Anderson, the Music Study Club of that city has been able to arrange for a series of famous artists' concerts, including the appearance of Reinald Werrenrath, Mabel Garrison and Orville Harrold. During November Mme. Schumann-Heink, John Philip Sousa and Emilio de Gogorza appeared in Indianapolis.

J. M. Bayliss, of the New York executive office of the Columbia Graphophone Co., visited Indianapolis the latter part of the month to make final plans for the interior layout of the new standardized Columbia branch, which will be located in the newly constructed McCoy-Garten Building. The new branch is to be one of the finest and best equipped distributing plants in the United States.

Robert D. Duffy, traveling representative in the Louisville territory of the Indianapolis district of the Columbia Graphophone Co., has resigned to accept a position as Indiana representative of the William Koehl Co., box manufacturers of Cincinnati, O. Mr. Duffy has been with the Columbia Co. eight years and has a wide acquaintance in the musical world.

J. E. Henderson, formerly Columbia traveling representative in the Evansville territory, has been transferred to the Louisville territory to succeed Mr. Duffy. W. C. Mossbarger, formerly of the sales department of Henry C. Lytton & Sons, of Chicago, has succeeded Mr. Henderson in the Evansville territory.

Increased sales in the higher priced period models continue to be reported from the Sonora department of Charles Mayer & Co. Sales have been averaging $350 and several were sold at prices ranging more than $1,000 each.

A. Herz, a Victor dealer of Terre Haute, Ind., has a novel way of introducing the monthly records. He has prepared a supplement insert in newspaper style and calls it "Herz Victrola Notes."

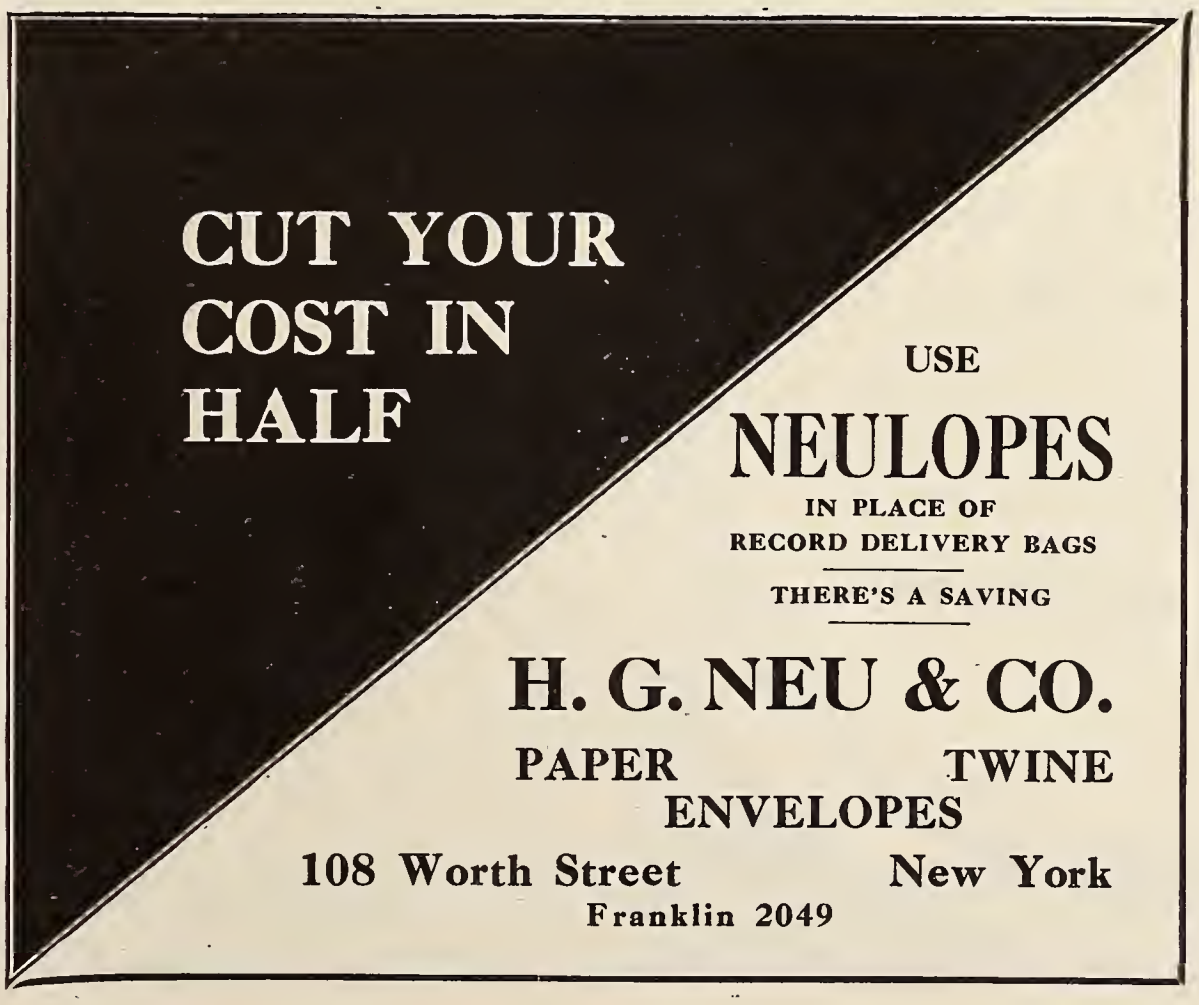
The Kipp Phonograph Co., Edison distributor, has well under way a unique and effective sales campaign planned and executed by Walter E. Kipp, president, and H. G. Anderson, manager of the record department, for the sale of Edison Amberolas to the small country dealers who are not easily reached by the company's traveling representatives. The campaign in less than two months has built up a healthy business both in machines and the cylinder records, which have been made particularly for the country trade.

The first circular mailed to the dealer as a part of the campaign for his business is in an envelope labeled "A New Deal for Merchants," and is an appeal for him to take on the agency with a guaranteed protection of his investment of less than $100 in the original trial order.

Circular No. 2 is labeled "There's Big Money in This," and contains a more detailed argument of the advantages of handling the Amberolas. Circular No. 3, in an envelope labeled "It's Now or Never," is entitled "The Last Chance." It contains a personal message from Mr. Kipp on the advantages of handling the Edison phonograph. Circular No. 4 is an original presentation of what other agents for the Amberolas have accomplished. The envelope is labeled "Arrested! Your Trial Has Started. See Inside!" The circular displays the picture of a judge, lawyers and defendant in a court, drawn by a well-known Indianapolis newspaper artist, and gives an account of the testimony in the trial of the "Kipp Phonograph Co. vs. You."

The complaint in this case is that the defendant dealer has neglected to take advantage of the propositions offered him. The opening statement for the plaintiff sets forth the advantages of the offer and then follows the testimony of Mr. Kipp and of various dealers who have found profit in handling the Amberolas in small town trade. The judge finds the defendant "Guilty of

(*Continued on page* 128)



REVIEW OF INDIANAPOLIS TRADE

(*Continued from page* 127)

gross neglect in not taking advantage of the splendid offer made him by the Kipp Phonograph Co., but since this is the first offense the court will be lenient and will give a suspended sentence providing the defendant will send to the Kipp Phonograph Co. for its 'Proposition on How to Become an Edison Amberola Dealer Without Risking Any Money'."

C. B. Estabrook, formerly representing the Victor Co. in the Indianapolis territory, is now located at 6 Nottingham street, Newton Center, Mass., according to information received by friends here.

Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., was on the program of the Southwestern Indiana Teachers' Association meeting at Evansville this month. Salesmen for the Stewart Co. report that the work done among the teachers has been most successful the last year in promoting interest in the educational as well as recreational value of the Edison machine. William English, head of the sales department of the company, spent the last ten days of the month hunting in northern Indiana.

John A. Cartwright, advertising manager, was called to Delphi, Ind., on the twentieth of the month by the death of his grandfather, John A. Cartwright, Sr., which occurred at the age of ninety. The elder Mr. Cartwright had been active as president of the Delphi State Bank up to the day of his death. He was not ill but passed away quietly soon after he had retired for the night. His ninetieth birthday was on the day preceding his death.

James Stewart, son of A. M. Stewart, president of the Stewart Co., was married the last week in November to Miss Doris Claire, of Indianapolis. The couple are spending their honeymoon in the East. Mr. Stewart is employed with the Clemons-Stewart Manufacturing Co.

E. R. Beeker, formerly with Lyon & Healy, of Chicago, and O. W. Shanley, formerly an automobile salesman with the Buck Co. of Indianapolis, have been added to the sales force of the talking machine department of the Pearson Piano Co.

W. O. Hopkins, manager of the Edison Shop, says that business has picked up considerably since the middle of November, so that the outlook is for an entirely satisfactory holiday trade. The changes in prices on Edison records, he says, have brought but two or three complaints from customers. The changes have increased the cheaper records from $1.15 to $1.35 and from $1.70 to $1.85 and lowered the prices on the more expensive records from $2.75, $3.25 and $4.25 to $2.25.

Edgar Eskew, manager of the Pathé Shop, says that although he considers that the special offer of $25 worth of free records has been largely responsible for keeping business speeded up, yet the advent of cooler weather and the approach of Christmas have gone far to promote sales. As a part of the Indianapolis advertising for the special record offer he has rented thirty twenty-four-sheet poster boards on which he is showing different copy in November and December.

CARDINAL RECORD INTRODUCED

First Release by Prominent Manufacturers of Newark, O.—Open General Sales Offices in New York of Robert Clifford

The Cardinal Phonograph Co., of Newark, O., manufacturer of the Cardinal phonograph, has brought out a new record to be known as the Cardinal record. The first release of these new discs was on December 15, and it is planned to release new numbers bi-weekly thereafter. The Cardinal records are ten inches lateral cut double-faced discs and will specialize on popular and standard numbers. With bi-weekly releases, it will be possible to place the latest popular songs of the day in the dealers' hands during the height of their popularity. Recording offices have been opened in New York City. The Cardinal Phonograph Co. has also opened general sales offices in New York City at 106 East Nineteenth street in charge of Robert Clifford, sales manager of the company. The Cardinal phonograph enjoys good distribution throughout the Middle West but has not been brought into the East in a decided way until the opening of these New York offices. Adequate space has been secured which will make possible the storing of thousands of records and a large stock of machines.

Phonograph Horns or Amplifiers

Cast metal base in three different designs, round and rectangular, for metal or wood extensions. Scientifically constructed to give best tone. Musical critics have pronounced our tone unsurpassed by any machine on the market.

Shaped Phonograph Cabinet Legs, Any Quantity, At Reasonable Prices

Buy Your Cabinets Knocked Down

We can supply five different sizes and designs.

Write today for full description and prices, stating quantity wanted.

INDIANA PHONOGRAPH SUPPLY CO.
321 Baldwin Block,
Indianapolis, Ind.

PLEASING DECORATIVE SCHEME

Instruments Made in Reed Cabinet Design Popular With All Artistically Inclined

WAKEFIELD, MASS., December 2.—The reed phonograph has already taken its place in the artistically decorated homes of the country. One of the greatest manufacturer of reed and rattan merchandise is the Heywood Brothers & Wakefield Co. This company has factories at Gardener and Wakefield, Mass., and Chicago, Ill., and sales offices in practically every leading city of the country. Practically every article that can be made of this material is made by the Heywood Bros. & Wakefield Co. It is at the Wakefield plant, however, that the Heywood-Wakefield phonograph is built. The process from start to finish is intensely interesting and begins with the huge bundles of reed stalks as they arrive at the factory. Almost human machinery cuts and strips these stalks to the proper length and thickness. The reed is then taken to the weaving machines, where it is woven into various designs. It is then placed upon the sides of the cabinets and trimmed with hand-woven braid. The cabinets are finished in almost every conceivable color to match any shade of furniture used in home decoration and very handsome effects are also obtained in the antique ivory and royal blue finishes. The motor, tone-arm and sound box equipment is furnished by the Perfek-Tone Corp., which is located on the premises and maintains a large assembling plant under the supervision of A. H. Holmes, superintendent. The Heywood-Wakefield phonograph has a strong appeal in its entire distinctiveness and the attractive appearance of the reed designs. Another advantage of the reed cabinet that is featured strongly by the Heywood Brothers & Wakefield Co. is the light weight of the phonograph and its strength. F. M. Cleveland is general manager of the Wakefield plant and Paul Kimball Guillow in charge of the phonograph manufacturing department.

Do not overlook the possibilities of Yuletide program suggestions for the holiday celebrations. Your Xmas record list can be amplified with stock records. See what is available.

We Extend to the
SOUTHERN VICTOR DEALERS
and to the
VICTOR TRADE IN GENERAL
A Happy Yuletide
and an
Exceedingly Prosperous
New Year
ELYEA TALKING MACHINE CO.
ATLANTA, GA.

Business Opportunities

WANTED
Immediately

One Progressive Music Dealer in Every Town or City in the United States, regardless of population, who honestly desires our assistance in helping him or his organization build up a Good, Sound, Substantial Business, beginning January 1st, 1921. Profitable Sales Returns are guaranteed to this particular type of dealer. Your investment for this valuable help will be based upon the population of your town or city. You'll say it is surely "Some Service for the Money Invested." All you have to do is to drop us a postal card with your name, address and population and say "Show us."

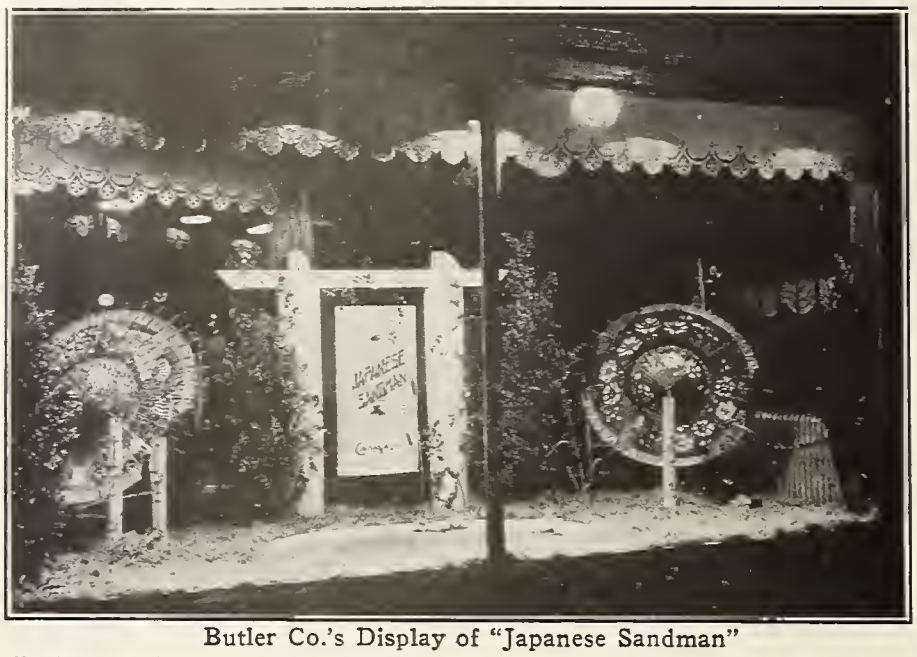
The Talking Machine World Service

373 Fourth Avenue **New York City, N. Y.**

AN ARTISTIC WINDOW DISPLAY

Butler Music Co. Features Columbia Record in Most Attractive Manner

The Butler Music Co., of Marion, Ind., recently featured the Columbia record of the very popular fox-trot, "Japanese Sandman," through the medium of a most artistic window display, a reproduction of which is shown herewith. The display resulted in an unusually heavy demand for the Columbia record featured.



Butler Co.'s Display of "Japanese Sandman"

SAYS ALL SHOPPERS ARE EYE-ERS

All shoppers are eye-ers before they are buyers, according to the dealer service bulletin of the Putnam-Page Co., Peoria, Ill. Folks have to see what they want before they want what they see. What about your window displays? Are you getting your share of the business that passes your store each day? Have you planned special window displays for the Christmas holidays?

NOVEL BUNGALOW STORE IN DENVER

Paramount Talking Machines Sold in New Store Giving Homelike and Unusual Touch to Business Section of City—Manager Is A. K. McRae

DENVER, COLO., December 6.—A most unusual and attractive music center is the Paramount Sales Co., whose store is known as the Musical Bungalows and is located on Sixteenth street. On either side of the store is built a miniature bungalow. The exterior gives the effect of a row of bungalows and the interior decorations and architecture carries out the theme in detail. The main aisle of the store represents a winding road and the illusion is well carried out by the lighting effects. Each bungalow contains three demonstration rooms.

The company is distributor for the Paramount in Colorado, Wyoming, New Mexico, Arizona, Utah, eastern Nevada, western Nebraska, southern Idaho and southern Montana. Several of the leading business men of the city are financing the venture, which in its six weeks of operation has made a good beginning. A. K. McRae is manager of this progressive institution.

OPEN NEW SALESROOM

A new talking machine salesroom will be opened in Peoria, Ill., at 430 Main street, by F. F. Fuller, field manager of the Great Eastern Co.

VICTOR HOLIDAY RECORD POSTERS

Handsome Display Material Features Specially Chosen Record List

For real timeliness as well as universality of appeal, there is no Christmas gift more appropriate than records. Realizing this, the Victor Co. has listed on the back of the December monthly supplement a carefully selected list of Christmas records. In further support of this direct advertising, the company has also prepared two Christmas posters featuring the same selections. The posters are attractively printed in colors with the records in bold face type. One of these posters may be displayed to excellent advantage in the show window, and one in a prominent location near the record counter.

NEW STONE PIANO CO. SALESMEN

Recent Additions to the Sales Staff of Aeolian-Vocalion Distributors

MINNEAPOLIS, MINN., December 2.—The Stone Piano Co., distributor for the Aeolian-Vocalion in this territory, has recently made some substantial increases in their sales force. Among those who have joined the company's staff of travelers are R. R. Heineman, who formerly traveled on the Pacific Coast and will look after the requirements of Vocalion dealers in Iowa, and R. N. Carter, who formerly handled the Pathé line in the Northwest, and stands well in the trade.

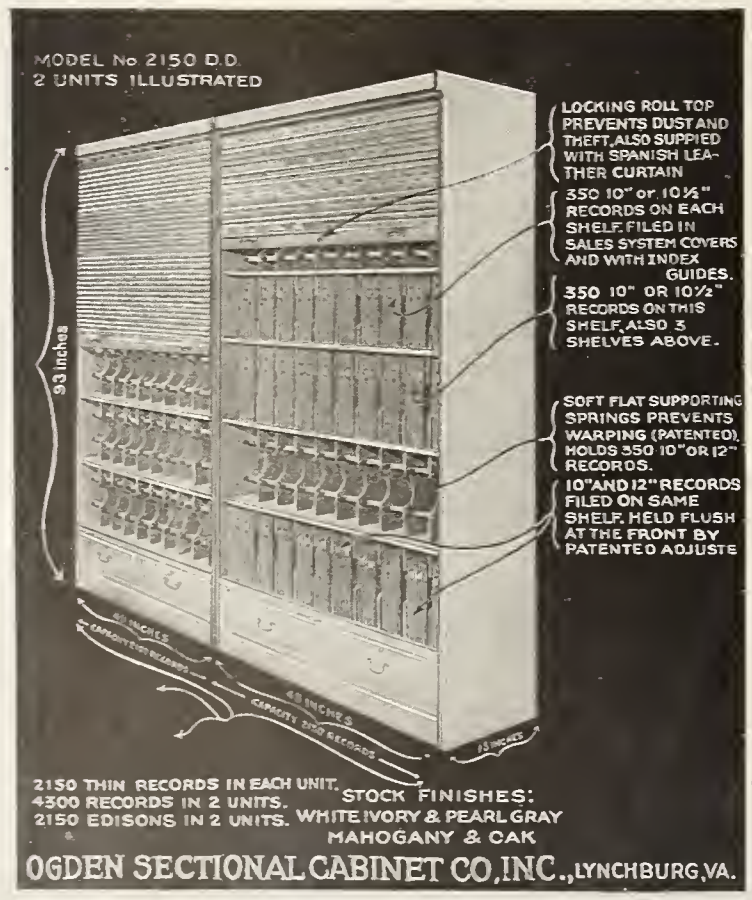
PRODUCING COVER SUPPORTS

BLOOMFIELD, N. J., December 2.—The A. F. Zega Mfg. Co., which supersedes the Automatic Cover Support Mfg. Co., of this city, is now producing three different styles of automatic cover supports and reports general conditions are quite satisfactory. Its factory is in full operation and orders on hand would tend to indicate a continuance of this general good business during the coming year.

File Your Records so you can find them and it's easy to sell them.

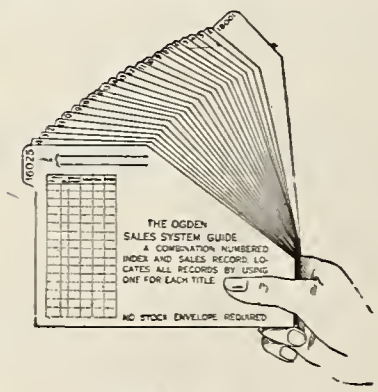
This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED



Immediate Shipments

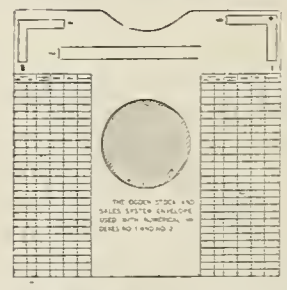
on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



Visible Tab Paperoid Index

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you.

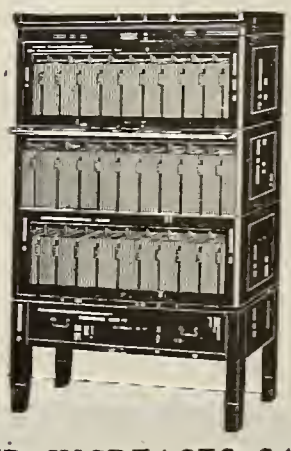
Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES

keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

Prominent Men of the Industry Discuss Prospects for 1921 in the Talking Machine Trade

FUTURE SUCCESS CENTERS ON PAST RECORD

By RALPH L. FREEMAN
The Victor Talking Machine Co.

The prospect of any talking machine manufacturer or dealer for business in 1921 must depend largely upon whether his past record has been good or bad. The inflation in public demand is disappearing and inferior products or unsound policies cannot thrive on the small volume of business that will remain to them. The output of really good gramophones and records is not in excess of the legitimate demand and makers and dealers in such goods may, I think, confidently expect good business. The outlook for manufacturers and dealers who have been simply floating on the wave of demand created by the war and the industry of others is not good.

RAPID STABILIZATION OF BUSINESS EXPECTED

By WM. MAXWELL
Vice-President Thos. A. Edison, Inc.

I believe there will be a scarcity of many kinds of merchandise quite early in 1921, and, when the public decides to start buying I look for a rapid stabilization of business. From present indications there will not need to be any considerable financial restraint placed upon business next year, and I think, without any question, that general business will be good.

Our business in 1920 shows a very large increase over our 1919 business, and we expect, in 1921, a similar increase over our 1920 sales. We are, fortunately, not directly affected by the price readjustment, which has been in progress for some time, and our business, except for a brief period in October, has been exceptionally good, although it was not nearly so good the latter months of the year as would have been the case if business conditions had been more favorable. I feel confident that business conditions in 1921 will show a great improvement over the last three months of 1920.

GOOD OUTLOOK FOR INSTRUMENTS OF VALUE

By WALLACE BROWN
Manager Wholesale Vocalion Department, Aeolian Co.

In the opinion of Wallace Brown, manager of the wholesale Vocalion department of the Aeolian Co., trade conditions during the past few months have done much to stabilize, and in a large measure to clean up, the talking machine industry and leave the field clear for the profitable exploitation of the high-grade product during the coming year.

"From present prospects," said Mr. Brown, "1921 should prove a most satisfactory year for the manufacturers and dealers in phonographs of reputation and standing, particularly those accompanied by records of the same make. The public has not stopped buying phonographs, nor is there any likelihood that it will stop buying. There is no question but that the average phonograph purchaser wants real value for his money; wants a machine of which he knows something and in which he has confidence.

"The tendency is, and will be, towards products of the better grade, and the marketing of these products requires the sort of salesmanship that will appeal to the intelligent person and convince him of the quality argument. It is, of course, difficult to make definite predictions in the face of existing conditions, but our experience has shown a general improvement in the situation so far as it affects products of known standing. Nineteen hundred and twenty-one should prove a great year for those concerns in the trade who measure sales totals on the quality basis rather than according to the number of instruments sold. It will not be the year for cheap business."

LIQUIDATION OF HIGH-PRICED INVENTORIES

By H. L. WILLSON
Gen'l Manager, Columbia Graphophone Co.

The business period through which our country is passing, as expressed in reduced markets and lower prices, is not an unexpected condition following the past five years of inflated buying. Every student of affairs, in which category all successful business men must be placed, recognized the inevitable dip in the curve of demand, in which period we now find ourselves. The unknown quantity in this equation was how near or how far distant was the change. In this prognostication many of our greatest manufacturers and merchants erred, with the result that large inventories at high prices have accumulated, which must be replaced with lower-priced merchandise, hence the cut prices which are in vogue at present and which will continue on a varied scale until the high-priced inventories can be replaced with products of a lower manufacturing cost.

When this latter tendency prevails, buying will begin and the sound fundamental condition of the country will assert itself and the sellers' market will quickly return.

Fortunately, the inflation in the price of phonograph products was comparatively negligible, and the reduction in prices, if any, will be correspondingly small. It is my opinion that demand has reached the bottom, and under settled political conditions, government and business in our country will function normally on a foundation that is firm and sure.

I can concretely express my views upon the future in a quotation I recently read:

"Never was there such a chance for far-sighted Americans to build upon the foundations of a glorious past the fabric of a future prosperity."

OPPORTUNITIES TO SELL QUALITY PRODUCTS

By GEO. E. BRIGHTSON
President Sonora Phonograph Co., Inc.

George E. Brightson, president of the Sonora Phonograph Co., Inc., is of the opinion that the coming year will offer unlimited opportunities for the sale of those phonographs that have proven their intrinsic value and have been marketed on a high-grade, sound basis that has appealed to the better class of customer.

"As soon as the market situation began to turn," said Mr. Brightson, "the dominating position of the recognized quality product was proven. The result has been the liquidation of stocks of machines of doubtful quality, or little known value,—the sort that have been sold on the basis of price and terms. It is significant that the changed conditions have not affected to an appreciable extent the demand for the quality product.

"The tendency of the buying public to favor makes of known standing, sold at substantial prices, may be explained in a number of ways, but the fact remains that during the period of uncertainty the investor seeks to spend his money safely. He will purchase something in which he has confidence, and will purchase from a company that will remain in business to give him service in the future.

"Instruments that have been built up to a quality standard, rather than down to a price, have survived and will survive, and for such instruments there will be a demand next year that is likely to tax manufacturing facilities. Not finding it possible to decrease prices without interfering with our quality standard, we have perforce maintained prices and have taken occasion to publish advertisements to inform the public of the facts of the case.

"I believe that by adhering closely to the quality argument, and by insisting upon continuing to market only a quality product, the talking machine industry has an opportunity during the coming year to place and keep the business on a high plane that will mean prosperity for all."

MAGNAVOX FOR INAUGURAL

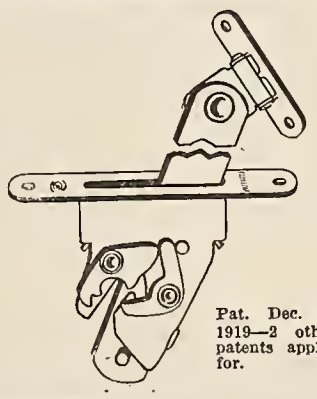
Telephone Engineers Have Plans to Carry President Harding's Address to the Nation

WASHINGTON, D. C., December 9.—Those who voted for Harding for President may hear his inaugural speech on March 4 if plans of telephone engineers are carried out.

The plan calls for the erection of a huge Magnavox above the speaker's platform, which would be connected with all transcontinental circuits of the great telephone systems. Each community that wishes to hear the President's address can then engage a hall, where the necessary receiving instruments can be installed.

CONCENTRATE IN BROOKLYN

During the last month the city sales department of the Pathé Frères Phonograph Co. was moved from its former location at Forty-second street, New York City, to Pathé headquarters in Brooklyn. Bringing this department under the Pathé roof and therefore close to the source of supply will doubtless aid materially in its efficiency.


Pat. Dec. 1, 1919—2 other patents appl'd for.

The New Automatic Cover Support

Noiseless in Operation
Foolproof in Construction
Made With Both Bent and Flexible Hinges
Heavily Nickel Plated or Specially Finished to Order

Send $1 for 3 samples—one of each model

A. F. Zega Mfg. Co.

77-81 Mill Street Bloomfield, N. J.

ACTIVE ASSOCIATION WORK IN PITTSBURGH DISTRICT

Important Addresses at Recent Association Gathering—The Business Situation Reviewed—New Establishments Opened Up—To Form Music Dealers' Association in Pennsylvania—Other News

PITTSBURGH, PA., December 6.—With one accord the talking machine fraternity of Pittsburgh and vicinity is ready for what many of the trade predict will be a record-breaking business in the sale of talking machines and records. This assurance of excellent holiday business conditions is justified by the splendid industrial situation that prevails at the present time. All of the large iron and steel plants in this city and within a radius of fifty to sixty miles are operating steadily. There have been no drastic reductions in working forces and as a whole the iron, steel, coal and coke industries here are on a very satisfactory basis. High wages are being paid and these will obtain for many months to come, judging from the immense orders that have been booked by the leading iron and steel producers.

Pittsburgh has enjoyed a very prosperous year as far as the sales of talking machines are concerned. Practically all of the distributors are agreed on that point. S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is of the opinion that the present year will show sales of Columbia Grafonolas and Columbia records to have been the largest in the history of the company's office here. Mr. Nichols is optimistic concerning the outlook for the Columbia business here.

All of the Victor jobbers, the C. C. Mellor Co., the Standard Talking Machine Co. and the W. F. Frederick Piano Co., have been active in distributing their allotments of Victor machines and Victor records to their respective clients and it is safe to say that while there will be a marked increase in Victor business in Pittsburgh this Christmas season, it will not be as great as it might have been had the supply of "wanted" styles of Victrolas been more abundant. The talking machine dealers are vying with each other in elaborate show window displays of machines and records with a Yuletide background. It is a feature that brings trade and always attracts large numbers of interested spectators. It is asserted by those who are in a position to know that the window displays here this season thus far have been very well arranged and in keeping with the holiday spirit.

What was beyond doubt one of the most successful meetings of the Talking Machine Dealers' Association of Pittsburgh was held at the Hotel Chatham on November 16, when a "Salesmanship Night" was featured with practically every leading talking machine dealer and department in the city represented by members of their sales departments. The C. C. Mellor Co. led the list with the largest number of sales persons present, which was headed by Thomas T. Evans, manager of the wholesale Victrola department, and Fred Drake, manager of the retail Victrola department. Close to 300 persons attended the dinner, which was held on the "roof garden" of the hotel. Prior to the dinner there was general handshaking and introductions all around. At 6 o'clock the signal for the march to the banquet hall was given, with President John H. Phillips leading the way. At the speakers' table were seated President Phillips; Herman Lechner, vice-president; A. R. Meyer, secretary, and Henry Wood, treasurer, in addition to F. A. Delano, director of the Victor Co.'s Salesmanship School, and J. J. Rockwell, of the Reinecke-Ellis Co., who were the speakers.

During the dinner a number of popular songs were sung, with Joseph Hiller, manager of the Pittsburgh offices of Waterson, Berlin & Snyder, as song leader. One of the pleasing events of the evening were the songs rendered by C. R. Parsons, manager of the talking machine department of the Rosenbaum Co. H. H. Fleer, of the C. C. Mellor Co., was at the piano. Mr. Parsons has an excellent voice and was warmly applauded for his efforts.

President Phillips made a brief address of welcome and closed by presenting Mr. Lechner, whom he designated as the "official toastmaster." Mr. Lechner, in an apt and humorous talk, introduced Mr. Delano, who spoke on "Record Selling." His talk was intensely practical and it was conceded by all who heard it to have been one of the most logical and satisfactory presentations of the ethics of record selling ever heard in Pittsburgh. Mr. Delano was perfectly at home with his theme and told a number of stories to drive home the points he made. He was given an ovation when he concluded.

Mr. Rockwell came next and referred to selling as a distinct science and a field that was unlimited. Mr. Rockwell is an easy and pleasing talker and held the interest of his hearers from start to finish.

Miss Lillian A. Wood, director of the Victrola educational department of the C. C. Mellor Co., presented the theme of "Music Appreciation" to the audience. She referred to the work being carried on by the Musicians' Club of Pittsburgh for the furtherance of good music by having the orchestras in theatres, hotels, restaurants, motion picture houses and other public places play some standard selection of music daily.

J. A. Pentz, of New York City, has assumed the management of the Pittsburgh offices of the Smith, Kline & French Co., distributors of the Sonora phonographs. He takes the place of H. Milton Miller, who was in charge of the offices for several years.

The Sonora-Mel-O-Dee Shop has been opened in the Jenkins Arcade. The shop is one of the largest of the kind devoted to the sale and exhibition of talking machines in the city and is well equipped. A fine display of the Sonora line is on exhibition and sales are reported by the manager, E. C. Doel, as very satisfactory.

A movement has been launched in Pittsburgh for the formation of a Music Dealers' Association in Pennsylvania and it is expected that the convention will be held here on January 17 and 18 next. The general chairman of the convention committee is W. C. Dierks, of the C. C. Mellor Co., and he has associated with him a number of representative music dealers of the Steel City. It is aimed to have all talking machine dealers as well as piano and other musical merchandise dealers attend the convention. It is pointed out that the time is ripe for a music dealers' organization in Pennsylvania and that its coming is most opportune, especially in view of the fact that the State Legislature will convene in January and that measures affecting the music trades interests of the State are likely to be presented to the lawmakers.

Mrs. C. H. Walrath, of Kaufmann's Victrola department, reports business conditions as brisk. Mrs. Walrath has charge of one of the largest Victrola departments in the State.

T. E. Shortell, manager of the Victrola and Columbia departments of the S. Hamilton Co., is making a hit with sales of period styles and is quite pleased over the outlook for this class of business right up to Christmas.

H. E. Young, of the Victrola department of McCreery & Co., had a pleasing Victrola display in one of the firm's large show windows. Mr. Young is lined up with the optimists as far as his attitude on holiday sales is concerned.

J. A. Scanlan, sales manager of the Brunswick-Balke-Collender Co.'s Pittsburgh office, is confident that there will be a new high record reached in his department covering the sales of Brunswick phonographs and records.

George R. Madson, of the Cheney Phonograph Sales Co., of Cleveland, O., who supplies the trade in Pittsburgh, stated that the Cheney line was being well received and that sales reported by the retail trade were highly flattering.

Miss Teresa Green, for several years connected with the Buehn Phonograph Co., and latterly with the Rosenbaum Co.'s talking machine department as assistant manager, was married on November 16 to Harry B. Averman. They will reside in Greensburg, Pa. The bride is receiving the congratulations of her many friends in the trade.

David M. Wise, Jr., for the past five years in charge of the record sales department of the Pittsburgh offices of the Columbia Graphophone Co., died at his home here November 14, after a brief illness. Mr. Wise was twenty-three years of age and was one of the best record salesmen in the business. He had a wide acquaintance and his passing was a distinct shock to his associates in the office. The funeral was largely attended and a floral tribute came from the office force. He is survived by his widow and an infant child.

TO OPEN IN JACKSONVILLE, ILL.

A new talking machine and record store will soon open in Jacksonville, Ill., in the Tendick Building, which is being fitted up as a modern display room for musical instruments.

Quality *Distinction*

The "VICSONIA" Reproducer

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both **Edison** and **Pathe** records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET **NEW YORK, N. Y.**

Announcing

A NEW EASY-SELLING PACKAGE—GIVING 12 TONOFONE NEEDLES FOR 25c

for 25 cents

Good news for phonograph and record dealers! Effective at once we will supply Tonofone Needles in the new bigger value, bigger profit package—*12 needles for 25c.*

This new size package gives your customers more value for their money—increases your margin of profit—doubles and trebles your unit of sale—doubles and trebles your profits.

The Tonofone Flexible Point Needle is one of the greatest inventions in phonograph history. Scientific new methods have now brought it to a degree of perfection hitherto thought impossible. Each Tonofone Needle plays 20 to 50 records—any disc record on any phonograph—one needle for all tones.

The Tonofone flexible point is of correct and uniform size—not tapered. Being flexible, it brings out clearer tones and gives more accurate reproduction. Being softer than any record, it minimizes surface noise and prolongs the life of records.

Order direct from this Advertisement—using coupon below. Make it a combination order—one carton of the "Four Needles for 10c" packages and one carton of the new "Twelve Needles for 25c" packages.

Prices are as follows:

1 carton, 100 packages, 4 for 10c size,	$ 6.00
1 carton, 100 packages, 12 for 25c size,	14.00
Total	$20.00

This retails for $35.00, giving you a profit of 75%. Why not fill out and mail the Coupon Order Blank now? Tonofone Needles come to you under our positive guarantee. You in turn guarantee them to your customers. And we stand back of you. *Order direct from this advertisement.*

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.

Tonofone

The Phonograph Needle With the Flexible Point

R. C. WADE COMPANY, 110 S. Wabash Avenue, Chicago, Ill.

Gentlemen:—Please send your combination order of Tonofone Phonograph Needles as follows:

1 carton, 100 packages, 4 for 10c size, $ 6.00
1 carton, 100 packages, 12 for 25c size, 14.00
Total $20.00

Firm Name.....

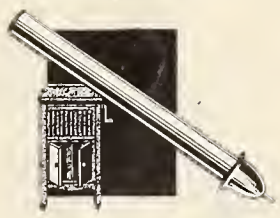
City.....

State.....Street.....

We understand above Tonofone Needles are purchased subject to your positive guarantee of quality.

(3)

Tonofone
The Phonograph Needle With the Flexible Point



Send Coupon for Sample Needles FREE

Dealers and others who have not tested Tonofone Flexible Point Needles recently, are invited to send coupon below for FREE samples to test at our expense. Prove for yourself that Tonofone Needles are musically, mechanically and scientifically correct.

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.

Gentlemen:—Please send FREE Samples of Tonofone Needles for us to test at your expense.

Name.....

City.....

State.....Street.....

REASONS WHY MILWAUKEE TRADE IS MOST OPTIMISTIC

Majority of Dealers Closing a Prosperous Year—Holiday Business Well in Evidence—F. W. Clement Talks on Conditions—Paramount Activity—Columbia Campaign—News of Month

Milwaukee, Wis., December 8.—Judging by the volume of business which Milwaukee talking machine dealers have transacted so far this holiday season, not the least difficulty will be encountered in achieving the object of making 1920 the best year in the history of the industry. In fact, the great majority of local dealers entered the holiday season, marked by the advent of Thanksgiving Day, with a record of volume in excess of last year, which was far and away the most prosperous in all time. With every prospect in favor of Christmas trade at least as large as a year ago, it is not unreasonable to expect 1920 to go down in history as pre-eminent.

The trade here as well as elsewhere is favored by the material factor of a relatively liberal supply of instruments as well as records, the shortage in both of which was practically the only limiting factor upon trade last year. Still, while the supply is a great deal freer the demand has been increasing steadily, so that in effect merchandise stocks are not unduly liberal. It is a peculiar but pleasing fact that while the public has been retrenching on its expenditures for necessities as well as luxuries for more than six months, the love for music, which was accentuated by the war and in the post-war period, seems to be insatiable. People are buying musical instruments when they refuse to buy a new suit of clothes, a new dress or a pair of shoes.

The jobbing trade in Milwaukee is passing through the busiest period it has ever known as the holidays approach. The demands being made upon distributors by retailers throughout the Wisconsin and Upper Michigan territory are relatively enormous. One of the reasons for this may be that a good many merchants were not inclined to make their purchases for holiday trade at the usual time during the Summer months, feeling that prices would slump with those of other commodities. On the other hand, those dealers with foresight who laid in what they considered ample stocks are among the heaviest buyers at the present time.

"We have never been so busy as in the last four to six weeks," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., distributor of the Victor. "Our November business volume was the largest we have ever experienced, and established gains larger even than those which this house has made consistently all through this year. The reports we are getting from our retail dealers are most gratifying. The dealer is converting his stock into cash promptly, which I feel is a rather notable achievement in these days of tight money and the restriction of credits which it involves."

Business in the New Edison phonograph and Edison records is at the high-water mark in this territory. The Phonograph Co. of Milwaukee reports a much more liberal supply of merchandise than in two or three years, still the dealer trade throughout Wisconsin is buying so heavily that a surplus cannot be maintained.

Charles J. Orth, exclusive distributor of the Puritan, feels gratified over conditions. Six months or more ago Mr. Orth began to accumulate stocks for holiday trade and leased much additional warehouse space in anticipation of late buying by the dealer trade to meet the holiday rush. His anticipations have been realized in the fullest possible measure and now hardly a day passes without the necessities of dealer demand compelling hurry calls to the Puritan factory at Sheboygan, Wis., to get out prompt shipments.

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., spent a week in the Wisconsin territory at the close of November and made a most encouraging report of conditions, especially in the rural districts. Mr. Clement in an interview said:

"If there are any dealers who have complaint to make it is a very few in the larger communities in Wisconsin whose trade has been affected to some extent by the restriction of manufacturing capacity and the consequent unemployment. I find, however, that unemployment in Wisconsin is relatively small. The talking machine dealers nearly everywhere are optimistic in their views of the future. Their faith in these views is indicated by the liberal orders they are sending in. They are getting a good holiday business and in the time remaining before Christmas and New Year's expect to do even better. In the rural districts of the Badger State business is normal and no complaint is heard. Country dealers have been enjoying a brisk business all through the year."

H. M. Hahn, manager of the Paramount department of the E. R. Godfrey & Sons Co., is one of the busiest men in the wholesale trade in Milwaukee. This company handles five of the best States in the Union, namely, Wisconsin, Illinois, Michigan, Indiana and Iowa. The Paramount is a made-in-Wisconsin instrument, with factories at Port Washington, and it is as well liked in the Badger State as in the other States of the Godfrey territory, this being a refutation of the old saying that a prophet is not without honor save in his own country. Paramount production has been kept on the increase constantly all through the year and is not yet up to the extent of the demand for the instrument or for Paramount records.

The Brunswick trade in this territory is better than it has ever been. Thomas I. Kidd, manager of the Milwaukee branch, is among the most enthusiastic distributors in the local trade. The run which the Brunswick record is making is particularly gratifying. Milwaukee retailers of the Brunswick line are keeping their trade

(*Continued on page* 136)

THE REALIZATION OF A DREAM

The

SALVEE REPRODUCER

SCIENTIFICALLY PERFECT

No Springs—No Blasting—No Metallic Sounds

Not "A Sound Box"

"A PERFECT REPRODUCER"

The Result of Five Years Mechanical and Musical Experiments

MANUFACTURERS

The Salvee Reproducer adds hundreds of dollars to the value of your phonograph and thousands to the pride of your dealer. Don't compel your patrons to buy it separately—adopt it in your machine.

GUARANTEED

To Have No Equal in the Market For:

PERFECTION OF REPRODUCTION
MARKED DISTINCTION
RICHNESS OF TONE
SIMPLICITY OF CONSTRUCTION

Minimizes Surface Noise—Eliminates Metallic Sounds. No possible chance to get out of order. Attachable to any talking machine.

DEALERS

To handle Salvee Reproducers means to sell phonographs and to make friends of all your customers.

No salesmanship necessary—Salvee Reproducer sells itself.

SALVEE REPRODUCER CO., Inc.

GENERAL OFFICES: CURRY BUILDING :: PLANT: 627 WEBSTER AVENUE

PITTSBURGH -:- -:- -:- PENNA.

The Heywood-Wakefield

The Selling Power of Beauty

IN no instrument is the selling power of beauty better demonstrated than in the Heywood-Wakefield. Its decorative reed cabinets and purity of reproduction combine in a strikingly popular appeal to eye and ear.

The use of reed eliminates vibratory noises and lends itself to a new artistry of cabinet-making. The perfecting of a non-metallic reproducer on the principles of the human organs of sound has resulted in richer and more natural tones.

Two further advantages that make many a sale for the merchant are the universal electric motor, for those who prefer it, and the variety of color schemes which may be effectively used on the cabinets. The motor never heats, is always uniform in speed and silent in operation. Your customers can choose an instrument colored to harmonize with their own style of furniture.

The Heywood-Wakefield is made under the Perfek'tone patents. For all details address the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles

Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

THE TRADE OUTLOOK IN MILWAUKEE

(*Continued from page* 135)

right up to the limit of the available supply, and the same is true of merchants throughout the territory served by the Milwaukee branch.

The merit of the instrument, backed by and stimulated with one of the most notable advertising campaigns known to the talking machine trade, has continued to make the name of Sonora one of the most widespread in use in this territory. The concern responsible for this is the Yahr & Lange Drug Co., which is the exclusive distributor in Wisconsin and Upper Michigan. Some of the largest retail stores in Milwaukee are handling the Sonora exclusively or in combination with other makes of world-wide reputation, and their demands are so large that the Yahr-Lange house is finding it increasingly difficult to fill them all promptly.

The Edmund Gram Music House, which is State representative of the Steinway and Aeolian, including the Aeolian-Vocalion, has recently been appointed exclusive retail representative in Milwaukee of the Cheney phonograph. An excellent business is reported by Miss Julia Wolff, manager of the talking machine department.

Columbia business is keeping pace with that of the other "big leaguers" in the talking machine trade. It is notable that the demand for the Grafonola has been brought to the same high pitch as requirements of Columbia records in recent months during which the Bridgeport concern has maintained direct representation in Milwaukee for the surrounding territory.

The manufacturers located in Milwaukee and throughout the State are substantially optimistic. They have not been obliged to limit output; in fact, the production has been on the increase, even during the last half of this year. This increase has been facilitated by a certain degree of relief in the supply of raw and semi-finished materials for cabinet manufacture.

The latest entrant into the Milwaukee manufacturing field is the Polonia Phonograph Co., which will at first specialize in the production of records but later will build complete instruments. It is formed by some of the best-known Milwaukee people of Polish extraction and will feature records in the Polish language. A factory costing $40,000 is now under construction at Grove and Harrison streets. The equipment is mainly for pressing records. The recording is done largely in laboratories maintained in New York City. The offices of the Polonia company are located at 435 Broadway, Milwaukee, pending the completion of the new factory.

A new corporation in Milwaukee is the Concerto Talking Machine Co., which was incorporated a few weeks ago with a capital stock of $25,000. The incorporators include Julius Schulner, Fred H. Koch and Julius O. Roehl.

The Sundet Music Co., of Chippewa Falls, Wis., has increased its capital stock from $10,000 to $30,000 to accommodate an increasing trade.

The B. Jewell Music Co., of Antigo, Wis., representing the Columbia, has moved its store into new and larger quarters in that city.

Richard H. Zinke, president of the R. H. Zinke Music Co., has sent out to the trade a notice regarding his repair department, offering to repair free of charge (unless new parts are required) any Victor machine whether bought at his shop or not. The repair department is under the very competent direction of James Foley.

Personal Service

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

The members of our company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Get acquainted with the Badger brand of personal service.

Badger Talking Machine Company
Exclusive Victor Distributor
135 SECOND STREET · MILWAUKEE, WIS.

INTERESTING VISITOR FROM CHINA

E. Labansat, Managing Director of the Pathé-Orient, Ltd., Shanghai, Tells of Conditions and Progress of Industry in China

A distinguished visitor to The World sanctum during the month was E. Labansat, managing director of the Pathé Orient Co., Ltd., Shanghai, China, an old-time subscriber to The Talking Machine World, and who through this medium has kept in touch with the progress not only of the talking machine industry of America, but of the world.

Mr. Labansat, who has been visiting the Pathé headquarters in Brooklyn, is an old-time talking machine expert, and has been twelve years in Shanghai, where vast numbers of Pathé records are made for the Chinese market in the various dialects of that country. The selection of artists and people to make master records in China is a stupendous task, because of the various dialects in the different provinces.

Mr. Labansat remarked that the Pathé phonograph and records have made much progress in popularity in China, and the people are manifesting a great interest in the Pathé records and their possibilities not only as an entertainer, but as an educational factor.

The Pathé factory in Shanghai is a large institution with the executive departments largely in the hands of men who come from the Pathé headquarters in Paris. All the common labor is done by natives, who are a faithful body of workers when handled intelligently. Records are made by the Pathé Orient Co. exclusively for the Chinese market.

During his visit to New York Mr. Labansat called upon a number of gentlemen connected with the talking machine business whom he met in various countries in Europe during the past fifteen years. Mr. Labansat is a linguist, a man widely read and of great charm of personality, and his talk regarding the various phases of the phonograph situation in China was of exceeding interest.

Mr. Labansat left for Vancouver early in the month and planned to sail by the S. S. "Emperor of Asia" on December 12.

BRUNSWICK ARTIST VISITS STORE

Appearance of Talented Star in Texas Town Greatly Increases Sale of Operatic Records—Interest in Music in General Revived

BROWNWOOD, TEX., December 6.—Marie Tiffany, the celebrated Brunswick artist, recently appeared in a concert given at the store of the Empire Furniture Co., of Brownwood. Photographs of the famous artist, as she was entertaining customers of the store, are shown herewith. The affair was a great success in every respect. It aroused much interest and consequent sales of Brunswick operatic records resulted.

Marie Tiffany Listens to Her Brunswick Records

G. & B. REPRODUCER

SUPERIOR QUALITY PRE-WAR PRICES

WILL FIT STANDARD HUB

Let us quote on your 1921 requirements

Pre-War Quality and Prices on
DIE CASTING
Machining, Plating and Assembling
We can furnish the complete article or the parts only

GEIER & BLUHM
TROY NEW YORK

"Does It Play All Records?"

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

***MAGNOLA* "Built by Tone Specialists"**

Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1830 CANDLER BLDG.
ATLANTA, GA.

We believe we now have the opportunity we have waited for.

OUR SOLE AIM

IS TO ASSIST THOSE DEALERS IN OUR TERRITORY WHOSE CONCEPTION OF THE VICTOR BUSINESS INDICATES THAT THEIR FUTURE DEVELOPMENT AND PATRONAGE AS VICTOR MERCHANTS WILL BE VALUABLE.

The expected increase in Victor production is at hand.

BUFFALO TALKING MACHINE CO., Inc.

BUFFALO, N. Y.

THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, DECEMBER 8, 1920.

THE talking machine industry is going through a transition period, the coming of which ought to have been foreseen, but the passage of which need be neither dangerous nor terrible. The fact is that new methods of getting business are being forced upon us, and in consequence we are being compelled, willy-nilly, to recover rather suddenly from the acute attack of sellers' markets which was bothering us some months ago. Nowadays we have to go out and sell goods, which is all to the good. The worst thing that could happen would be a continuation for another year of the abnormal state of affairs which prevailed a year ago. About one more year of that would have completely killed any chance any of us would ever have had to bring the talking machine business again into line with normal methods. The lazy-minded man will no doubt complain because he has to go out and work. But the keen man will be rather glad. For there is not a bit of sense in blinking the facts. Those who are going out are actually getting the money, making the sales and getting good prices. The people have money. Of that there is not the slightest doubt. But they have been infected with the prevailing craze about prices and have begun to believe that each and every article of commerce is now going through a period of decline towards "right" prices, so that it is only necessary to wait long enough to find oneself buying at pre-war figures. This may all be true of some things, but it is certainly not true of talking machines, any more than it is of pianos. It should seem therefore the part of wisdom to cultivate persistently the habit of telling customers the simple truth that prices of talking machines cannot come "down," because they have never yet been "up." That is not the newest of advice. It has been given rather often during past months: but in fact no advice which can be given just now surpasses this in importance and timeliness. Moreover, there are signs everywhere that the department stores are meeting the changed conditions by reducing prices sharply and taking losses in certain lines in order to fill their hitherto empty aisles: and there are similar signs indicating that these aisles are being actually filled. In a word, the biggest retailers are bringing business back. All the more reason why we, who cannot cut off abnormal profits because we have never had them, should stick to plain facts and go after business strenuously, rounding up customers in the good old way and selling them on the merits, not on the prices, of our goods.

Let Us Get Down to Real Work

THE city of Chicago, capital of the middle empire; has many reasons for taking some pride in the achievements of its citizens. But no one of these, we submit, exceeds in importance and genuineness the Chicago Symphony Orchestra. This is, in itself, one of Chicago's major reasons for pride and happiness. Our wide-awake talking machine men ought to keep themselves in continual touch with the doings of this remarkable art organization, seeing that its work in teaching the citizens to love good music is in direct line with the objective of the phonograph business. With our opera, which is generally regarded to-day as the most efficient organization of its kind in the United States, the talking machine dealers keep in fairly close touch; and close inspection of the show windows of our best talking machine shops will prove that this is so. But one does not see the same close touch with the symphony orchestra. Yet the orchestra is nearer to the masses of the people than the opera company ever can be. The children's concerts of the orchestra, of which twelve are given each season, two per month for six months, present an unrivaled opportunity to the talking machine man to put himself and his store on the musical map. The children of Chicago fill the twenty-six hundred of seats in Orchestra Hall twelve times over during the season, and each of these kids is a little musical apostle in some home, not by any means necessarily in some rich home, but indeed more likely in one only moderately prosperous. The programs of the children's concerts can be had from the box office at Orchestra Hall, and they almost always include some numbers which can be found in the various talking machine record catalogs. Why should not our wide-awake merchants take advantage of that fact and play up these childern's concerts, offering to demonstrate the music, so much of it as is available, at "children's hours" on days before the dates of the concerts? Surely that is practical and valuable publicity.

Kids, Music and Biz

LYON & HEALY will forgive us, perhaps, for remarking at this point that they are doing, in one way, most admirably, just what we have been advocating above, in another way. In other words, they have been running children's concerts of their own in their concert room adjoining the main floor of their building. They have been for some weeks past holding daily afternoon concerts at which pianos, Victrolas, and various living artists are to be heard, free of charge, by all music lovers who care to enter and seat themselves. In addition to all this admirable work, they are also running children's concerts for children especially. Such work is admirable in every sort of way because it plainly shows the recognition by this great music-selling house that there is good business and good profit in teaching the people all that can be taught them about music. The talking machine trade, above all others, ought to see the force of these policies. The very warp and woof of that trade is the people's love for music, and to stimulate that love in every possible way should be the leading thought in all advertising and retail promotion. Yet one frequently finds that nothing else is so far, to all appearance, from the minds of otherwise progressive merchants than this very stuff of their selling. Music is what we are all selling and if we would realize to the full the possibilities of the machines and records we buy and sell we must do our part in cultivating the often wild and undeveloped plant of music appreciation. The more we do this the better it is for us and for our business. Surely, this is a proposition which does not need a great deal of proving. We should, for our part, like to see every talking machine shop or department provided with facilities for seating a goodly body of men, women and children, and then thrown open on certain days for the sole purpose of giving out, free as air, every sort of good music which can be found in the almost illimitable depths of the catalogs. The cost will be negligible in all these cases compared with the results. Let us give the people so much music that every man, woman or child who has ever hungered for it will know that it is to be had, and that hunger satisfied at the talking machine store. That is real advertising, real promotion. And to-day all of us are saying that we want advertising, promotion, schemes for selling, and so on.

Big House Knows the Kids

THE news columns of this paper chronicle the fact that the Cheney Talking Machine Co. has been receiving unusual honors abroad for the extraordinarily high character of its advertising. Every reader of this paper is familiar with the wonderful page advertisements which this company has for many months past been steadily publishing with us as well as in other nationally circulated magazines. The conception in each case is artistically worked out. The photography and process work is excellent and the whole idea is always in keeping with the spirit of the Cheney, that is to say, with the spirit of high class, consciously fine manufacturing and merchandising. How that makes one realize ever more clearly that the future of this great industry is in its high-grade goods and in them only! The International Advertising Exposition, recently held in London, displayed amongst other exhibits four specimens of the admirable Cheney work of which we speak. The Cheney machine is a high-class machine. It is sold at a high-class price. Its makers and sellers, its executive officers, are high-class men. This is as it should be. Those who understand the truth about public likes and dislikes, about what people really want and about the motives which guide them towards trading and purchasing, know

Honor to the Honorable!

POINT OF VIEW

that the lure of low prices is only a secondary attraction to normal persons. It is a well-known fact that the person who buys a high-class article at a corresponding price is always happy, even though the purchase may have involved, immediately or progressively, a perceptible financial sacrifice. The point which appeals to the purchaser is that the thing which has been bought is a good thing, an honest and a fine thing, and that these qualities are the only qualities which need be considered, whereas an article which is cheap and is bought for its cheapness is just a bargain and nothing more. No one ever was really happy over a bargain. For a bargain is always an uncertain sort of thing. It is always doubtful. It may be right: but it may not and usually is not. Only those few persons whose warped natures prefer to believe that they have beaten somebody out of a just price can ever get any joy out of a bargain. All normal, honest men and women prefer any day to pay to maker and seller a just price. And, that being so, it naturally follows that such normal, honest persons prefer to consider the quality of what they are getting. That is the basis of modern business—quality, not price.

Brother Kendrick Corroborates

WE have been much interested to know that our friend, A. J. Kendrick, of the Brunswick institution, is experiencing difficulty only in keeping up with the orders which pile up daily in front of him. He laughs at the idea of bad business. He does not indeed make any elaborate pretenses at accounting for the state of affairs, but simply says, "so far this year we have done more business than during the same period of 1919." Seeing that the statement was made within five weeks of the close of the present year, it may be inferred without unduly straining the reasoning powers that Brother Kendrick is reporting a highly prosperous condition. Well, after all, why not? If all that we have been saying is not merest rot, it is evident that the needful ingredients for successful business are, first, a good article to sell, and, second, intelligent belief in it. Given these, and there can be nothing to prevent, or stand in the way of, complete success. People to-day, where they hesitate, hesitate because they lack confidence. If they lack confidence it is because for some reason or another they believe that prices have been too high and ought to come down. Such a condition of mind cannot rightly exist in respect of an industry which, like ours, is not guilty of profiteering, unless the public has been misled by deceptive statements foolishly made by competitors against each other. Brunswick dealers do not make such statements, and do not allow themselves to become worried over the sales the other fellow is making. They know that they have something good and because they know this, and know it to be something salable at a just price and at none other, they are confident. Being themselves confident, they are able to inspire their prospective customers with parallel confidence. That is why Brunswick dealers are successful, and that is why, perhaps, Mr. Kendrick is able to say that during the year 1920 their increases have not come from additions to the number of dealers so much as from actual increases in the average orders from existing dealers and in the average quantity of stock carried by each. Therein is told a story which the utmost of careful analysis cannot make more complex than this: "Confidence and faith are the bases of success. Confidence and faith arise only from honesty and quality. Honesty and quality make success."

The Record of the Record

READERS of our Chicago department, somewhat to the right of this page, will note that quite a good deal is said therein by various record experts on the matter of prospects and facts in the record trade. The wholesale side of the question is presented by Mr. A. F. Foute, wholesale record manager for the General Phonograph Co. of Illinois. Brother Foute is certain that the merchant need not fear in the least any sort of let-down in business during the rest of the Winter, provided said merchant will look to the obvious necessity of putting some pep into his efforts to induce the people to come out of their holes and play with him. In a word, says our friend, merchants must be ready to give service. The gentleman is right, and so also is Brother Kapp of the Columbia, who looks at these matters with the eye of one expert in retail service. It is evident that the old order passeth and that the new order is already here. We are learning that the way to insure prosperity in business is to have for sale an honest needed article and then to sell it so honestly and with such a sense of service that the buyer makes as big a profit as the seller. That is the essence of the whole thought of service in business, the thought that the buyer as well as the seller must make a profit. And the merchant who is really wise is the merchant who knows that the secret of success is to understand and intelligently believe in the article one is selling, and to know that it is both useful and advantageous to the world that the world should possess it. Based on such a thought as that, there is no need for any feeling of uncertainty at any time. The world never needed music so badly as it needs music to-day. The talking machine record provides the most compact and completely efficient means for bringing music to the hearts of the people. The people have money to spend. The record costs little money and represents vast value. The chain is complete. Intelligent service provides the key which will open the lock to the public confidence, and thus to the prosperity our business asks for.

We Associate Ourselves

THE Victor dealers of Chicago and vicinity have met and formed an association for mutual advantage. It is to be on the model, we understand, of similar associations in other cities, already existing and prosperous. This is very well and we are glad to hear it. But we should really like to know why the idea of a retail talking machine dealers' association has not been carried to practical attainment in our city? We certainly ought to have such an association, and the organization of our industry will not be complete until we do have it. Get busy, gentlemen.

A Merry Christmas to You All!

AND so we come to the closing number of an eventful year. The predictions, both of the pessimists who saw nothing but wreckage for Christmas and of the optimists who dreamed aureate dreams, have not exactly come true. The truth has lain midway as usual. We have had disappointments and some troubles. We have had, which is more to the point, a pretty thorough shaking down. Situated in the midst of the most humming of markets, the staff of the Western Division of The Talking Machine World have been in a position unusually good for seeing into the causes and conditions of things. All of us can, and do, join in saying that, in our opinion, the outlook for 1921 could hardly be better. There will not indeed be a sellers' market, but a sellers' market is no blessing. We shall all have to work; but work is the best possible thing for all of us. We shall, nevertheless, if sobeit we work hard and faithfully, reap greater rewards than ever. The people of this country have been excited, feverish, hysterical, and of late pessimistic and gloomy. Yet the gloom has arisen from the same causes which earlier produced the fever and the excitement. Little by little the world is relaxing to rest. It will never be the same world as it was before August 1, 1914, but it will be a world more experienced, somewhat chastened and a bit impatient of panaceas. Such a world will respond to honesty and to value, to business which is organized to serve at a fair profit, to the spirit of justice and fair-dealing. It will not respond to anything else. The day of clap-trap in merchandise is passing rapidly. The day of honesty and value is approaching. That is why the members of the Western Division of The Talking Machine World join the writer of these words in wishing, with a heartiness warmer than ever, to all their friends, to those friends who are clients and to those friends who are not yet clients, a VERY MERRY CHRISTMAS AND A VERY HAPPY NEW YEAR.

TONE MODIFYING DOORS —

exclusively VICTOR

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

NEW YORK
Talking Machine Co.
119 West 40th St.

Victor Wholesalers Exclusively

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

CHICAGO, ILL., December 6.—Business continues to improve—in spots. The "spots" include those dealers who are making serious efforts to canvass their territory and develop prospects lying dormant therein. More and more we hear from enthusiastic salesmen who are "making good" to the effect that customers are to be found if sought for. There seems to be an inertia on the part of buyers, due to the present general demoralization of prices everywhere, that counteracts the desire to purchase and makes it necessary for the retail merchant to carry his message and product to the customer's home.

This is the normal condition rather than the average one and practically puts trade back to a pre-war basis, when salesmen were necessary adjuncts and not "necessary evils" as during the sellers' market of the past couple of years.

It is said that only the best known makes are selling to-day. This is not true. They are selling best, of course, but too much credit is being given to the machines and not enough to the dealers. Now that sales depend upon salesmanship it seems that everything is put up to the dealer. The power is in his hands, and he can make a success of any make he cares to push persistently and intelligently.

Present indications are that there will be a moderately satisfactory holiday trade, followed by an increase in shipments from manufacturers, immediately after which there may follow a lull perhaps for a couple of months. "Very slow as compared with the business of a year ago" is the way one traveling representative puts it; but we don't like the word. It sounds bad. However, this same prophet—and his ideas seem to be echoed by many in the trade—comes back with the optimistic prediction that, starting about four months from now, the trade can expect a highly prosperous state of affairs.

A month ago the indications were that the past thirty days would witness a great increase in business. The break in conditions has been exceedingly slow on account of the public's disinclination to buy in what it considers a falling market. This has been the principal obstacle to sales and has been the cause of considerable price cutting among the retailers of the less known makes of machines.

Considering the Credit Difficulty

Credit still seems to be one of the big obstacles in the way of talking machine sales. The handling of retail merchants' paper constitutes an important problem of the day, in view of which fact the following means of getting around this difficulty, as worked out by certain mid-Western talking machine men, will be read with interest by the trade in general.

We have in mind a man who ran up against the same proposition that dealers throughout the country have been confronted with for months; i. e., failure to get banks to accept talking machine paper. He could only do a very limited amount of business and, not being the sort that is content to sit by and await the working out of events, started in to shape them himself. The banks were accepting savings and paying 3 per cent. They were investing the same money at 6 per cent or higher. Of course they did not care to take dealers' paper under these circumstances, and so their clients of more normal times were left out in the cold.

The dealer with whom we are concerned went about his town calling upon various business men located there and getting the latter to do what the banks had heretofore done; namely, discount piano paper.

He succeeded. Probably he had no better standing in his local community than countless other dealers throughout the country. The point is that he possessed the energy to present his proposition with good arguments. Is there any reason why local capital should not be put into local enterprises? Is there any reason why the local merchant should not be given preference over the outside corporation? We think this dealer has a valuable idea, not altogether original, of course, but one which all dealers will do well to consider at the present time.

Children's Concerts at Lyon & Healy's

Something unique in publicity work and general promotion of good will is being done by Lyon & Healy in their "children's concerts" now being run in their concert hall on the main floor every Saturday noon. The first concert held in November attracted an overflow gathering. There were instrumental, talking machine and piano selections, starting at eleven and twelve o'clock. The feature of the performance, and a number which literally brought down the house, was a piano-accordion solo by Hazel Lyman, sixteen years old. Miss Jennie Durkee was given great applause also when she rendered solos on the ukulele and guitar. There were a number of Victor records played and three or four player-piano selections.

B & H Co. Speeds Up Needle Production

The B & H Fibre Mfg. Co. attained a larger production during the month of October than in any month previous in its history. "The labor difficulty has troubled us excessively during the past two years," said Mr. H. J. Fiddelke. "We have never been able to get sufficient girls to keep all our machines going. Starting in about September we noticed a great easing up of the labor situation, which has continued to improve ever since. September was the biggest month in our history and October has exceeded September. I look for a steady increase each month right through the Winter. Not only are our girls staying with us, but they are becoming more efficient. Where two months ago girls were doing three pounds of work a day they are now doing four and a quarter. The B & H Fibre Mfg. Co., however, is still behind in orders and probably will be so for a couple of months yet. The bamboo situation has also eased up and we are getting shipments regularly from the Orient."

Oro-Tone Expands

The Oro-Tone Co. has moved three times in the last eighteen months for the purpose of securing larger space. Some record! The present factory was purchased in July, occupied October 1, and now has ample facilities for increased production. A number of improvements have been effected in its product. In tone arms designers have perfected an angle throw-back with instant length and height adjustments. A new compound-action reproducer is another of the Oro-Tone improvements recently offered to the trade. A very complete and comprehensive catalog describing tone arms and reproducers made by this company is off the press. This is well illustrated and contains information of value to talking machine manufacturers and assemblers. To supplement this a smaller pamphlet has been prepared also

(*Continued on page* 143)

FIRST AND BEST

Sometimes the first in the field does not maintain the position of first in quality and prestige.

Such is not the case with the *Wade Fibre Needle Cutter.*

It was the first on the market but has been steadily improved and maintains today the dominant place it occupied years ago.

The Wade is made in our own factory, a fact insuring uniformity of product. It is literally the cutter of no regrets.

WADE & WADE

3807 LAKE PARK AVENUE CHICAGO, ILL.

LYON & HEALY

Wish You A

Merry Christmas

The Christmas season brings with it the customary demand for Victrolas. Everyone naturally wants the incomparable music of the Victrola to complete the Yuletide happiness of his home. As a consequence selling is an easy matter.

But it is time now to prepare for the days when the great holiday demand will subside and the business will come only to the dealer who goes after it.

The Dealers' Helps prepared by Lyon & Healy are highly effective in keeping the volume of sales up to the maximum. They furnish means of reaching the customer through

—THE NEWSPAPERS, with an advertising service consisting of a matrix for every week of the year, combining highest class art work with business-getting copy.

—THE MAIL, with a six-page art folder in colors, imprinted with your name, which takes the place of an envelope for the monthly supplement.

—YOUR SHOW WINDOWS OR COUNTERS, with a set of four display cards a month, done in colors and each featuring a current record.

These, and many other features of Lyon & Healy's Dealers' Service, will make every day as profitable as the Christmas season.

Write for Particulars and Samples.

EST. 1864

FOUNDED 1864

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

illustrating tone arms, reproducers and attachments made by this company.

Cheney Advertising Complimented

The high character of Cheney Talking Machine Co. advertisements, which has attracted so widespread and national an interest, seems to have made its effects felt across the water. At the International Advertising Exhibition held at London, England, starting November 29, four admirable specimens of Cheney advertisements which have appeared in American national magazines were displayed. One of the foremost advertising men of England was responsible for the display. This was Charles F. Higham, M. P., and the fact that he has thus expressed his enthusiasm for the American concern is a high testimonial to the men in the Cheney organization for their foresighted and intelligent conception of modern advertising methods.

Attachments Sell Well

W. O. Meissner, vice-president of the Sterling Devices Co., brings forward the optimistic information that its Edison-Victor and Victor-Edison attachments are now selling exceptionally well. Mr. Meissner believes that this is due entirely to the steadily increasing sale of records and thinks it an excellent sign for 1921.

Forms New Connection

E. B. Kropp, formerly associated with the Empire Talking Machine Co., has joined the Empire Phono Parts Co. and opened offices in the Auditorium Building on Wabash avenue on the 15th of November. These two concerns were formerly doing business at the same offices, located at 429 South Wabash avenue, but it was decided that greater attention could be given to the individual businesses if they were separated. The Empire Phono Parts Co. is bringing out a new reproducer, which is being made in a one-piece casting. With the exception of the set-screw for retaining needles there are no screws in the reproducer. This is an excellent talking point and one that should appeal to manufacturers. This concern is also bringing out a new tone arm which has as its special feature a patent throw-back arrangement.

Business Not Dull Here

The photograph shows three truckloads of Brunswick instruments being delivered to the Brunswick Shop of Terre Haute, Ind. The delivery was the occasion of a "Brunswick parade" in Terre Haute to impress upon the inhabitants the popularity of this talking machine. This is ample evidence that business in the Brunswick line in Terre Haute is by no means dull.

Three Truckloads of Brunswicks Being Delivered to Brunswick Shop, Terre Haute, Ind.

Brunswick Sales Manager Is Optimistic

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., is one of those in the trade who refuse to see anything but optimism in existent conditions. He certainly has a good reason for his attitude inasmuch as the Brunswick-Balke-Collender Co. can boast of more business thus far in 1920 than during a similar period in 1919. When asked whether the increase in business was due to the fact that Brunswick numbered more dealers this year than last, Mr. Kendrick replied in the negative, stating that it has been an actual increase in the business of their older dealers. "Fifteen machines is the average stock of Brunswick dealers throughout the country," said Mr. Kendrick. "We have been increasing our production right along and are now commencing to take on new dealers in territories."

Visitors to the Wabash avenue headquarters of this concern have been frequent during the month. There have been numerous dealers in

(*Continued on page* 145)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

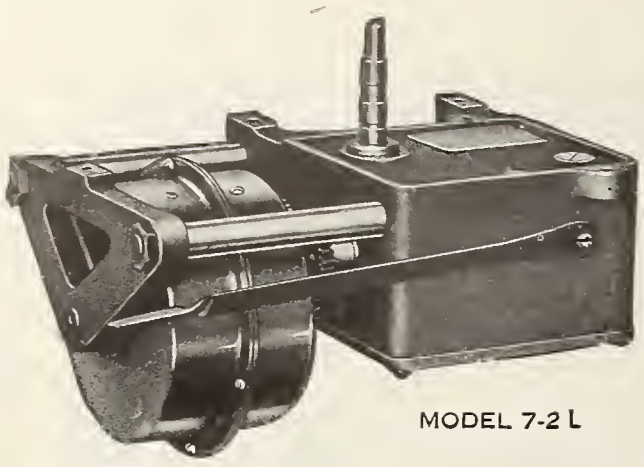
OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

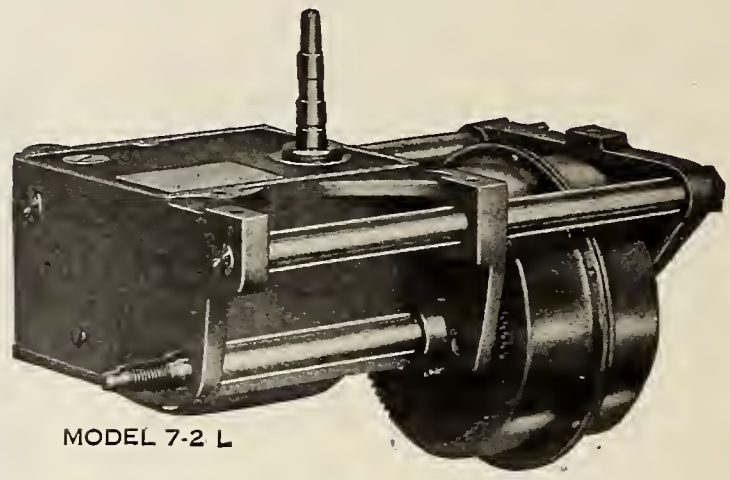
MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—fineness.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing —PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING CO.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself

The ALTO

Retail Price **$1.00**

DISTRIBUTORS

THE AMERICAN SALES CO.
825 Hennepin St., Minneapolis, Minn.
I. W. BECKER & CO.
226½ Peachtree St., Atlanta, Ga.
DAWS-CLARKE & CO.
Bedford Park, London, England
MASON & WEIDENSAUL
Daniels & Fisher Stores Co., Denver, Colo.
LOUIS MERKI
150 Post St., San Francisco, Cal.
JAMES L. OLD
354 Chapin St., Toledo, Ohio
LOUIS A. SCHWARZ
1265 Broadway, New York City
STERLING ROLL & RECORD CO.
137 W. Fourth St., Cincinnati, Ohio
Territory open for distributors

ALTO MFG. CO.

3801 ROKEBY STREET :-: :-: CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

quest of goods. R. S. Pribyl, district manager of the talking machine division of Brunswick-Balke-Collender Co.'s branch at Omaha, arrived in Chicago on November 22 to meet with the heads of the various departments and concluded operating plans for 1921. Mr. Pribyl expects to accomplish great things in his territory during the coming year and states that Brunswick advertising in national mediums has paved the way to great sales.

J. F. Ditzell, manager of the phonograph department of the Famous & Barr Co., St. Louis, visited the Chicago offices of the Brunswick Co. on November 15, for several days' stay, after which he left on a trip to various Eastern points. Mr. Ditzell's visit to Chicago was in the interest of the Famous & Barr Co.'s new Brunswick department recently established. This department, by the way, is being developed with unusual rapidity, owing to some highly effective publicity in the St. Louis newspapers.

Saul Bluestein, manager of the Fortune Music Shop, Memphis, Tenn., was another visitor to the Chicago concern during the month.

Francis H. Atkins, of Clinton, Ia., representing the firm of Atkins & McKone, made a special trip to Chicago on the twentieth of November in the interests of the Clinton Brunswick Shop. Mr. Atkins was also highly optimistic over conditions in his territory.

To Manufacture Stops

The Templar Mfg. Co., of this city, has been organized to produce a new automatic stop, which will be called "The Templar." Raymond R. Foute and A. J. Foute are the organizers and will be located at 301 West Jackson boulevard. They plan to make a cheap and efficient automatic stop which can be sold at a reasonable price to manufacturers and dealers in talking machines. Raymond R. Foute, the inventor, has been working on the new stop for almost a year. He has applied an extensive mathematical training to the new product and believes he has something of great interest to the trade.

Attractive Victor Sign

The Chicago Talking Machine Co. has prepared an elaborate display sign for the use of its dealers in pushing operatic records. The sign is on display at its Michigan boulevard headquarters, where it has attracted considerable comment. This is an interchangeable stand about three feet high, containing in the center panel a description of the artist and records featured. Four photographs are placed about this, together with records by the artist. The Chicago Talking Machine Co. reports a very excellent business in the mid-West and expressed nothing but optimism for Victor prospects during the coming year. H. H. Michaels, traveler for the company in Indiana and Michigan, has been laid up in a hospital in Chicago for a couple of weeks, during which time V. K. Tremblett has covered his territory.

Emerson Ad Campaign Launched

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., last month inaugurated his Winter campaign in the interest of Emerson talking machines and records. A very attractive and artistic series of advertisements are being run in the larger papers. As a result, Emerson machines in particular have been selling quite well. The special patented Emerson horn, or sound amplifier, has been given much emphasis.

Becomes Roll Salesman

Columbia dealers about the Loop are missing the genial presence of Harry D. Schoenwald, who formerly represented the Columbia Graphophone Co. here. "Harry" has joined the Melodee Music Co. and will represent that line of music rolls in Chicago. Oh, yes, and by-the-way! "Harry" was married last month. We are sure he carries the congratulations of everybody in the trade.

To Move to Chicago

The Burns-Pollock Electric & Mfg. Co., manufacturer of the Lampagraph, announces that the factory site will be moved some time in the future from St. Louis to Chicago. The executive headquarters of this concern are located here, and A. J. Burns, secretary and treasurer, believes that it will facilitate matters to have the factory in this city. The Lampagraph is reported as having enjoyed excellent sales during the past couple of weeks.

Piano Club Expands

The Chicago Piano Club is out after members from the talking machine industry. Since the annual meeting a little over a month ago more

(*Continued on page* 147)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

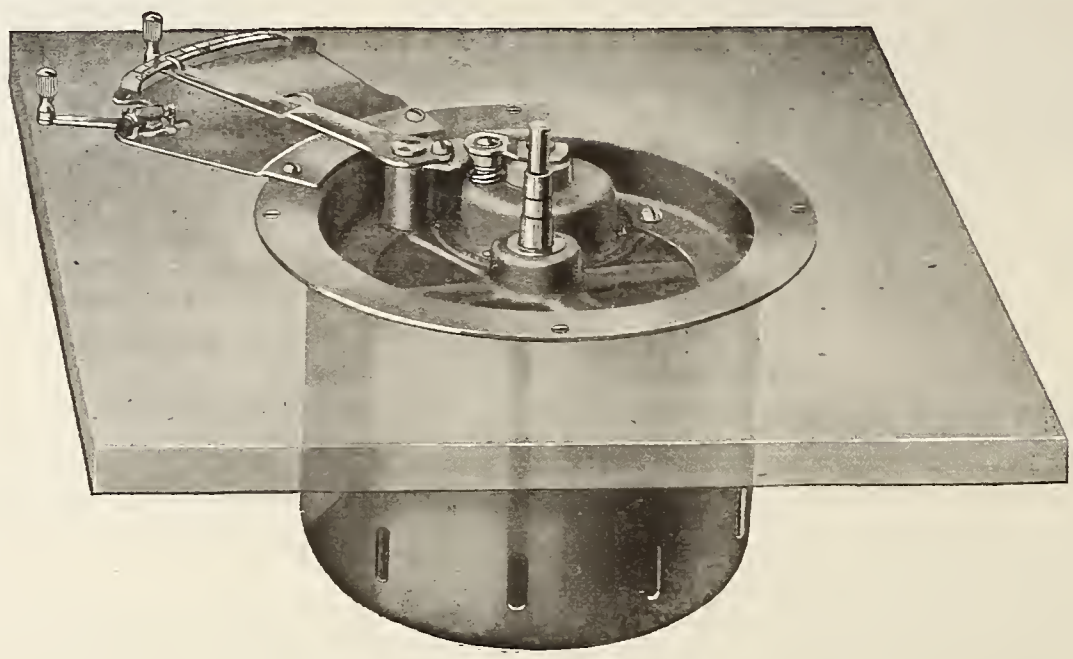
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

UNIVERSAL
MASTER MOTOR No. 20



A Plea for the Universal Enclosed Master Motor

In Poetry—The UNIVERSAL Language

A man's all right if his heart is right
And his feet stand firm on their base.
He's bound to succeed; his future is bright,
For he's had a straight tip on the race.

A watch is a watch in hand or in hock----
You can't tell a thing by its face;
But show me a turnip that ticks like a clock
And I'll blame the works----not the case.

Now listen and pack this advice in your trunk----
Though your cabinet is fashioned with grace,
If your motor is punk, your product is bunk----
You're leading a deuce----not an ace.

So our advice to you is to install the Universal Enclosed Master Motor—the silent salesman of the phonograph. Its advantages are obvious and we welcome the opportunity to send you a sample for inspection.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

than 130 dealers have paid their dues and enjoyed an excellent series of Monday noon-day meetings. H. B. Bibb, of the Brunswick-Balke-Collender Co.; L. C. Wiswell, of Lyon & Healy, and Wm. Wade, of the Wade Talking Machine Co., are members of the organization and enthusiastic in its support. For the information of other talking machine men who wish to join, it can be said here that the dues are $10.00 per year, and J. T. Bristol, 218 South Wabash avenue, is secretary.

Six Best Sellers

The six best selling records of the month, as reported by Chicago concerns, are as follows:

Victor—"Whispering" and "The Love Boat;" "Fair One" and "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms;" "Chili Bean" and "My Little Bimbo;" "Any Time, Any Day, Anywhere" and "Wang-Wang Blues;" "When You and I Were Young, Maggie;" "Hungarian Rhapsody."

Columbia—"Avalon" and "Japanese Sandman;" "Whispering" and "If a Wish Could Make It So;" "Fair One" and "Gypsy Moon;" "Love Nest" and "Song of the Orient;" "Your Eyes Have Told Me So" and "Naughty Waltz;" "Jinga Bula" and "Nobody to Love."

Emerson—"Japanese Sandman" and "Dancing Eyes;" "Hark, the Herald Angels Sing" and "Joy to the World;" "Avalon" and "Go to It;" "Cuban Moon" and "I'll Buy the Blarney Castle;" "Tell Me, Little Gypsy" and "Tennessee;" "Chili Bean" and "When You Are Mine;" "Fair One" and "Rose of Bagdad."

Edison—"La Veeda" and "Stop It;" "Kismet" and "Wyoming;" "Amorita" and "Bow-Wow;" "Buddies" and "Oriental Stars;" "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" and "Mammy's Goodnight Lullaby;" "Moonlight in Mandalay" and "Tripoli."

Okeh—"When You and I Were Young, Maggie" and "The Old Oaken Bucket;" "The Love Nest" and "I Would Like to Have a Girl Like You Like Me;" "Laughing Vamp" and "Kamel Land;" "The Blacksmith Rag" and "Bow-wow;" "Silver Water" and "In Old Manila;" "Medley From Ziegfeld Follies of 1920" and "Rock Me in a Cradle of Love."

Pathé—"Cuban Moon" and "I Love the Land of Old Black Joe;" "Avalon" and "Will You Remember;" "Fair One" and "When You Are Mine;" "Whispering" and "Kiss a Miss;" "Down Sicily Way" and "Grieving For You;" "Siamese Twins" and "La Chalet."

Buys Ech-o-Nola Corp.

J. E. Christensen has purchased the Ech-o-Nola Corp., and it will henceforth be known as the J. E. Christensen Phonograph Co., Inc. A new catalog, describing and illustrating the Ech-o-Nola talking machine, has been prepared and mailed out to the trade by the new concern.

Big Year Ahead for Records

"People are not afraid to buy; they merely need to be coaxed. It looks as though the whole problem of record merchandising in 1920 resolved itself around this one word, which is just another way of saying salesmanship, service, etc. The prospects are now that the talking machine and record business will be better than was thought possible sixty days ago, and most of the larger manufacturers and dealers are becoming more and more optimistic. The only man who is going to have a poor season is the one who sits around bemoaning the dull times, instead of using a little pep to dig up the business where it exists.

"It is a queer thing, but many dealers are actually afraid to carry sufficient record stocks or to buy machines to replace those sold from their samples. Dealers are attempting to do business with two or three samples instead of the twelve or fifteen usually carried. Certainly this is no procedure to follow at a time like this. It should seem the wiser thing to carry even larger stocks than ever, to arrange windows more attractively and to use every effort to increase the interest of the public. Overhead expense goes on regardless of sales. It is a fixed quantity no matter how business goes, and it behooves the local merchant to master overhead, rather than let overhead master him."

So speaks Wholesale Manager Foute, of the General Phonograph Corp. of Illinois, and we quite agree with him.

Record Sales School

The Chicago office of the Columbia has inaugurated a series of record classes at which various ways of merchandising Columbia records are discussed, taking up problems that the dealer has to confront, and answering any questions that arise.

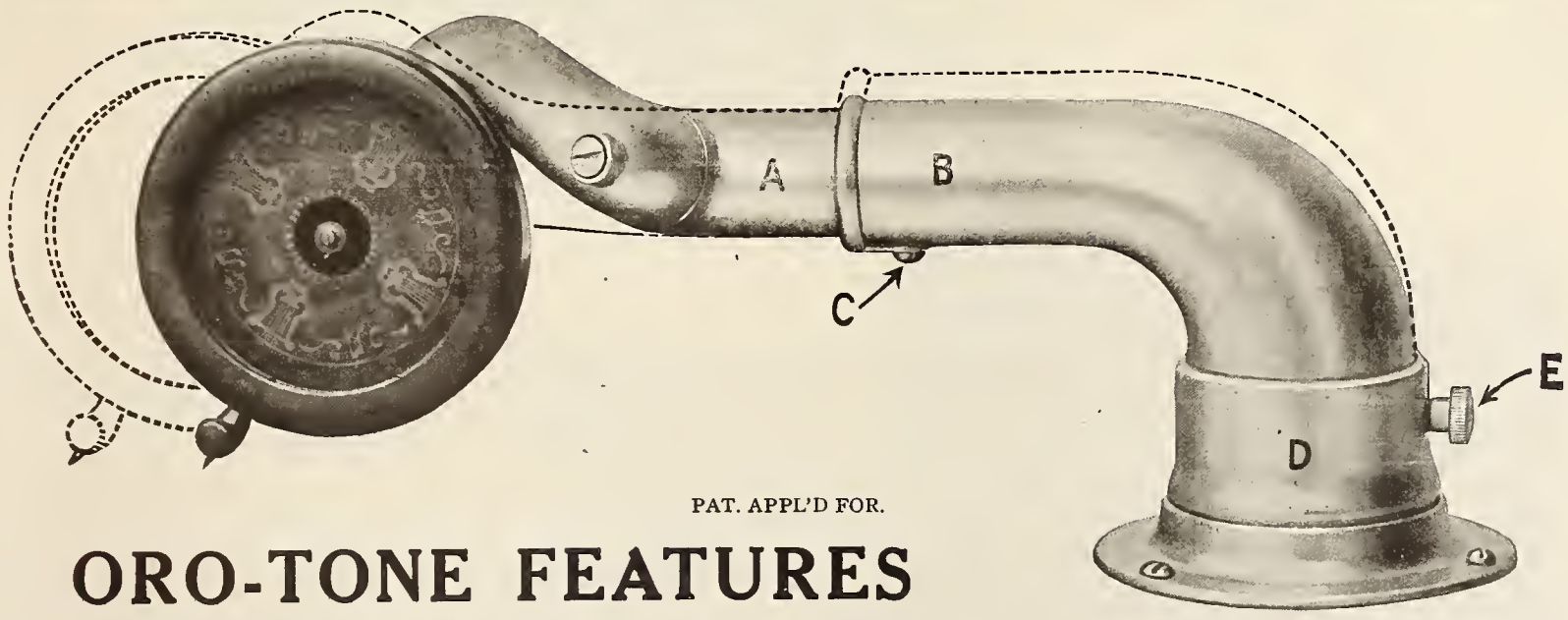
The first meeting was held Friday, November 26, in the Model Shop of the Columbia. The attendance was greater than all expectations. At the meeting symphony records, Columbia symphony artists, how to sell them, etc., were discussed. Stories of several important operas were told, including the stories of "Madame Butterfly," "La Boheme," "Romeo and Juliet," "Rigoletto," "Louise," "La Forza del Destino" and "Carmen." On Wednesday, December 1, the second sales school was held. Symphony records were discussed.

(*Continued on page* 149)

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.



PAT. APPL'D FOR.

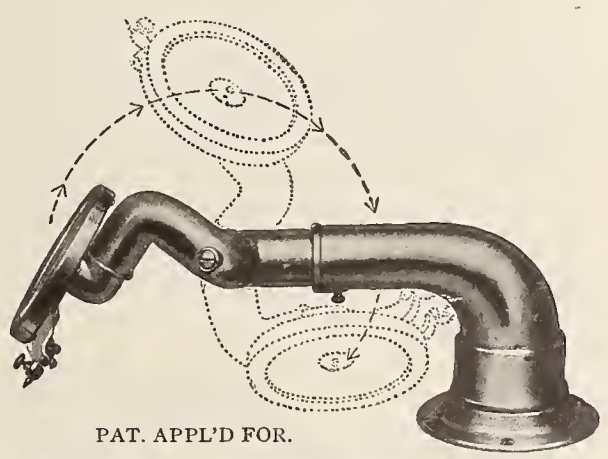
ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits fractional height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping if desired.

Ask for illustrated and descriptive catalog which will acquaint you with the excellent features incorporated in Oro-Tone Tone Arms and Reproducers, which make the Oro-Tone the most scientific and highest grade combination offered.

The Oro-Tone Co. QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.

THE PHON-O-BENCH

A Quick Seller at Any Time

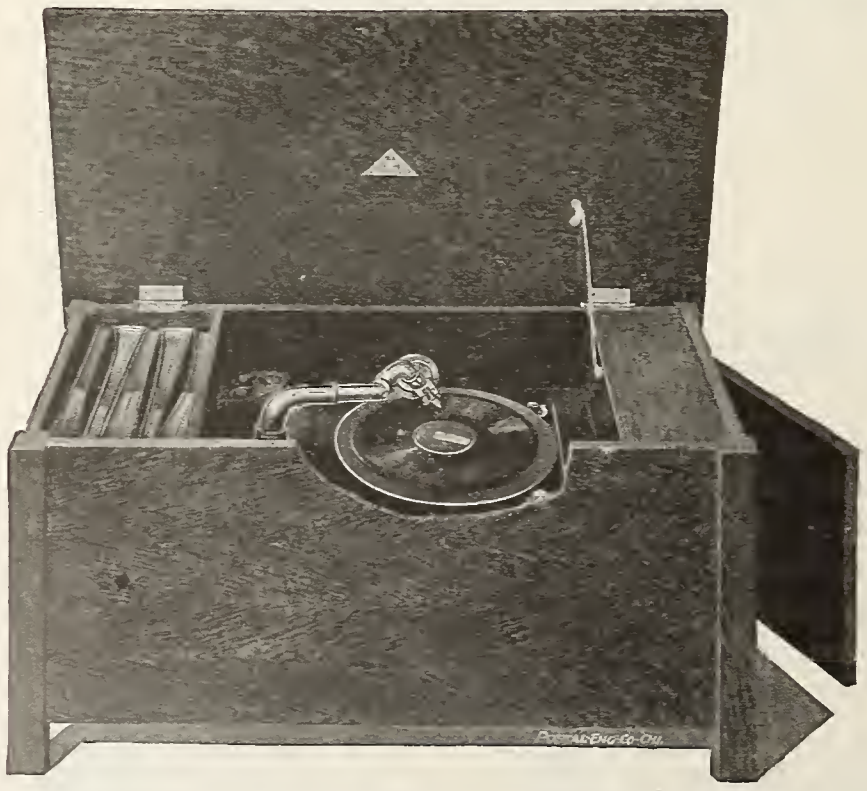
A Double-Quick Seller at Holiday Time

A High-Grade Phonograph

and Record Cabinet incorporated in an artistic Piano Bench.

For small apartments it is ideal because it saves the space necessarily occupied by a cabinet phonograph.

The Phon-O-Bench also can be used as an attractive window seat.



A splendid, profit-yielding proposition for live, energetic dealers.

State Distributors or Agencies will be considered.

BETTER WRITE IMMEDIATELY

THE PHON-O-BENCH CO.

1803 Irving Park Blvd. :-: :-: Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

The dealers at the close of each session were highly enthusiastic, and during the entire meeting the interest shown was remarkable.

The entire record sales school is under the direct supervision of J. Kapp, who has charge of the record sales for the Chicago office. Mr. Kapp, knowing many members of the Chicago Opera Co. and having a wide acquaintance with Columbia symphony artists and symphony artists of other companies, is well fitted to talk on the subject.

Ray Miller "Carrying On"

Ray Miller started something when he commenced giving performances around the retail music establishments of Chicago. His popularity increased by leaps and bounds and as a result there were "beaucoup" sales of Okeh, Pathé, Aeolian and Gennett records. Other dealers in other cities sat up and took note of the proceedings. Now we hear that Ray Miller is "carrying on" in other cities. In Kansas City a concert was given at the Henley Music Co., where Aeolian records are featured. They also played at the Optimists' Club, of which the Melody Boys were made honorary members.

In St. Louis Ray and the boys appeared at the store of the Famous-Barr Co., where they played to 15,000 enthusiastic people. They also played before the City Club and a couple of Aeolian stores.

In Detroit they played at the store of the Gardner-White Co., Fairy Phonograph Co., Cunningham Phonograph Co. and a number of other organizations, all of which were great successes.

Repeater-Stop for Christmas

One of the most suitable and appropriate Christmas gifts for those who possess talking machines is a repeating device. The finding of a suitable gift that is really new always offers a problem at Christmastime. The Repeater-Stop Co. believes its device solves the problem. It has issued a little leaflet embodying the idea of the Repeater-Stop as a Christmas gift, illustrating this with a picture of the Repeater-Stop as it appears in a holly box ready for decoration on the Christmas tree. Christmastime has always been an excellent season for the sale of talking machine accessories. Supplies for the instruments are always in demand at this time, and if we are to judge by its last year's business the Repeater-Stop Co. has an excellent holiday season before it.

Plans for New Mandel Record

There is a possibility that some time in the near future Chicago may boast a record pressing plant. The Mandel Mfg. Co. has prepared elaborate plans for the production of its new record and looks forward to the time when these will be made in Chicago. The new record will be known as the "Mandel" and will be of the lateral-cut type.

The first release is expected between now and the first of the year. There will be twelve popular releases each month, together with twelve of the more standard selections. The Mandel Co. plans to take care of its old-established dealers first, but eventually expects to spread its operations to the entire industry.

A large manufacturing institution is called a plant because when it stops growing it goes to seed.

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formerly Jas. I. Lyons

17 W. Lake St. Chicago

Phonograph Surgery

The largest and most up-to-date equipped phonograph repair shop in the West.

Jobbers in Phonograph Motors and repair parts—Tone Arms—Cabinets—Records—Hardware—Needles—Attachments—Grease and Oils.

Assembling of Motors and Tone Arms on Contract Work Only.

Sole Distributors of the New Point Needles.

Send for our catalog. It tells you just what we can do for you.

The Co-operative Mfg. Company

Main Office 1867 Milwaukee Ave. Chicago, Ill. Sales Office and Show Room 637 Milwaukee Ave.

SALES CONVENTION OF CHENEY TALKING MACHINE CO.

Great Gathering at Grand Rapids Recently Was Largely Attended—Many Topics of Interest Discussed and Plans Perfected for a Big Campaign in 1921 That Will Eclipse Past Accomplishments

CHICAGO, ILL., December 4.—The recent sales convention of the Cheney Talking Machine Co., held at Grand Rapids during the latter part of October, proved to be a big factor in the successful campaign carried out by this concern this Fall. The detailed report of the convention is presented herewith:

The first day, Monday, was spent in a visit to the Cheney factories. There the various operations in the manufacturing of a quality product were gone into and explained to the men in detail. The enthusiasm and pride aroused by what the men saw was best typified by the remarks of one. "It's the closest thing to watch-making precision that I have ever seen outside of a watch factory." The attention given the most minute detail of manufacturing created an undoubted enthusiasm in the men, and proved conclusively to all that the price of the Cheney was lower than others because the value was greater.

At the opening of the Tuesday session Mr. Burr in his speech said: "We have gathered together to seek common counsel, and in the light of those opinions be guided in our future activities. It was prophesied that five years from the date of the meeting those in attendance would recall this meeting and remember with pride that they originally formed the nucleus of what has grown to be known as one of the biggest, fastest-traveling, hardest-hitting, well-trained sales organizations in the world.

"We have a real message to carry—the gospel of real music. Every man here to-day has a right to feel proud of the work accomplished, and reviewing what has been done, what is being done to-day, and before the meeting is over, knowing what is planned, both in the building and selling of the Cheney, can feel a rightful pride in being members of the Cheney organization."

C. S. McCoy, president, made the address of welcome and mentioned specifically the enlarged plans of the company for going on in a bigger way. He touched upon the need for closer contact between the house and the men, emphasized as well the need for closer co-operation between the dealers and the sales organization.

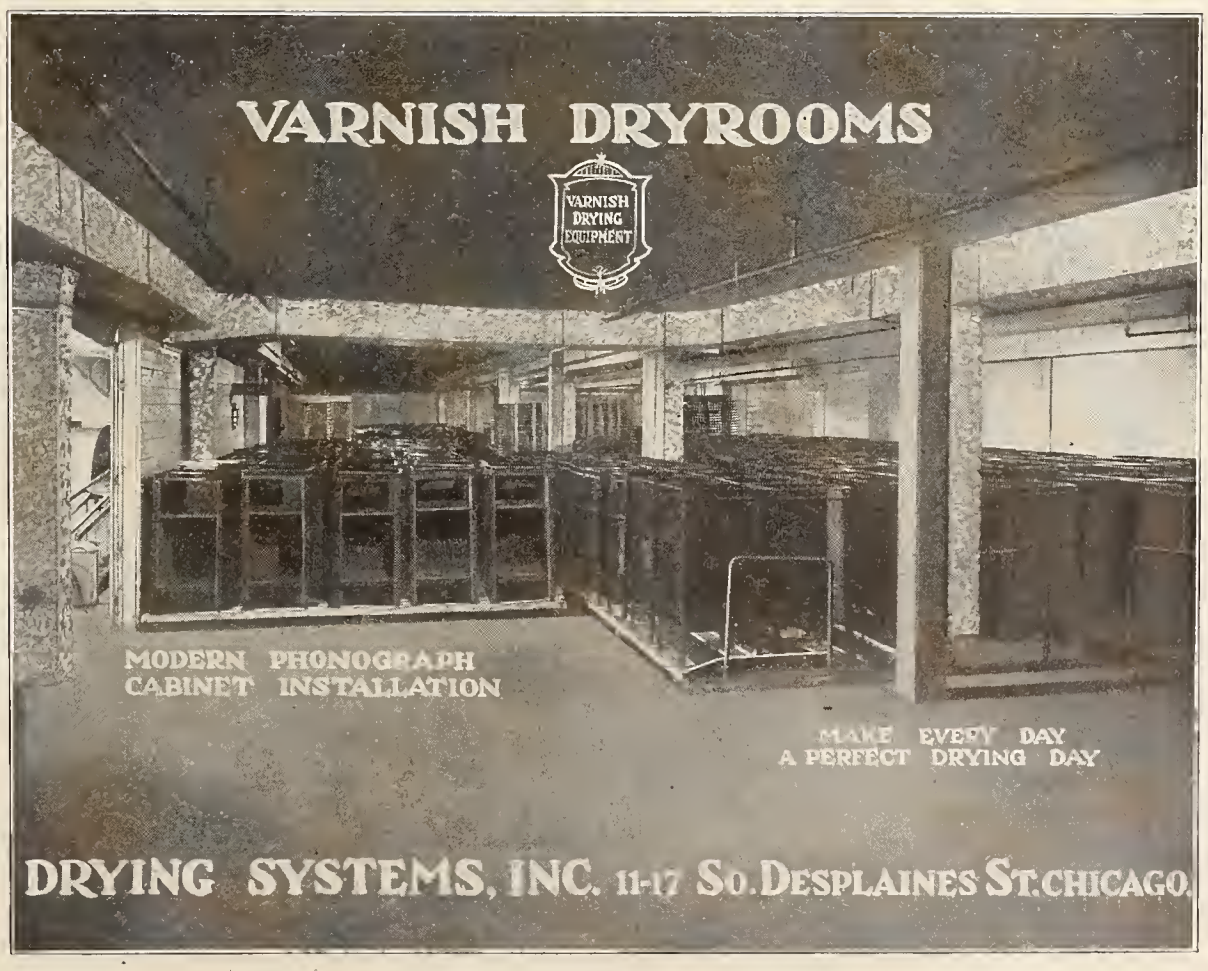
C. E. Swanson, general manager, spoke about the cost situation, and pointed out the fact that the price increase made in the last eighteen months had nowhere equaled the increases in the cost of manufacturing—this was done with definite figures.

Tuesday noon the entire sales organization had lunch with the officials of Berkey & Gay, makers of fine furniture and builders of Cheney cabinets.

Factory Manager Doerr talked to the sales organization in the afternoon and pointed out ways and means in which co-operation between the factory and the salesman could be furthered, emphasized the needs for such co-operation and outlined the ideals that permeated the Cheney factory employes in the building of the product.

One of the most enjoyable features was a talk by Professor Cheney, in the course of which he gave quite a talk on acoustics and the construction of the Cheney, but of particular benefit to

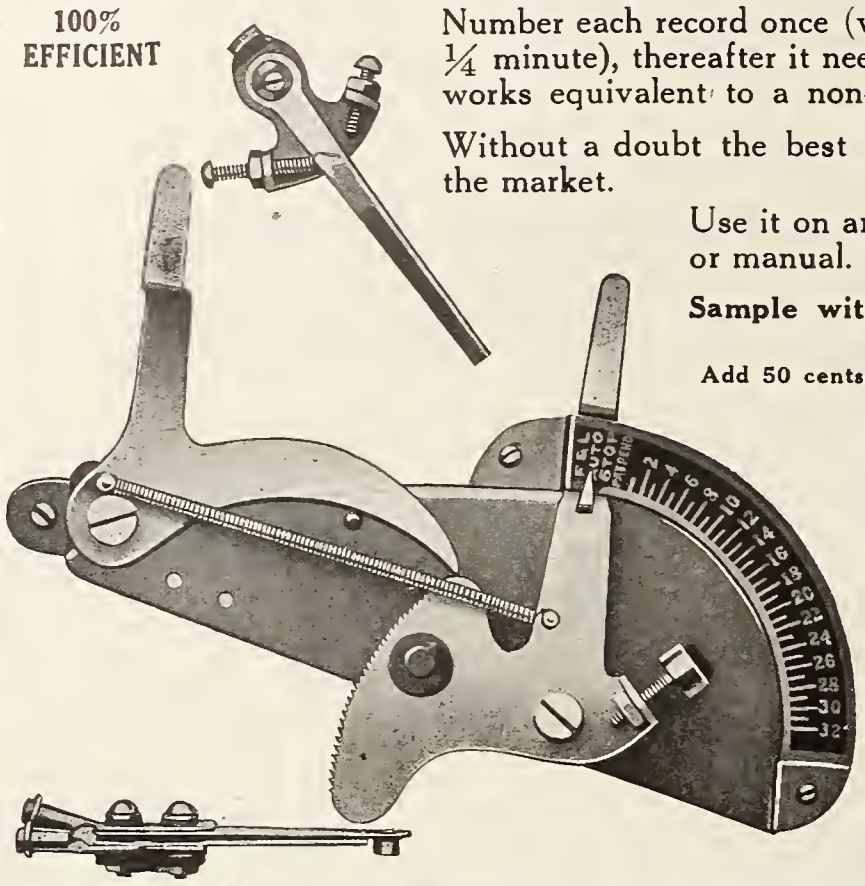
(*Continued on page* 150)



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

LAKESIDE "F & L" AUTOMATIC STOP

100% EFFICIENT



Number each record once (which takes only a ¼ minute), thereafter it needs no setting, and works equivalent to a non-set stop.

Without a doubt the best automatic stop on the market.

Use it on any machine, electric or manual.

Sample with full instructions $1.75.

Add 50 cents for electric machine.

We are recently appointed distributors of the famous Wall Kane Needles.

Let us supply your holiday needs on all accessories. Prompt shipments.

LAKESIDE SUPPLY CO.
416 So. Dearborn Street
CHICAGO, ILL.
Tel. Harrison 3840

PACIFIC COAST BRANCH
WILLIAMS BLDG.
SAN FRANCISCO, CAL.

the sales organization was his remark, "Gentlemen, in the course of all my dealing with the officials of this company, when suggesting improvements, never have I been asked 'How much does it cost.' Invariably the question has been, 'Is it better?'" Mr. Cheney pointed out that this same ideal was more and more apparent to him as he became more intimately acquainted with everyone in the organization, from the officials down to the men in the factory. His talk was a wonderful inspiration to the men of the sales organization.

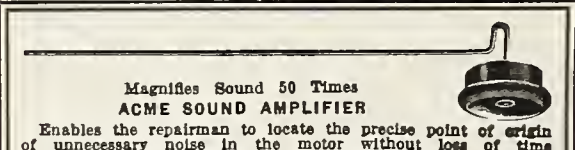
The advertising program for 1921 was discussed and the opinion of the sales organization obtained on various media to be used and also the style of copy. Plans were laid for a bigger and, if possible, a better advertising campaign in 1921.

In the course of the discussions on the selling of the Cheney some idea of the extent of the market still to be sold was gained from the remarks made that it took over one hundred splendidly equipped factories to accomplish the selling of approximately three and one-half per cent of the population of the United States. Surely there is a great deal of work still to be done.

Wednesday afternoon Mr. Mitchell, of the J. T. H. Mitchell Co., Inc., New York, outlined a letter service that would be available for Cheney dealers in 1921 and which everyone felt would undoubtedly stimulate business for the dealers.

There was then submitted to the men a proposed sales portfolio, unique and distinctive, of the quality manner in which things are done by the Cheney organization. It is designed to establish firmly in the mind of the prospective dealers the ideals that actuate the sales and manufacturing activities of the Cheney organization—to show the quality that is built in, and how to show the character of merchants that are selling the Cheney throughout the world. It will undoubtedly be a revelation in sales portfolios.

At 6:30, Wednesday night, was an informal dinner at the Pantlind Hotel, and the lid was certainly off, as far as enjoyment was concerned, with a vengeance. No discussion of business was permitted, and everyone was entertained by the quartet employed for the occasion as well as by the inimitable improvised Cheney quartet, consisting of Messrs. Swanson, Burr, Cheney and Rinne, accompanied by Burton Collver, of the New York office, on the piano. It was an occasion to be remembered.

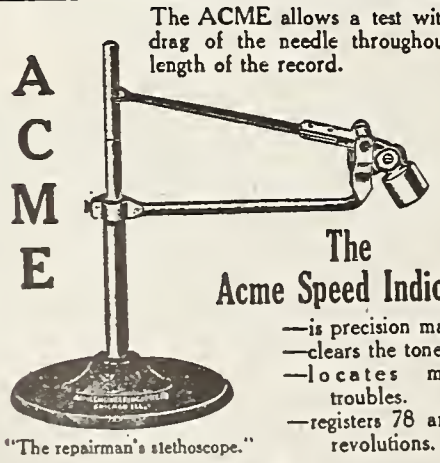


Magnifies Sound 50 Times
ACME SOUND AMPLIFIER
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A C M E



"The repairman's stethoscope."

The Acme Speed Indicator
—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

CHICAGO MAN MAKES RECORD WILL

Attorney Says Custom Should Enable Courts to Solve Questions Arising in Probate

CHICAGO, ILL., December 8.—Earl H. Reynolds, of the South Bend Elevator Co. and a member of the Board of Trade, has made his will on a talking machine record.

Attorneys James E. and Francis J. Callahan dictated their names as the spoken "signatures" of witnesses.

"The voice is mightier than the pen," said Attorney James E. Callahan. "The judge before whom a talking machine will is offered for probate can tell whether the testator was strong or weak from the tone of his voice, as reproduced by the record. He can also judge whether the testator was of sound and disposing mind, from the fluency or lack of fluency evidenced by the record."

THE THEATRE A FACTOR IN RECORD BUSINESS

A Constructive, Ideaful Contribution Worthy the Consideration of Dealers, by J. Kapp, Manager of the Record Department of the Columbia Graphophone Co.'s Chicago Office

The theatre is a source from which increased record business may be obtained. A few dealers have recognized its advantages, but hundreds have not, and are consequently losing good American money each day. Just how can you tie up? Just how can you get this increased record business?

We'll take the movie theatre first. Thousands of people go to the movies every night—there surely is a moving picture theatre in your neighborhood—and they play music to the pictures. Why not get in touch with the leader of the orchestra or the organist of this theatre—ask him to tell you what songs he is going to play—get your records out of those selections. Have a little card made saying that to the picture "The Restless Sex," now playing at the Alhambra Theatre, these following selections are being played: "Second Hungarian Rhapsody," "Martha Overture," and to the comedy they are playing the popular hits "La Veeda," "Fair One," etc.

What is the effect? I know you'll agree with me that many a time while sitting in a movie theatre the orchestra played an overture the name of which was on the tip of your tongue and still you couldn't say it—that you wanted to go up to the orchestra leader and find out what it was—and that many a time you have had a customer come into your store and say he heard the orchestra of the movie house play a selection that he wanted but didn't know the name. He would whistle it for you—maybe you'd know what it was, but in all probability you wouldn't. Knowing beforehand what was

(*Continued on page* 152)

The New
Swanson Portable No. 2

A compact, durably built, reasonably priced portable—plus all that you could ask for in a phonograph.

An all wood tone arm
Record album
Needle holders
Space for accessories
Heineman motor No. 36

Case measures 11⅛x13x7½ inches, covered with keratol genuine leather handle, highly nickeled trimmings. Your highest expectations will be more than realized in this new De Luxe model No. 2.

When you hear it you'll marvel to find so small a machine capable of such faithful tone reproduction, in such volume.

Write only for particulars if you wish, but we advise that you send $25 at once for sample machine, as orders will be filled in the order received. It's a quality product that you'll want to sell.

Swanson Phonograph Co.
519 South Wabash Avenue, Chicago

SELL OKeh Records AND PROFIT

SELL OKeh Records AND HAVE THE BEST

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

WE SHIP EVERYWHERE

ORDER FROM WADE

HAVE THE HITS WHEN THEY ARE HITS

OKeh Records

Cover a line complete—
Instrumental Classics
Vocal Classics
and all the big

HITS

SUPERIOR SERVICE

OKeh Records

Will stimulate your business—Secure this wonderful line in your locality.
Do this today.
Mail in the

COUPON

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 N. MICHIGAN AVE.
CHICAGO, ILL.

Wade Talking Machine Co.
12 to 20 N. Michigan Ave., Chicago, Ill.

Please send us your Dealer's Proposition on OKeh Records
We handle
Machines .....
(Insert lines carried)
Records .....
(Insert lines carried)
Name .....
Address .....
(Write name and address plainly)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

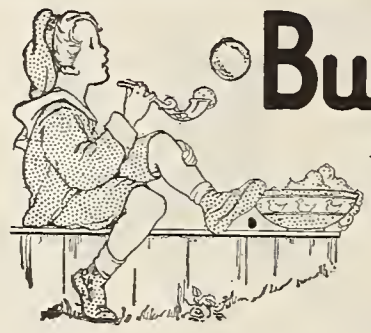
played and in what record you had it, would answer the question before the customer even came into your store. The card in your window might also recall the name of a song that a customer wanted and he would come in and buy it—whereas he would never come in if he did not know what he wanted. That is getting business where the title of the picture does not signify any particular selection.

The moving picture "Humoresque" sold several thousand of that selection for our dealers, but it took our dealers' service department to get the material, lay out the window for the dealer, and then the "Humoresque" business came. Dealers everywhere sold more "Humoresque" in two weeks than they had sold in the previous six months. They had to go after it.

Take the picture "Early in the Morning," a comedy. What could be a better tie-up than "Early in the Morning," by Frank Crumit; but

J. Kapp

how many got any business from that picture—few! One dealer, however, got the manager of the theatre to allow him to put a talking machine on the stage, and when the picture finished to play "Early in the Morning." For this courtesy the dealer was allowed to run a slide telling the name and number of the record and where it could be obtained. Co-operation, I'll say.



Bubble Books "that Sing"

Increase Your Sales With "Bubble Books"

Every Talking Machine Owner a Customer

The extensive nation-wide advertising campaign will create a demand in 1921 for over three million of this fast selling article.

WILL YOU BE ONE OF THE CENTERS OF THIS IMMENSE DISTRIBUTION?

Each Bubble Book is complete in itself; a beautiful story illustrated—verses—rhymes. THREE REAL PHONOGRAPH RECORDS IN EACH ONE.

BUBBLE BOOK DISPLAY STANDS, No. 1 and No. 2

WRITE FOR SPECIAL OFFER

Consolidated Talking Machine Company

227-229 W. Washington Street Chicago, Illinois

In the city music publishers send people to the movies to sing their selections. Get the manager of the theatre to allow you to run a slide when they are finished that the songs just sung (give names) can be had on record number so-and-so and where. When the people come out of the show just notice how many will ask for the songs featured and how many you will sell even for the next three or four days.

Where you have a vaudeville show in your town, make it your business to get what is being sung and played and by whom—and then capitalize it.

Next is the legitimate show. The big shows usually have medleys of hits on a record. Again, recommend them to your customers. The records may not sell for a dance record, but many customers want a record to remember the show. It is through the medium of the record that they remember the show.

Many times there are songs featured in a show that you cannot call show music. For instance, "La Veeda" and "Chili Bean" were featured in Ed. Wynn's Carnival. If you don't know, you can't tell about them.

Lastly the concert and operatic stage. For the concerts I would suggest the distribution of circulars telling of the appearance of the artist and full particulars to your mailing list. Circulars can always be obtained and they feature the artist's records.

In small towns try to arrange to have a box office put into your store for the sale of concert tickets. If it does nothing else it will bring people into your store, and if they know that they can get the artist's records at your store they are coming back to you.

Again, ask your customers whether they have heard this artist—or did you read what the American said about Jacobsen in to-night's paper, about his appearance last night at Orchestra Hall? Arouse interest!

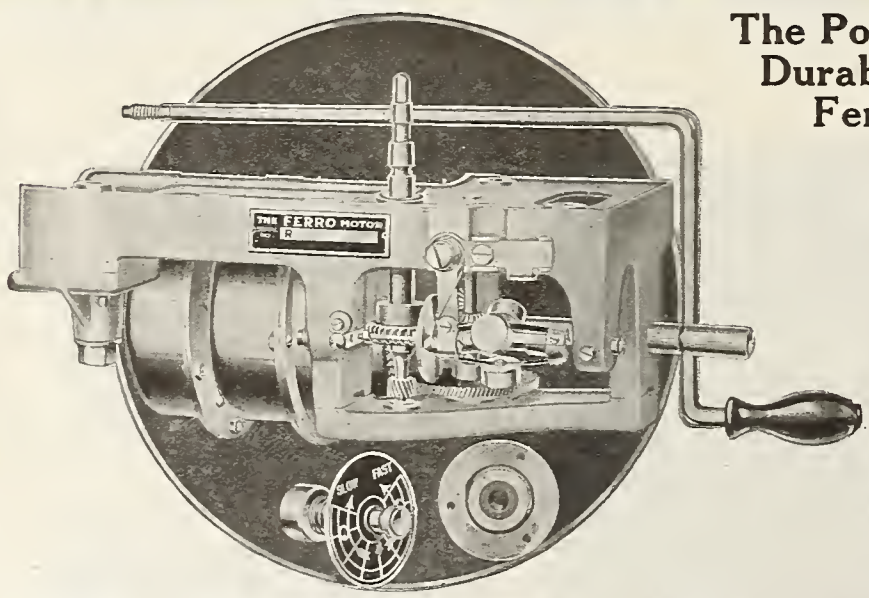
Everybody knows about opera. Everybody that has a chance goes to the opera. Everybody knows that when an artist reaches the operatic stage it means years of study, hard work and travel. The public knows the artists and the organizations, but it is up to you, Mr. Dealer, to connect the public with the records which you carry of these artists.

Some stores say "IF YOU DON'T SEE WHAT YOU WANT ASK FOR IT." Save your customers the trouble of asking. YOU TELL 'EM and then SELL 'EM.

EMPLOYES' IDEAS ARE VALUABLE

In a recent issue of Printers' Ink the promotion meetings which are held by Lyon & Healy are made the basis of an interesting discussion by C. M. Harrison on the advantages of the ideas which originate in the rank and file of any organization. He sums up by quoting Columbus Healy, who says, "No executive can know it all."

Why not plan now for the New Year?



The Powerful, Durable, Noiseless Ferro Motor

The FERRO motor is in a class by itself.

It is a quality product from start to finish.

It will eliminate YOUR motor troubles and enhance the value of YOUR phonographs.

A sample will convince you.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE

"HANDY" REVOLVING CASE CLAMP

WE ALSO MAKE IT STATIONARY

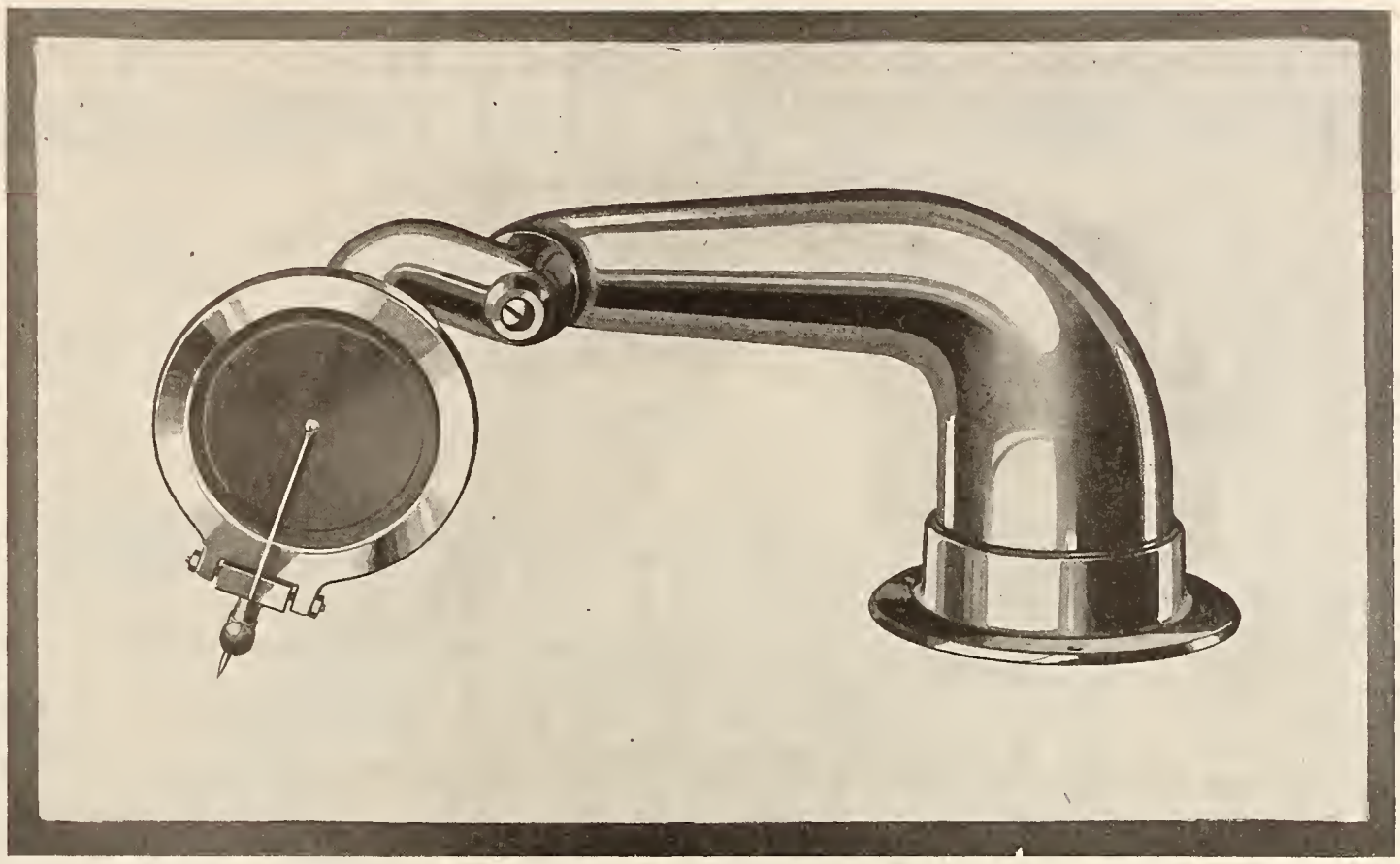
Nothing better made for Clamping and Squaring Talking Machine Cabinets.

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



Blood Tone Arm and Reproducer 8½ inch length

Renowned the country over for its simplicity of design and operation, its mellow, natural and life-like reproduction, it has been generally accepted as standard equipment for high-grade phonographs.

EDISON Universal Attachments VICTOR

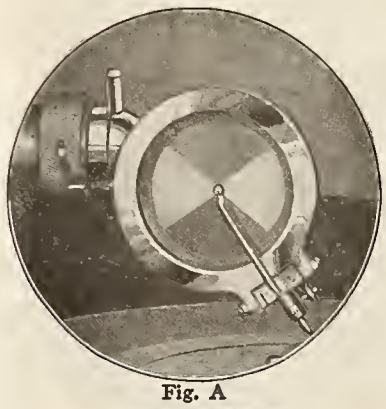


Fig. A

Every owner of an Edison phonograph is a prospect for this attachment. Plays Victor records with that superior, mellow quality of tone so characteristic of the "Blood."

Victor Position

Fig. A shows Blood Reproducer in position for playing Victor and other lateral cut records.

Fig. B

Hill and dale records are reproduced correctly by the "Blood" method. A demonstration will convince you of its superior playing qualities.

Edison Position

Fig. B shows Blood Reproducer in position for playing Edison and other hill and dale records.

WRITE Today for SAMPLES

Victrola owners can now enjoy the wonderful creations of SERGEI RACHMANINOFF, the celebrated Russian pianist, so artistically reproduced in Edison records.

Edison Position

Fig. C shows Blood Reproducer in position for playing Edison and other hill and dale records.

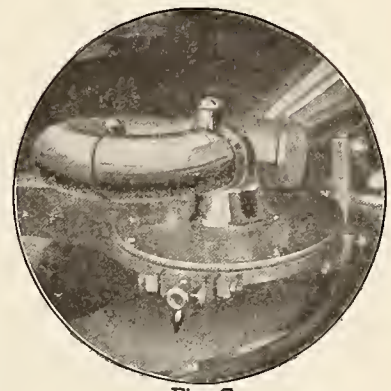


Fig. C

Equipped with the "Blood" mute and Nomika diaphragm, every note and every word is reproduced in all its original clearness and beauty.

Victor Position

Fig. D shows Blood Reproducer in position for playing Victor and other lateral cut records.

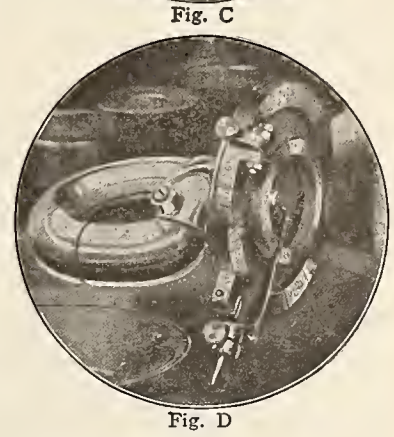


Fig. D

THERE'S NO TIME TO LOSE

Every piece of apparatus that leaves our factory is covered by the "BLOOD" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company

670 W. Washington Blvd. Chicago

The New

BLOOD AUTOMATIC STOP

is now ready

Blood

TONE ARM & REPRODUCER

Immediate Deliveries on

Tone Arms, Universal Attachments, Automatic Stops

An Advertising Service That Brings Results!

Here is a real service—the kind that puts pep and ginger into your sales department. MANDEL sales helps create an intensive interest in MANDEL Phonographs Good sales helps coupled with good salesmanship bring business to the aggressive phonograph dealer. The ad reproduced here is a specimen of a local newspaper ad used by MANDEL dealers. It is one of a large number of ads we have prepared and furnished free to all MANDEL dealers. Road signs, window display cards, descriptive booklets in colors, slides for movie theatres—all these sales stimulators are for the use of dealers in MANDEL Phonographs.

But good advertising must be backed by good merchandise. No sale is complete until the ultimate owner is satisfied. That's where the MANDEL comes in. Every claim of quality is based on facts founded upon our own experience as phonograph makers. For you, Mr. Dealer, the MANDEL is a "Safety First" line. It enables you to say to the prospect—

"We guarantee satisfaction. The MANDEL factories back up this guarantee."

If you are interested in developing your phonograph department

Write at once

Mandel Manufacturing Company

1455 West Congress Street

Chicago :-: :-: Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

VICTOR DEALERS ORGANIZE

Victor Retail and Wholesale Men of Chicago and Vicinity Form Association at Meeting Held Last Week at Automobile Club

CHICAGO, ILL., December 5.—Victor men of Chicago and vicinity gathered on the evening of November 11 at the Chicago Automobile Club for the purpose of forming an association. There were upwards of fifty gentlemen present, many of whom came with the idea of enjoying a good dinner and meeting their fellow competitors in a social way. The business of the meeting had not proceeded more than a few minutes before the most skeptical of those present had become thoroughly convinced of the business necessity of an organization of Victor men in Chicago. It was found that great mutual good could result from such an association in the way of securing just legislation, systematizing record exchange and developing original methods in sales campaigns.

The meeting was called by R. B. Corcoran, of the Music Shop, who acted as temporary chairman, and delivered the opening address, in which he pointed out the need for an association. J. P. Flannery followed with a similar talk. Leslie C. Wiswell, of Lyon & Healy, next made an appeal for the forming of a Victor organization in Chicago in which he gave the assemblage the benefit of his observations of the past few months, during which time he has visited many similar previously established associations in all parts of the country. G. P. Ellis, of the Chicago Talking Machine Co., briefly spoke of the benefits to be derived from attendance at regular meetings and of how the association might act as a clearing house of ideas for business improvement. F. E. Noble, of the Rudolph Wurlitzer Co., spoke of the increasing necessity for more vigorous sales campaigns and pointed out how these could be more easily accomplished through an association.

A temporary organization was effected, with R. B. Corcoran chairman and J. P. Flannery secretary. The committee on organization consists of S. S. Stone, Edward Dublin, C. L. Davidson, George Wiswell, of Joliet, and E. A. Sayer, of Elgin.

A committee of five was appointed to take up with the Chicago City Council the matter of licensing retail talking machine stores in the city. It consists of J. J. Welker, George McCauley, C. J. Conlon, E. M. Perz and George B. Lonergan. Another meeting of the new organization will be held in the immediate future.

Frank sincerity, though no invited guest, is free to all, and brings his welcome with him.

They that do nothing are in the readies way to do that which is worse than nothing.

AN ALL YEAR SELLER

Especially Adapted for Holiday Trade!

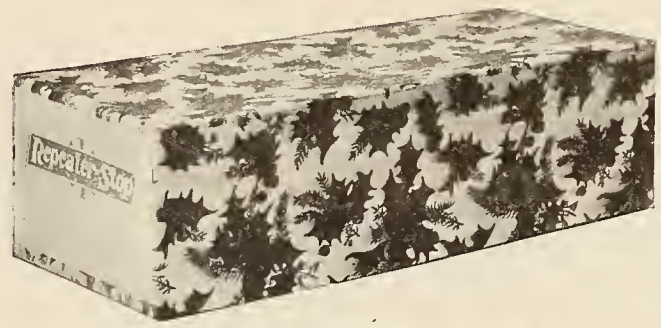


Photo reproduction of Xmas Box containing one Repeater-Stop complete.

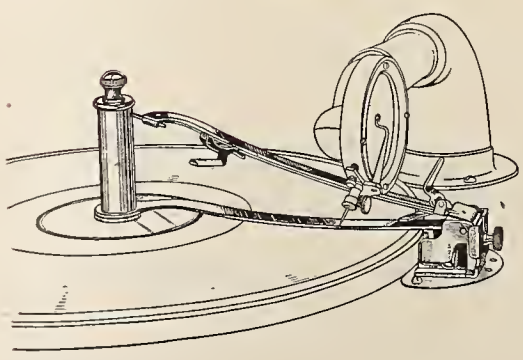
We have prepared a special individual Xmas package for the Repeater-Stop to stimulate its sale as a holiday gift. These are packed in cartons ready for immediate shipment and can be put on your shelves in time to add materially to your holiday profits.

The Repeater-Stop fits 90 per cent of all makes of phonographs. The positive automatic stop feature of it is superior to any so-called highly advertised "automatic stop" and in combination with this feature it has a means of being set to replay a record a predetermined number of times or continuously, if so desired. The stop is guaranteed **positive** in action—and so constructed to stop with the needle suspended **"off"** the record, thereby eliminating that after growl so prevalent in connection with the use of other automatic stops. This feature also prevents the scratching, breaking or damaging of a record.

The wise dealer in any article is the one who cashes in completely on accessories—next to the sale of records at the head of the list is the Repeater-Stop. No talking machine owner familiar with its workings and advantages would not want his machine equipped with a Repeater-Stop. Figure what it would mean to equip all the machines now in use in your territory with this practical and profitable device. There's profit that works both ways—your customers get a big percentage in increased enjoyment—you get yours in dollars and cents. The sale of accessories is a business in itself.

SPECIAL XMAS OFFER. One carton containing twelve Xmas boxes of Repeater-Stops (one to a box retailing for $7.50 each), $54.00, including 1,000 Xmas circulars and three display cards. Write or wire your order to-day, and specify make of machine you handle.

This illustration shows a carton containing twelve Xmas Boxes. These cartons are all sealed and ready for instant shipment.



Repeater-Stop Company

115 So. Dearborn St., Chicago, Ill.

New York Office
1170 BROADWAY

Export Distributors
CHARMEL TRADING CO., Inc.
1170 Broadway, New York, N. Y., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

IMPORTANCE OF SOUND MERCHANDISING

Written for The Talking Machine World by B. BLOOD

In times like these, when conditions are more or less unsettled, people are prone to take as facts statements made by individuals who go about with apparently no object in view but to add to the idea that this is a period of real depression; that some sort of a calamity has befallen us, from which nothing short of a miracle can save us. This cloud of imaginary gloom is passed on from manufacturer to jobber and from jobber to dealer, until the sunshine of truth is hidden almost entirely.

The talking machine industry has brought upon itself a condition which, however, is purely the result of lack of judgment and foresight. An abnormal demand is always followed by over-production sooner or later; but in this instance the period of over-production came upon us sooner than most of us anticipated, because everybody who had a hammer, a saw and a can of cheap varnish started to make "talking machines." They paid little heed to quality. In the mad chase for the almighty dollar, they forgot that an established business could only be built and maintained on merchandise of merit. They lost sight of the fact that in a period of competition a cheap product meant only failure. As a consequence we are face to face with the problem of over-production; not of good merchandise, but of cheap merchandise. The dealer took what he could get at first, but as the supply increased he began to discriminate, until now, when he has a large variety of merchandise to select from, most of it is mediocre in quality, to say the least.

But still worse, the small manufacturer, seeing the demand from the dealer quickly diminishing, began to peddle cheap machines to the consumer, until the consumer is afraid to buy for fear of being "stung."

The solution of this problem, however, is not as serious, or so far distant, as we might imagine. There are certain laws governing trade that are as merciless and certain as the laws of nature. Therefore, some of us must prepare to take the loss, or, in other words, pay for our folly. The over-supply is largely in cheap machines, and owing to lack of demand and lack of capital to manufacture, the source of supply is almost stopped, so in time the machines on hand will disappear, and much merchandise will be sold at a loss. But in the standard lines (the machines of real merit), the over-supply is not so large and will quickly be exhausted, due to curtailment in their manufacture. In short, we can see little to worry us if we are making dependable merchandise. Why? Because people have money and they will spend it when they can get value received for it. If dealers would go out after business on real merchandise, so that the consumer is satisfied he is getting a square deal, they will find customers and many of them.

The writer had occasion to discuss talking machines in a certain apartment building, and found that four families out of seven in that one building were considering buying talking machines. On inquiry he learned that not one had even so much as received a circular or been approached by a dealer solicitor.

It is my candid belief, based upon observation, that there is good business to be had if the dealer will get out after it, instead of sitting behind his desk waiting for it to come in his door as it has in the past few years.

This ought to teach us a lesson, that everybody cannot build talking machines and that those who do must remember the consumer is educated to the point where he demands real music in an instrument and a cabinet that will be a permanent asset in his home. The talking machine is a necessity and the volume of business in this line is going to increase year by year. Just as the piano has established itself, so has the talking machine, and the man who makes a good one will prosper and in like measure will the industry prosper.

INTERESTING CHAT WITH ZIMBALIST

Famous Violinist Speaks of the Improved Musical Taste of the Masses—Appreciation of the Merits of the Victor Records

CHICAGO, ILL., December 2.—While up Wisconsin way the other day a World man "met up" with Efrem Zimbalist, the violinist, who was concertizing around the State. He has two claims to distinction, first as one of the really great violinists of the present day, and the other as the husband of Alma Gluck.

Mr. Zimbalist positively is not of the type referred to in the ancient apothegm, "In the beginning God gave to some wisdom and understanding and to others the art of playing on the fiddle." He has wisdom and understanding and art. In fact, the neurasthenic artist is becoming largely a thing of the past.

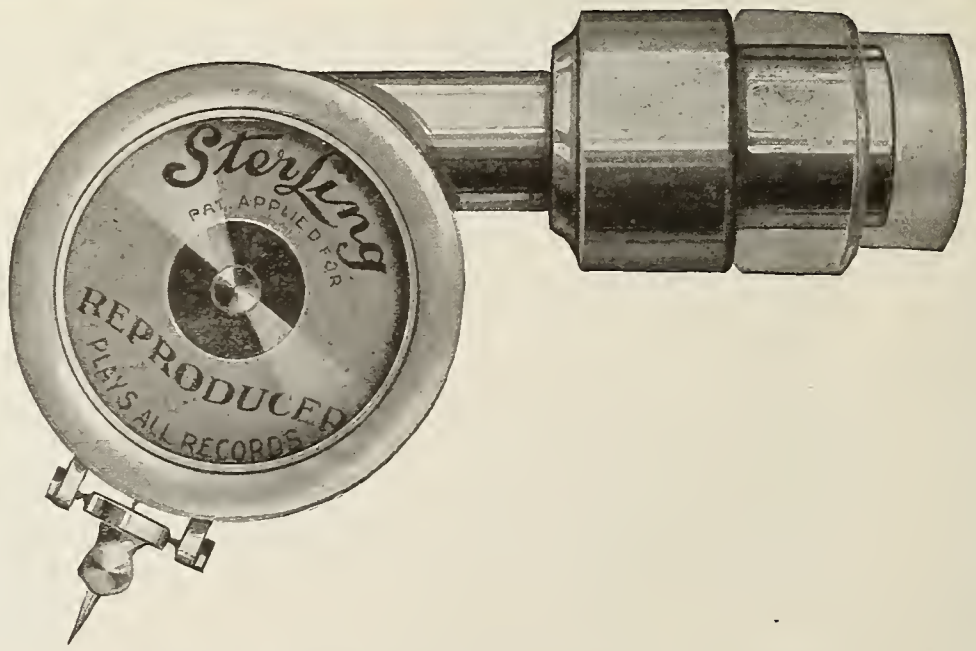
We are beginning to find out that this temperamental business is largely a pose, and now we find violinists who will play the fiddle with no movement of body other than that actually necessitated by the manual labor involved and none of face. Furthermore, genius is no longer thought to bear a direct ratio to length of hair.

But to return to Zimbalist.

"It pleases me greatly," said he in a chat with The World man, "to note that the tendency of music as revealed by contemporary composers is away from the coloristic and impressionistic school from which we have suffered so deeply, and toward, or possibly I should say back to, the more simple and melodic forms." It may be

Sterling

All that the name implies



It is made for the purpose of giving perfect rendition of both Hill and Dale and Lateral Cut Records. What does a Satisfied Customer Mean to You?

STERLING DEVICES COMPANY

534 LAKE SHORE DRIVE CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 156)

said right here that Mr. Zimbalist proves his faith by his works. Melody is the dominant characteristic of his programs, and he knows how to take a classical selection and develop the melodic content of it as do few musicians.

One simply could not refrain, more in the spirit of mischief than anything else, from asking Mr. Zimbalist what he thought of the jazz rag. "Jazz is good and I like it," he said. "All music is good and I think that the distinctions between classical and good popular music are largely nominal. Of course music can be and is abused. Jazz is simply syncopation, a legitimate musical form, but as jazz and as generally rendered on the piano, at least, it is simply pounded out uniformly fortissimo with the loud pedal on all the time."

So far as known Mr. Zimbalist has never been known to play a ragtime ditty in public, but what he does in the seclusion of his own room can be left to the imagination.

In reply to a question the famous violinist stated that he was highly pleased with the manner in which his playing is recorded by the Victor Co. Furthermore he said that he had noticed vast improvement in Victor records the past few years both in regard to the reproduction of the high notes of the violin and the upper register of the soprano voice. He also referred in the highest terms to the beautiful tonal quality of the Steinway grand which accompanies him on these trips—an opinion heartily concurred in by E. Balaban, the talented pianist who furnishes such artistic accompaniments for Mr. Zimbalist.

MILEAGE BOOKS FOR TRAVELERS

Railroad Committee of Commercial Travelers' Organizations Seeking Mileage Books and Excess Baggage Coupon Books at Reduced Rates—Also Fighting High Hotel Rates

The railroad committee of the International Federation of Commercial Travelers' Organizations is preparing to inaugurate a vigorous campaign in an effort to secure the adoption by the railroads of an interchangeable mileage ticket of three or five thousand miles' denomination, to be sold at a flat rate of 20 per cent under prevailing tariff rates, with an excess baggage coupon book to be sold at a corresponding re-

(*Continued on page* 158)

FOR THE EDISON — The Oro-Tone QUALITY FIRST — FOR THE VICTOR

AND NOW FOR ➤ THE COLUMBIA

JUST SAY "Send Samples on Approval"

No. 1-E Oro-Tone Edison Attachment

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, $8.50. Highest Grade Gold Plate, $12.50

Illustrating the No. I-E Oro-Tone attached to the Edison

No. LS-V Oro-Tone Victor Attachment

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, $6.50. Highest Grade Gold Plate, $9.50

Illustrating the LS-V Oro-Tone attached to the Victor

The Impossible Has Been Accomplished

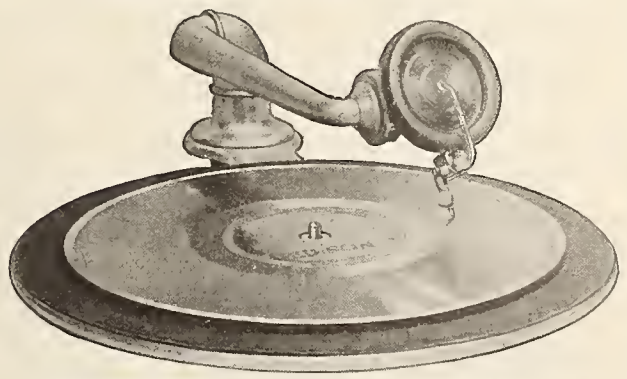
No. I-C Oro-Tone Columbia Attachment

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, $6.50. Highest Grade Gold Plate, $9.50



Illustrating the No. I-C Oro-Tone attached to the Columbia

SEND FOR—Copy of "The Oro-Tone," which illustrates and describes the complete Oro-Tone line.

The Oro-Tone QUALITY FIRST Co. 1000 TO 1010 GEORGE STREET CHICAGO, ILLINOIS

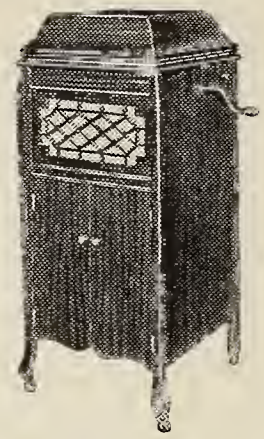
We Are Distributors for
LYRIC LATERAL RECORDS
FIRST WITH THE HITS

Free Booklets, Cut Outs, etc.

LATEST LIST

4232	DARLING.....Selvin's Novelty Orchestra GRIEVING FOR YOU..Selvin's Nov. Orch.
4233	SNAP YOUR FINGERS AT CARE, Orlando's Orchestra GOOD TIMES .....Yerke's Orchestra
4236	MARGIE .....Orlando's Orchestra CARESSES .....Orlando's Orchestra
5230	PALESTEENA.....Fred Whitehouse, Tenor I'VE GOT THE BLUES FOR MY OLD KENTUCKY HOME .....Rush
4707	HAWAIIAN TWILIGHT Ferera & Franchini HONOLULU MARCH..Ferera & Franchini

The
CARMEN
PHONOGRAPH



is now made in Period Console as well as Cabinet Cases.
THE CARMEN REPRODUCER (Double Diaphragm Pat. Pend.) gives to all lovers of good music the nearest to actual reproduction possible.

We Challenge Test Comparisons

Write for dealer Helps—Your territory may be open—If so, it is your opportunity.

G. W. HUNTLEY & CO.
25 East Lake Street CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 157)

duction. It is felt by the committee that the thousands of professional traveling men are deserving of some consideration in this respect and that mileage books are a convenience to which they are entitled owing to the special character of their work.

The railroad committee is also preparing a vigorous protest against the 70 per cent increase in Pullman car rates, which has served to make the rates to-day 80 per cent more than the rates last Spring. It is declared that such an advance appears unjustifiable.

The hotel committee of the Federation is also preparing a vigorous campaign against prevailing exorbitant hotel rates in all sections of the country.

PARAMOUNT DEVELOPMENT

Interesting Story of the Growth of the Business as Well as the Personalities and Policies Associated With the Company

In one of a series of articles on the prominent industries of Milwaukee, the Journal, one of the leading dailies of that city, pays a rather unusual tribute to the Paramount Phonograph Co., of Port Washington, Wis. A full page is devoted to the story of the origin and growth of this large phonograph company and is illustrated with many views of the factory and its various departments. The story opens with a real human interest touch, telling of the experience of an old lady upon first hearing a talking machine some seventeen years ago. She refused to believe that it was possible to have sound reproduced and was not convinced until she heard the words of an old familiar song coming from the horn of the instrument. "Furniture, furniture," she mumbled, "a piece of wood—and yet a human voice."

After describing what the talking machine had done in advancing the cause of music in America and outlining in detail the processes carried on in the plant making Paramount phonographs, a tribute is paid to the company itself as follows:

"The Paramount Co., with its groups of factories, is a huge institution. The Sheboygan factories, where reproducers, tone arms and motors are built, occupy ten acres of floor space and have a capacity for 750 workers. The largest group, including the general offices, at Port Washington, occupies twenty acres and has a capacity of over 1,000 workers. The Grafton plant covers five acres and has a capacity for 500 workers.

"This huge organization, established in 1888, grew from a small shop, employing only fifteen men and capitalized at $10,000. Its rise is intimately connected with the history of F. A. Dennett, its founder and the first president. Mr. Dennett, a machinist by training, after helping organize the Milwaukee Harvester Co., now a part of the International Harvester Co., sought other fields for the exercise of his organizing ability.

"In Port Washington he took a defunct sash and door factory and out of it built the Wisconsin Chair Co., one of the largest furniture companies in the State. As it grew, branches were established in neighboring towns. The original plant became the largest factory in Port Washington and one of the most important factories in its industrial development. In building the Wisconsin Chair Co. Mr. Dennett associated with him as vice-president J. M. Bostwick, now president; as secretary, J. R. Dennett, now vice-president. O. E. Moeser has succeeded J. R. Dennett as secretary, while E. J. Barrett has taken the position of treasurer.

"So famous did the products of this company soon become that when the phonograph came into wider use and more cabinets were needed three of the largest phonograph companies in the world turned to this Port Washington Company. One of these companies, in fact, finally took over the entire New London branch with its great facilities.

"While manufacturing these cabinets Dennett and his co-workers studied the reproducing mechanism thoroughly. Already they were producing the finest specimens of phonograph cabinet work in the country. If they could improve the reproducing mechanism there was no reason why they should not come to rival the companies whom they were supplying with cabinets.

"Years of study of existing models showed chances for refinements in construction. The evolution of the essential part of the Paramount was not the result of any startling discovery of a new principle. Instead, the best features of existing types were taken and modified a little here and there, until the perfect reproducing mechanism has been achieved. Six years ago the Wisconsin Chair Co. began manufacturing the results of these years of study.

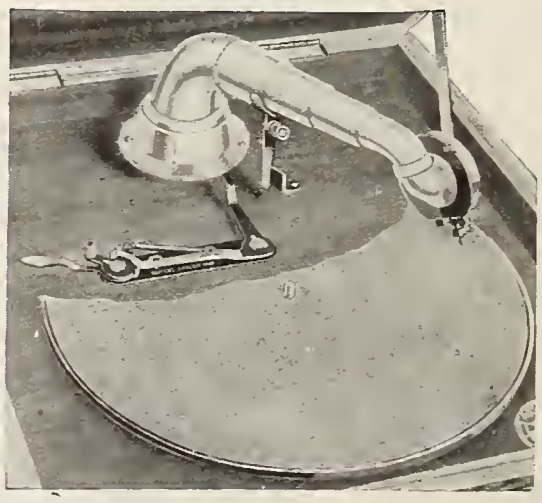
"Starting out with the organization of a great concern and with its personnel of unrivaled craftsmen, Paramount has rapidly become one of the largest makers of phonographs in the country. To-day Paramounts are bringing happiness to homes in every State in the Union. Their growth in popularity has been one of the most remarkable triumphs in the industrial history of Wisconsin."

THE FERRO AUTOMATIC STOP is the best, most accurate automatic stop on the market.

Its operation is positive. There is no guesswork about its stopping the motor at the right moment, all the time.

It is a combination automatic stop and hand brake—will work properly either way.

Order a sample NOW



FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

G. I. STANTON TO CHICAGO

G. I. Stanton, manager of Dealers' Service department of the General Phonograph Corp., is planning a trip to Chicago, which will last over the holidays. While in the "Windy City" he will call on the local distributors of Okeh records and explain to them all about the new window display service for 1921, as well as generally discuss the Okeh record situation and general business outlook.

BUSINESS MEN MAKE RECOMMENDATIONS TO CONGRESS FOR IMPORTANT CHANGES IN THE TRADE-MARK LAW

Effort to Be Made to Take Trade-mark Registration Out of Patent Office and Place It in Hands of Special Bureau—National Trade-mark Urged for the Benefit of the Export Trade—Steps to Be Taken to Control the Registration of Foreign Trade-marks in This Country

WASHINGTON, D. C., December 6.—Many changes in the trade-mark law will be recommended by American business men during the closing session of the Sixty-sixth Congress, but it is expected that definite determination of a new national policy will await the Sixty-seventh Congress when the Republicans come into complete authority and can work out a co-ordinated program of business legislation.

Segregation of the registration of trade-marks from the registration of patents and placing them under a distinct official, either in the Department of Commerce or in the Federal Trade Commission, thus avoiding inefficient duplication between several Government establishments and giving American business better service, is one of the reforms that will be urged upon Congress when it reassembles. Authorization of a national trade-mark, which Congress has been considering some time, will also be the subject of hearings before the Committee on Interstate and Foreign Commerce, of which Representative Samuel Winslow of Massachusetts, will probably be the new chairman.

The proposed changes have already been placed before the members of the congressional committees, and Chaurcey P. Carter, until recently with the Department of Commerce, and considered one of the best trade-mark authorities in the country, will advise with the committees regarding their adoption.

In emphasizing the desirability of having a special registrar of trade-marks it is pointed out that at present trade-marks are entirely subordinated to patents in the Patent Office, to the detriment of the interests of American manufacturers, and especially those who do a large export business. The Federal Trade Commission and the Bureau of Foreign and Domestic Commerce already have considerable to do with trade-marks, trade names and unfair marking. At the present time the Patent Office and the Federal Trade Commission are working at cross purposes, while the Bureau of Foreign and Domestic Commerce is doing likewise. Owing to the accumulation of patent work in the Patent Office, it is impossible to secure promptly certified documents that are required to head off infringement or piracy abroad.

American business interests are insistent that a national trade-mark should be decided upon as soon as possible. It is proposed that its use should be governed in each trade by the trade itself, which, however, shall be subject to the law and to regulations enunciated from time to time by the Federal Trade Commission. The commission would be given power to take away the right to use the mark for violation of the regulations or non-compliance with the law. Each trade may have different rules for the use of the mark in its trade, but all must square with the law and rules of the Federal Trade Commission.

Congress will be asked to make certain amendments to the act of March 19, 1920, so as to correct ambiguities in the wording thereof, and particularly to authorize the commissioner to transfer the international applications of the proprietors of U. S. A. trade-mark registrations; to authorize the commissioner to examine and, if anticipated or otherwise objectionable, to reject marks from other countries registered under the Pan-American convention. At present the commissioner is transmitting applications without authority to do so and is not examining foreign marks, although the act seems to make it necessary for him to do so, but is somewhat ambiguous in this respect.

It will be recommended that the trade-mark fee should be made $20, of which $10 would be refunded if registration is not granted. At present the fee is $10, with no refund. Penalty will be asked for use of the "registered" notice when a mark has not been registered. As it is now, there is no penalty or prohibition, and many unregistered marks are presented as "registered."

SOUTH AMERICAN HOUSE EXPANDING

The Argentine Talking Machine Co., Buenos Aires, S. A., has just announced its occupation of new and larger quarters at Corrientes 951. This move was the result of its fast growing business and these new quarters will enable them to take care of the company's many clients in a much more satisfactory manner.

APPOINTED RISHELL DISTRIBUTOR

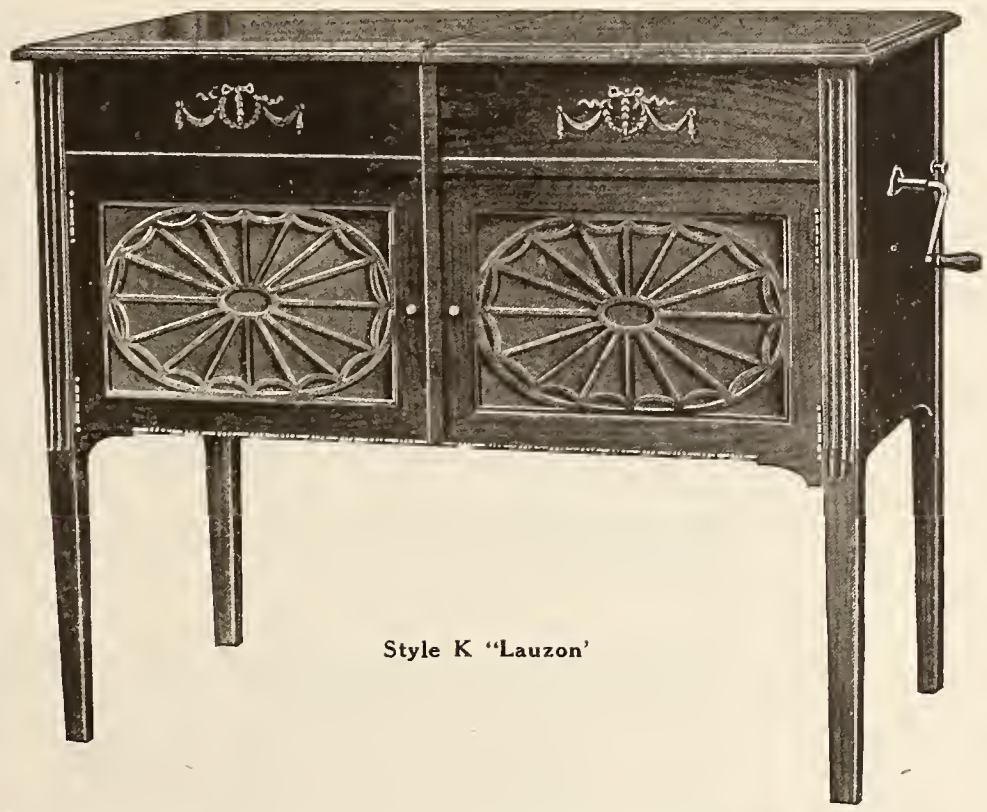
Grand Talking Machine Co. to Wholesale That Line in the Metropolitan District

The Grand Talking Machine Co., 270 Flatbush avenue Extension, Brooklyn, N. Y., of which A. Abrams is president, was recently appointed New York distributor of the Rishell phonograph.

A large advertising campaign, which includes much space in the New York newspapers, was recently inaugurated to support the dealers in the Metropolitan district who are handling the Rishell product. The plans call for much space in the New York dailies and other papers between now and the Christmas holidays, and in addition there is a supplementary campaign calling for publicity in other channels.

Besides carrying the Rishell products which comprises a line of ten models, the Grand Talking Machine Co. is also distributor of the Q R S rolls, needles and many other talking machine accessories.

Built Upon 25 Years' Phonograph Experience



Style K "Lauzon'

Men who make Lauzon have been selling talking machines from the very birth of the industry.

They know jobbers' problems; they know dealers' problems.

They have stressed the strong points of quality phonograph manufacture and avoided the weak spots.

A priceless heritage of talking machine merchandising experience comes to you with the well-made Lauzon.

Line up with a leader—link up to Lauzon!

Seven upright and two console models. *For available territories address*

Special Discounts to the trade on three models that will not appear in our 1921 catalog. Write for all particulars.

Michigan Phonograph Co.

Office Address: National City Bank Building
Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS : : : : MICHIGAN

Edison Amberola Message No. 12

Mr. Phonograph Dealer:

In times like the present, when the public is demanding full value ----dollar for dollar----your sales and advertising claims must be substantiated by the lines you handle.

Dealers who handle the Diamond Amberola line can honestly and emphatically present the two points that are now being compared and considered by the public.

The two points of public interest are price and quality.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Putting the "Won" Into 1921

Give your "think-tank" an inning, if you want to make a winning

WAS circulating around last week through the trade, looking over the situation, talking to prominent talking machine merchants, and some not so prominent. I picked up a lot of important news—but one little point seemed most important of all, because it is a clue to the mystery of "poor business" which some dealers are trying to solve. I dropped in to a talking machine shop. The proprietor came forward to meet me. He did not know me from Adam—thought I was a customer, and began to "sell" me.

In his mouth was a half-smoked cigar.

It is hard to convey the "rank" impression this man made as a salesman and as a representative of his store. No doubt you are never so careless as this man, but getting at the underlying idea—do you give sufficient thought to the little things of this sort? Do you insist that your salesmen dress well and look well? Do you have a door man, chosen because of his pleasing personality—or do customers enter your store, and stand around "on one foot," waiting till somebody is not busy? Are there some comfortable chairs in which people may rest, if they have to wait?

Your store is the home of your business. Make it as homelike as you can. Be as courteous and attentive to your store guests as you would be to your personal guests. Women are the BIG buyers of talking machines and women like courtesies extremely well.

* * *

THERE is a man in New York who makes a specialty of rare records. He has many records now out of print, some of them by famous artists. Among his treasures are said to be four separate recordings of Caruso's voice in "Celeste Aida," made at different periods in this artist's career. Upon some of these records he places a value as high as $1,000 apiece.

There is an idea for you in this. Namely, the idea of "rare records." Pick out some of your older or cut-out records and play them up in an ad as rare records which you are fortunate to have in stock. Speak of your records of this class as a "collection," giving them the same atmosphere as a collection of famous autographs, engravings or other art objects, emphasizing their rarity.

* * *

A WESTERN Victor retailer, the Pontiac Music Shop, has had much success with this idea—there are always a number of vacant stores for rent in various parts of the town. Around Christmas time, the Pontiac Music Shop secures the privilege of putting window displays in these vacant stores. The cumulative effect of these displays, all being shown at the same time, greatly helps the store's business, in the opinion of Mr. F. J. O'Connor, who is responsible for the idea.

* * *

THE customer had bought his records, and was on his way out. It was near Christmas, and he carried bundles in both arms. Trying to pull open the door, the package of records dropped on the floor. When opened, two were cracked.

You may not be able to afford the salary of a door man all the year; but certainly there should be somebody at your door during the holiday rush.

* * *

"TESTIMONIALS" are usually the kind remarks of some good friend about the quality of your instruments. But in the talking machine trade, where the other fellow handles the same goods as yourself, the important idea to plant in the public mind is "Service." Get from your customers as many testimonials as you can about your record service, your prompt deliveries, your repairing, the completeness of your stock, the courtesy and ability of your sales force, the fair treatment of your adjustment department. In each of your ads include a box, in which you quote one of these testimonials, in whole or in part.

AVOID ambiguity. Whether you are writing ads, or letters, or talking, never give out a phrase which can be interpreted in more than one way. Many sentences in talking machine ads have to be read through twice in order to be sure what is meant. The classic example of ambiguity did not appear in an ad, but was in the form of a signboard. The author remains anonymous. The only fact about him that is left to history is that he was a farmer:

"NOTIS: If any man's or woman's cows get into these hare oats, his or her tail will be cut off as the case may be."

* * *

WITH Christmas coming on there is a splendid chance to sell a dozen records at a time with little more sales effort than is needed to sell one or two records. The method is simple and the results are good. Fill three albums with records. One album with opera selections, the second with dance music, and the third with children's numbers. Place these three albums on the floor of your show window opened in such a way that at least two records in each album are visible. Have three cards, size twelve by fifteen inches, printed up, one headed, "A Book of Opera;" the second, "A Book of Dance Music," and the third, "A Child's Book of Music." Under the respective headings list the twelve records included in the albums. At the bottom of the cards print, "Book complete $—." (Insert price.) The price should be the sum of the actual prices of the records plus a special sale cost for the album. These cards should be placed just back of the album which they describe. A long narrow strip bearing the words, "Books of Music; The Ideal Christmas Gift," should be hung across the center of the window. If desired, the customer can be allowed the right of changing the titles.

* * *

IF by chance you forgot to enclose a card with your December record bulletin wishing your clients or prospective clients the compliments of the season, you should prepare a New Year's card to send out with your January bulletins. The cost is extremely small in comparison to the good favor which you will incur.

* * *

A NOVEL idea to call the public's attention to one particular record each day without changing a whole window display was suggested to me the other day by a Keystone State dealer who stopped in to give me the glad hand. Here it is. Take a large piece of cardboard and cut it into circular form about two feet across. Paint this up to represent a record, reproducing as accurately as possible the center label, etc.

On the black portion of the record paint in white the following words, "To-day's Hit Is —." Make this lettering curve in semi-circular manner to conform with the outside curve of record.

Take a small strip of lightweight cardboard and letter on it in properly proportioned letters the title of a piece of which you want to increase the sales. Put this strip in its proper place with a thumb tack on either end to make it secure. Change this portable strip each day with the title of a different record. By this method you can greatly reduce the number of those popular selections with which you are plentifully stocked. It also is a good way to move some of the slow-selling standard and operatic selections.

* * *

ERE we meet again the year nineteen twenty will be but a milestone in the history of the world; in the history of music. So as we enter the new year let us all resolve to be bigger and better merchants, and to sell our instruments and records not as wares or chattels, but as purveyors of music. When we carry the spirit of good music to our fellow men, we ourselves are doing well, for as Addison so beautifully expresses it,

"Music, the greatest good that mortals know,
And all of heaven we have below."

A Merry Christmas and a Happy New Year to you all!

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

THE REPRODUCER AND ITS IMPORTANCE

By W. L. NEWTON, of Newton & Co., New York

Last month an editorial appeared in The World which directed attention to a "crucial stage in the talking machine industry." Facing new economic conditions many manufacturers are no longer concerned solely with production problems, but are instead searching for the "Aladdin's Lamp" that will enable them to place their product in the homes of the buying public at a profit. These makers are apparently not sensing that the missing essential is the quality they advertise.

Since the age of primitive man there has been one unquestioned and infallible sales asset—that is quality.

During the past several years there has been undoubtedly a distinct lull in the development of talking machine performance, due chiefly to a sellers' market. Far too many have devoted themselves to elaborate examples of the cabinetmakers' art only to house in them a cheap reproducer along with other vital parts in the same ratio of value.

Primarily the reproducer plays the most important and vital part in the construction of a talking machine, yet with some pleasing exceptions the "should-be-obsolete" types of years ago continue to blare their discordant way. The majority of talking machine builders have not seemed to realize that upon the reproducer depends tonal quality, volume, fullness, flexibility—in a word, truthful interpretation. A mechanism upon which so much depends should be highly perfected and of modern, scientific construction. The quality of the reproducer should rightly receive more consideration and thought in this era of mechanical wonders. That it will receive more prominence and attention brings us back to the dilemma of present trade conditions and the undisputed fact that the talking machine of to-morrow, to enjoy any reputation whatsoever, must have true merit—merit not alone in the cabinet, but decidedly inside it, first on the business end of the tone arm, second in the amplifier.

Motors are of more negligible importance; their development has exceeded other more vital factors.

All in all, it appears that genius in the talking machine trade has been too often directed almost entirely to commercializing and intensified advertising, with little thought given to idealism. Not forgetting some who have had the foresight and courage to fight for higher ideals, there is a legion of manufacturers who must experience a reverse in thought and action or drop into oblivion.

To-day the public would not tolerate the moving picture of ten years ago, nor will they continue much longer to accept the talking machine of tenement fame.

USE BONUS MONEY FOR MUSIC

Fairmont Music Co. Makes Timely Suggestion to ex-Soldiers of Minnesota

FAIRMONT, MINN., December 6.—To connect up with the soldiers' bonus and suggesting a talking machine as the most appropriate gift which the soldier boys could give to their mothers at this Christmas time, the Harmony Music Co. of this city used some very appealing and effective advertising in the local papers. The advertisement in question pictured at the top two happy soldiers who had just received their bonus from the Government. The text copy told the story of how the mother had stood by the boys through thick and thin and now she deserved something from them in return. Seeing her look longingly at an advertisement of a talking machine in one of the papers, they at once go out and hurry to the nearest store to make their purchase. The Harmony Music Co. carries the Victor, Columbia, Edison and Aeolian-Vocalion lines.

SIGNS THAT ATTRACT ATTENTION

The J. B. Bradford Piano Co., Milwaukee, Wis., Sonora dealer, has placed in advantageous locations around the city the small Sonora signboards which it procured from the Yahr & Lange Drug Co., Sonora jobbers. It has also used a photograph of this sign as the reverse

Using This Sign to Advantage

side of a post-card, which is quite unusual and which is reproduced herewith.

This well-known dealer has been in business since 1872 and has the reputation of being one of the most successful and progressive music houses in the Middle West. The company recently remodeled its building, and it is now one of the show places of the Milwaukee retail trade.

OPTIMISTIC MIDDLE WEST JOBBER

CLEVELAND, O., December 8.—The Kennedy-Green Co., jobber of Okeh records in this territory, reports a fine holiday business and is showing a spirit of optimism in its business in general that reflects the efforts of this progressive organization. J. M. Erwin, formerly of the Day Drug Co., Akron, O., has joined the Kennedy-Green forces, as also has Tom O'Connor, who will cover eastern Ohio for this company. Both are "hustlers."

THE RECORD OF QUALITY

Okeh Records

We Give Quality—Service and Personal Co-operation

Okeh Records are a national success

Become a dealer of the quickest selling records made

WRITE US FOR PARTICULARS

Okeh dealers are always satisfied; for every record released there is an immediate demand

We help you satisfy the demand by giving prompt service and carrying a full stock of each release

Kennedy-Green Company

1865 Prospect Avenue **Cleveland, Ohio**

Patent Infringement Suits Brought Against Prominent Phonograph Makers Do Not Affect the Sonora

SEVERAL years ago Mr. George E. Brightson, President of the Sonora Phonograph Co., Inc., recognized clearly the strength and rights of the basic patents owned by another important phonograph company and comprehended the broad field they cover.

Sonora then secured a license to manufacture and operate under the BASIC PATENTS of the phonograph industry, and you are protected by these licensed patents as well as by the many patents owned and controlled by the Sonora Phonograph Co., Inc.

The foundation and future of the Sonora Company and of the business developed by Sonora dealers are absolutely secure.

In handling the Sonora you know positively that you and your customers will not be embarrassed by the results of legal actions brought against you for selling or purchasing phonographs which infringe patents owned by others.

In considering what phonographs to stock you should now consider both the merit of the instrument and the legal status of its manufacturer

Sonora dealers can be free from concern over patent litigation

SONORA PHONOGRAPH COMPANY, INC.

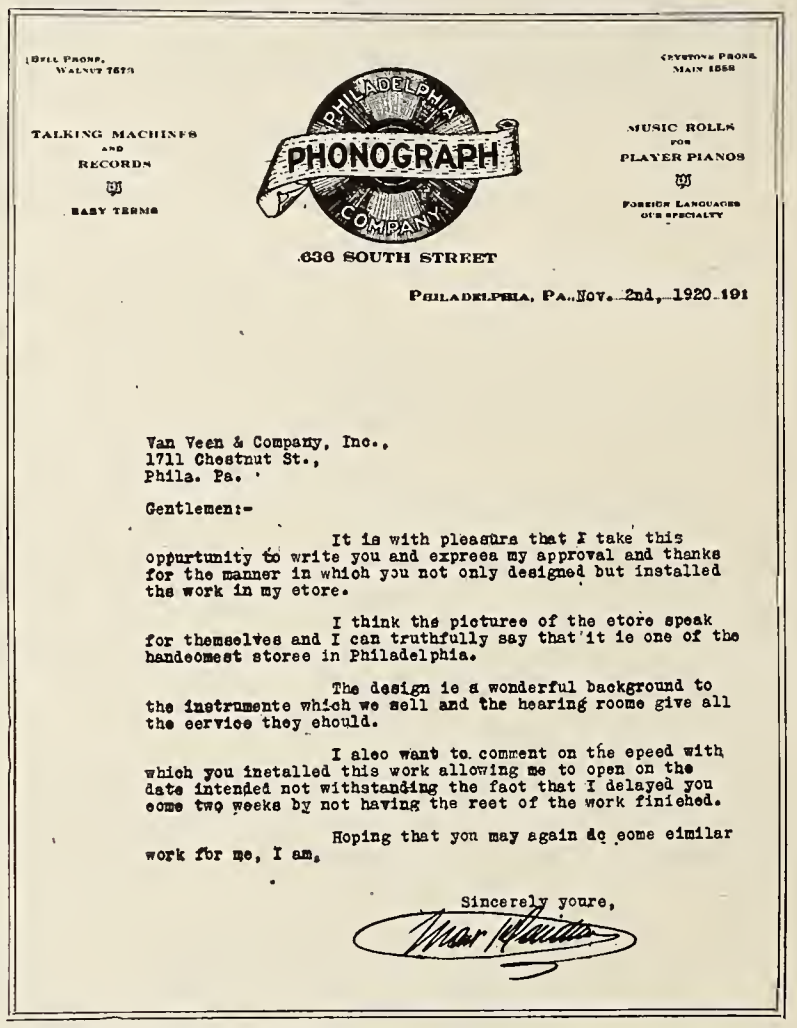
GEORGE E. BRIGHTSON, President

NEW YORK CITY

Complete High Grade Equipment

An Important Factor in Maximum Selling Efficiency

Philadelphia Phonograph Company



BELL PHONE, WALNUT 7673 — KEYSTONE PHONE, MAIN 1558

TALKING MACHINES AND RECORDS — EASY TERMS

PHILADELPHIA PHONOGRAPH COMPANY

MUSIC ROLLS FOR PLAYER PIANOS — FOREIGN LANGUAGES OUR SPECIALTY

636 SOUTH STREET

PHILADELPHIA, PA. Nov. 2nd, 1920 191

Van Veen & Company, Inc.,
1711 Chestnut St.,
Phila. Pa.

Gentlemen:-

It is with pleasure that I take this oppurtunity to write you and express my approval and thanks for the manner in which you not only designed but installed the work in my store.

I think the pictures of the store speak for themselves and I can truthfully say that it is one of the handsomest stores in Philadelphia.

The design is a wonderful background to the instruments which we sell and the hearing rooms give all the service they should.

I also want to comment on the speed with which you installed this work allowing me to open on the date intended not withstanding the fact that I delayed you some two weeks by not having the rest of the work finished.

Hoping that you may again do some similar work for me, I am,

Sincerely yours,

The above illustration and letter show our customary service—nothing unusual, just a daily occurrence

We honestly believe our product the best.
We make prompt shipments as promised.
Our equipment makes money for you.
Our prices are fair.

Upon the above plain statement of fact—we ask your business.

Plans and Estimates Promptly Given.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

NEW ORLEANS COLUMBIA MEETING

Robert Porter, Field Sales Manager, Principal Speaker at Luncheon on December 2—Business Getting Back to Normal, He Declared—Dealers Must Do Business in Modern Way

NEW ORLEANS, LA., December 6.—Robert Porter, field sales manager for the Columbia Co., was chief speaker at a meeting of Grafonola dealers held in this city on Thursday, December 2. His talk was very optimistic and he quoted a number of the nation's financial leaders to prove that business conditions were at last getting back to normal. He told the dealers they would have to conduct their business differently than they had in the last ten years.

Mr. Porter went from New Orleans to Dallas to another dealers' gathering. The meeting in New Orleans was a noon luncheon and was attended by Mr. and Mrs. R. W. Hinton and Miss Boone, N. W. Hinton Co., Lumberton, Miss.; S. Seidler, Poplarville, Miss.; Dr. Watkins, Jones-Watkins Drug Co., Pascagoula, Miss.; H. T. Kotterman, Kotterman Furniture Co.; B. G. Powell, Maison Blanche; Miss E. Berwin, Grunewald Music Co.; H. Perloff and C. Hingle, of H. Perloff, New Orleans; Selig Daves, Algiers, La.; B. H. Gardner, Slidell, La.; D. A. Barre, George Rossine, Mr. and Mrs. A. W. Clapperton, W. W. Twigg, E. L. Estes, J. J. Clesi, H. P. Wise, Miss W. Lemley and A. B. Creal, of the New Orleans branch.

URGE HOUSE-TO-HOUSE CANVASS

Timely Suggestion on Going After Holiday Sales—Movie Slides Prepared—Prizes for Window Displays Offered to Stimulate Dealers

On the principle that if "Mohammed won't go to the mountain, the mountain must go to Mohammed," the Pathé dealer is advised in the latest issue of Pathé News to make a house-to-house canvass in his locality. This extra development of sales at this period prior to the holiday season is bound to have a favorable effect on the dealers' trade. At the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, N. Y., reports have been received from dealers situated in widely divergent points that, with slight effort on their part in the stimulation of sales, results have been achieved that are very satisfactory. Pathé dealers are extending their special record offer until the end of December, thus covering the entire Christmas trade.

Halftone reproductions are shown of four movie slides that have been especially prepared for the Christmas trade following a custom of many years' standing. These slides have been artistically prepared in the Yuletide colors and are being used to an exceedingly large extent by Pathé dealers this year.

As a handsome window display is one of the best assets any phonograph merchant can have, Pathé News announced a total of nine prizes to be given for December window displays, as an encouragement to the dealer to give added attention to the dressing of his windows.

ENLARGE CAPITAL AND QUARTERS

SAN FRANCISCO, CAL., December 4.—The Mercantile Finance Co., of this city, has announced a further capitalization of the company by an increase in stock sales and its fast-growing business has once more necessitated an increase in its forces. Due to this increase in business this company has found it necessary to locate in new quarters at 459 Montgomery street, where it will be able to take care of its fast-growing business more efficiently.

INTERESTING REMINGTON FOLDER

"Musical Tone, Pure and Clear as the Crystal Brook," is the subject of a six-page folder lately produced by the Remington Phonograph Corp. as a dealer help. Substantial quantities have been ordered by Remington dealers and this folder is reported to be doing its share in the interests of Remington sales promotion.

WORCESTER VICTROLA SHOP OPENS

P. J. Mann Co., Due to Business Expansion, Seeks New Location in Business Section

WORCESTER, MASS., December 6.—The new Victrola shop of the P. J. Mann Co., 310 Main street, was formally opened to the public on December 1. Not only is this new talking machine store the largest in the city, but it is the only exclusive Victrola shop. A complete list of Victor records will be in stock and all models of machines will be carried.

Having outgrown his quarters at 24 Pearl street, where he had been located since entering business here, Mr. Mann has selected a good location to carry on the ever-increasing business of the company.

The P. J. Mann Co. has won the confidence of its customers by its square dealing. This has been evident by the strides taken by the talking machine company in its field and a successful future awaits them in their beautifully appointed new quarters.

JOCKER'S ORCHESTRA TO RECORD

Sign Contract to Record Exclusively for the Vocalion Records

It is announced that Al Jocker's Dance Orchestra, a body of musicians who enjoy a wide reputation among those who pose as disciples of Terpsichore, has just signed a contract to record exclusively for Vocalion records. An early list will include some of the latest dance hits played by that orchestra.

ANNOUNCE NEW CARDINAL MODEL

NEWARK, O., December 8.—The Cardinal Phonograph Co., of this city, is bringing out a new model of the Cardinal phonograph which will be known as the Castle model. The new model will be of entirely new design but will contain the same high-class equipment and finish which marks the other Cardinal models and which have made them so popular among a discriminating clientele.

TALKING MACHINE WORLD

YOU HAVE AGAIN DEMONSTRATED YOUR WONDERFUL "PULLING" POWER BY SELLING "YOU-NIT" CABINETS ALL OVER THE U. S. A. AND CUBA IN 60 DAYS.

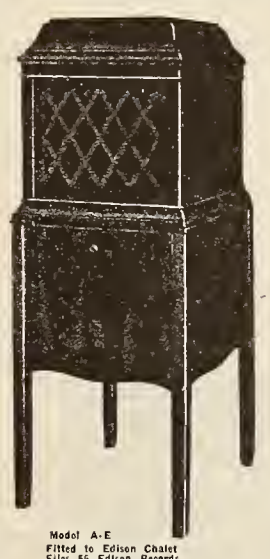
OGDEN

AT LAST A OGDEN'S You-Nit TRADE MARK CABINETS PAT'D LYNCHBURG, VA. CABINET

(For all Table Type Machines)

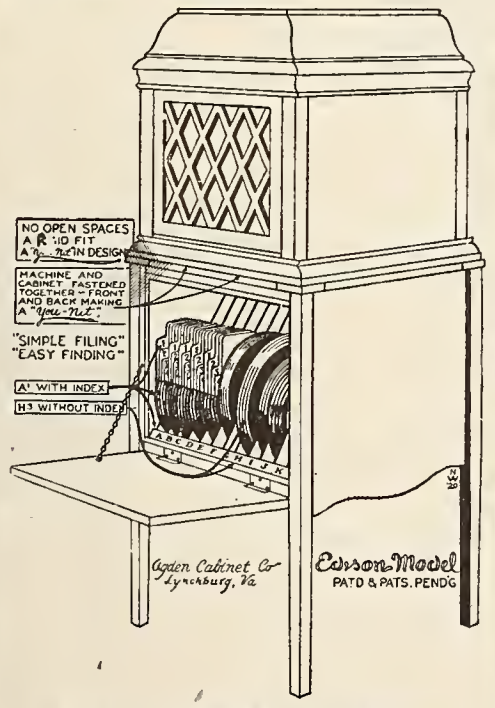
Which becomes a "Unit" with the Machine. Fits so the open space or Dust Trap is closed. All You-Nit cabinets are in harmony with the construction of the machine they are made for.

Matches in material and finish and fastens to the machine, making a one-piece Unit of superior appearance, greater convenience, and increases the value and salability of every Table Type Machine.



Model A-E
Fitted to Edison Chalet
Files 56 Edison Records
Price $18.50
Rouge and Natural Finish

Model A-E Cabinet
Note: Fitting design for fastening to Edison
Big value Big record capacity



Model B-E
Fitted to Edison Chalet
Files 112 Edison Records
Rouge and Natural Finish
Price $24.00

Model B-E Cabinet
Note how it is made to fit and fasten together
A You-Nit or fitting cabinet made for all makes of machines

BETTER CABINETS, LOWER PRICE, MORE PROFIT

A Model for Every Table Type.

Edison Disc and Amberolas. Victrola VIII & IXA, Grafonola C & D, Pathé 3 & 6.

Write for list of jobbers carrying this stock and prices of all models.

Prepare now to supply the increasing demand for lower priced outfits.

We can ship you now.

OGDEN CABINET CO. **Lynchburg, Va.**

BABY GRAND DESIGN PHONOGRAPH
FERN-O-GRAND CO. CIN.O.

KNOWN FOR STYLE AND TONE

BABY GRAND
DESIGN
PHONOGRAPH

The most distinctive type of phonograph on the market.

Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.

Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.
List Price $230.00
Made in Mahogany and American Walnut.

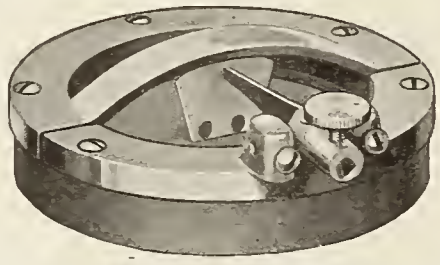
Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.
List Price $235.00
Made in Mahogany and American Walnut.

New and Exclusive in Design

our Ellis Reproducer and large amplifying Chamber is the secret of its wonderful vocal and instrumental tone.

Its Musical Qualities are Incomparable

PROTECT YOUR TRADE and stimulate your phonograph business by having THE BABY GRAND DESIGN LINE on your floor.

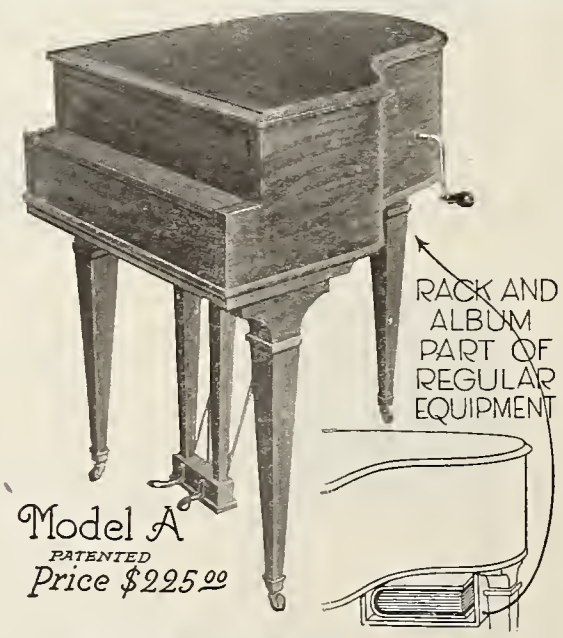


Our Reproducer
Patented U. S. A.
(Guaranteed for Twenty Years)

1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By off-setting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for bridge connection.

Model D—The ever-popular Louis XVI., an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.
List Price $240.00
Made in Mahogany and American Walnut.

Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.
List Price $250.00
Made in Mahogany and American Walnut.



Model A—Bahy Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.
List Price $225.00
Made in Mahogany and American Walnut.

The Fern-O-Grand Company

212-220 West Canal Street
Cincinnati : : Ohio

The Dimensions of The Amplifying Chamber are 24" in width and 10" in height. Think of that. The Cabinet is 36" high, 27" wide and 34" in depth—Shipped K. D. which assures lowest freight rates.

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW UPON YOUR REQUEST

EDISON CONFERENCES RESULTFUL

Meetings of Officials and Department Heads of Edison Laboratories to Discuss Sales Problems Have Distinct Effect on Business

Sales conferences, composed of the various officials and department heads associated with the phonograph industry at the Edison Laboratories, have become a vital force in the selling organization of that concern and are considered a highly important factor in shaping the selling practices of that organization and of the Edison phonograph trade in general.

Conferences Vital Force in Edison Sales Organization

Conferences of this sort are held at the Orange Laboratories with due regularity under the apt guidance of William Maxwell, the vice-president, who has always believed them to be an exceedingly valuable adjunct to the selling organization and who presides at all of the conferences.

The benefits of these conferences, both to the Edison trade and to those on the inside of the organization, are manifold and are aptly described by Assistant General Sales Manager John A. Shearman, who says:

"Under the very able leadership of Mr. Maxwell, our weekly meetings have resulted in the development of a number of sales propositions that have been most pronounced. The efficacy of the plans can best be illustrated by the fact that, during the present period of readjustment, Edison dealers who have adopted the plan are experiencing no decrease in their volume of sales.

"These meetings tend to keep each man inside of the organization on his toes. In the intervals between meetings each gives serious thought to new ideas and suggestions, because he does not want the other fellow to outshine him.

This method has resulted in a wealth of ideas probably unobtainable without the spur of friendly competition."

BIG PLANS FOR STRADIVARA

Portland Concern to Double Capacity of Coast Plant and Expects to Enter Trade in Australia and Orient in Big Way, It Is Announced

PORTLAND, ORE., December 4.—Plans are being considered which will double the capacity of the Stradivara factory plant at Thirty-third street and East Broadway, announces J. T. Thompson, manager of the concern. Additions will be made to the equipment and working force which will increase the output of the factory from fifty to 100 machines per eight-hour day.

Several months ago the Stradivara Phonograph Co. was organized as a $5,000,000 corporation and in August of this year it absorbed by purchase the factory and other assets of the Pacific Mfg. Co. A branch house has been established in San Francisco from which the territory of California, Arizona and Nevada will be handled. As fast as the capacity of the house will permit additional branch houses will be established.

A number of handsome new models are being designed and arrangements are being made with a local exporting company to introduce the Stradivara into the Orient. Special models are being manufactured for the trade in New Zealand, Australia, China, Japan, Borneo and the Philippines. The Stradivara Co. has acquired exclusive rights to the use of Okeh records in the Northwest.

All officers and directors of the company are local men: F. A. Douty, president; F. N. Clark, vice-president; S. L. Eddy, treasurer; J. T. Thompson, secretary and manager, and Ira F. Powers, member of the board of directors.

NORTHERN NEW ENGLAND NOTES

Maine and New Hampshire Dealers Prepare for Active Trade During Holidays

PORTLAND, ME., December 6.—Harry Baish, of the Unit Construction Co., has made quite an extensive trip through the New England States, calling on many of the dealers in an effort to further promote the efficiency of the retailers' establishments. While passing through Portland he spent a day at Cressey & Allen, distributors of the Victor line.

A. E. Thompson, Victor dealer in Brunswick, Me., is going after the holiday business in a very aggressive way, having just finished a rather elaborate rearrangement of his entire store.

C. B. Snow, wholesale manager of the Victor department, Cressey & Allen, of this city, has returned from a rather extensive trip by auto up through the White Mountains, calling on the trade, in anticipation of a big holiday business.

Bailey's Music Rooms, Littleton, N. H., have moved into their new block, which was recently purchased. This store is equipped in a modern fashion, containing beautiful display and demonstrating rooms, of which the management should feel proud. The holiday business promises very well for this dealer, the improvements coming just at the opportune season.

F. P. Meader, of Rochester, N. H., has already started outfitting a music room in his store there. One demonstration room has been installed in anticipation of a very large and active holiday business. This is one of the dealers who is wide awake, aggressive and is not overlooking any of the opportunities offered in having the Victor line.

SCHWARZ-THORNELL COMBINATION

Louis A. Schwarz and Harrison F. Thornell, both of whom have been in the talking machine industry for many years and are well acquainted throughout the entire trade, have combined their forces as manufacturers' representatives of the leading makes of talking machine accessories. This combine will be effective January 1 and the name of the firm will be Louis A. Schwarz, Inc. The business will be conducted from Mr. Schwarz's present offices at 1265 Broadway, New York City.

WALNUT MFRS. MEET JANUARY 20

The annual meeting of the American Walnut Manufacturers' Association will be held at the offices of the Association, 616 South Michigan Boulevard, Chicago, Illinois, on Thursday, January 20, 1921.

A BUFFALO INCORPORATION

The Conley Sales Co., Buffalo, N. Y., has been incorporated with a capital of $5,000 to do business in recordaphones. The incorporators are E. R. and D. A. and R. J. Conley, who are all of Buffalo.

Fifteen years' experience in the manufacture of highest grade

TALKING MACHINE CABINETS

Large modern factory, thoroughly equipped with latest up-to-date machinery especially designed for this work.

HIGHEST FINANCIAL AND BUSINESS STANDING

Will consider additional contract for 1921.

THE WABASH CABINET COMPANY
WABASH, IND., U. S. A.

We have a most wonderful proposition for export business.

"IT'S ALL IN THE SONG"
THREE PROVEN SUCCESSES
GRA-NA-DA
CASTILIAN FOX-TROT
ANY TIME DAY WHERE
FOX-TROT
SOMEBODY
SONG ONE STEP
WATCH FOR EARLY RELEASES ON ALL RECORDS AND PLAYER ROLLS
WOHLMAN
MUSIC PUBLISHERS
MAURICE RICHMOND INCORP.
330 AMSTERDAM AVE., NEW YORK
PROFESSIONAL AND ORCHESTRA DEPT.
1552 BROADWAY
NEW YORK

GLEANINGS from the WORLD of MUSIC

VALUE OF VARIOUS MEDIUMS FOR POPULARIZING SONGS

An Interesting Analysis of the Many Opinions Held Regarding the Relative Merits of Orchestras, Professional Singers and National Advertising—Channels That Give Results

During recent months there has been much talk in publishing circles of the value of the orchestra as a medium of giving songs publicity. While it is true that such organizations have added much to the value of the featured songs, many people now take exception to the claim that the orchestra alone has been the making of many of what have been admitted hits during the last year. These opinions come from sources that must be given consideration. Then, too, they have made a clear case of the value of other channels of publicity, showing that only in rare instances do the orchestras exclusively make the so-called hits. This has been done by analyzing the popularity of a number in both instrumental and song form, making a record of the various performers who have sung the numbers in question. With many of the recent songs they have made out a very good case, one that will do much to disprove some of the arguments in favor of the orchestras as publicity mediums.

Those who have taken the position that vaudeville is still a decided factor as a medium of popularizing songs have in no instance made an effort to belittle the orchestra's work. On the other hand, they acknowledge the value of such bodies. But they do feel that it is well for the health of the trade in general that the orchestras should not be given such prominence that it would deter their organizations from using the other various recognized channels of publicity.

There have been times when vaudeville has been somewhat lax in its energies to put over a song, but in such cases it is generally found that the numbers were primarily of the instrumental order and did not lend themselves readily to song rendition.

Again, lest too much prominence be given to any one of those channels already recognized as good means of popularizing numbers, it is felt by some that the proper recognition should be acknowledged. They make the point that there are many changes taking place in the industry, making it necessary for those who have the health of the business at heart to move with great care.

Another point is the fact that without an organization supplementing an orchestra, or any other medium's work, the value of the orchestra's efforts will be diminished. After all, with anything but a phenomenal hit, it is the organization behind the number that puts it over, and the phenomenal hit is rare.

Another fact that is brought forward as one that must be given consideration is that, although it is possible to make an instrumental number exclusively through the orchestras, this does not apply so much to songs. Song numbers that lend themselves to orchestra arrangements must, in order to create a sale for themselves, be sung, and it is the repetition of the singing of such songs that creates the sales. None of the big publishers, therefore, is seriously considering abolishing his professional departments or eliminating any of such work where the results obtained are recognized as valuable. It may be in some instances they find that certain branches are not producing results to justify the expenditure involved in their upkeep and for that reason only they may eliminate one or more of such branch offices.

The publishers realize that to create sale for songs it is necessary to encourage the professional singers and they are ever on the lookout for a new means of using such talent. Only recently there was formed a booking organization which created a new field for professional singers, at least it was new in that it gave the singer work over a period of weeks in a field where heretofore the bookings were for short periods. It has already been able to book both concert and popular songs for a period of twenty weeks, and expect shortly to be able to give fifty-week engagements. This booking agency confines its work exclusively to motion picture houses, and while motion picture houses, at least the larger ones, have always had a musical program, much of which was devoted to singing, only a few weeks' work could be granted at any one time to an individual. This new situation not only gives a longer period of work to singers, but encourages the smaller houses to add such to their programs. This will, when it has made the progress the plans call for, be recognized as an additional medium for popularizing songs, and with further development will do much to make up for any loss, if there be such, now sustained by the publishers in vaudeville circles.

In speaking of publicity mediums and supplementing campaigns, one thing that should not be overlooked is the national advertising appropriations of the various publishing houses. Each year sees an increase in the number of publishers using publications as a means of developing trade campaigns. For the coming season Leo Feist, Inc., which has always been in the forefront in this branch of publicity, has added to its plans. A recent announcement was made by Fred Fisher, Inc., that early in January a newspaper campaign in thirty large cities would be inaugurated on four songs. Shapiro, Bernstein & Co., Inc., during the coming year are to carry out such plans used in other seasons. Jerome H. Remick & Co. have always used newspapers

(*Continued on page* 170)

Men Who Make Popular Songs

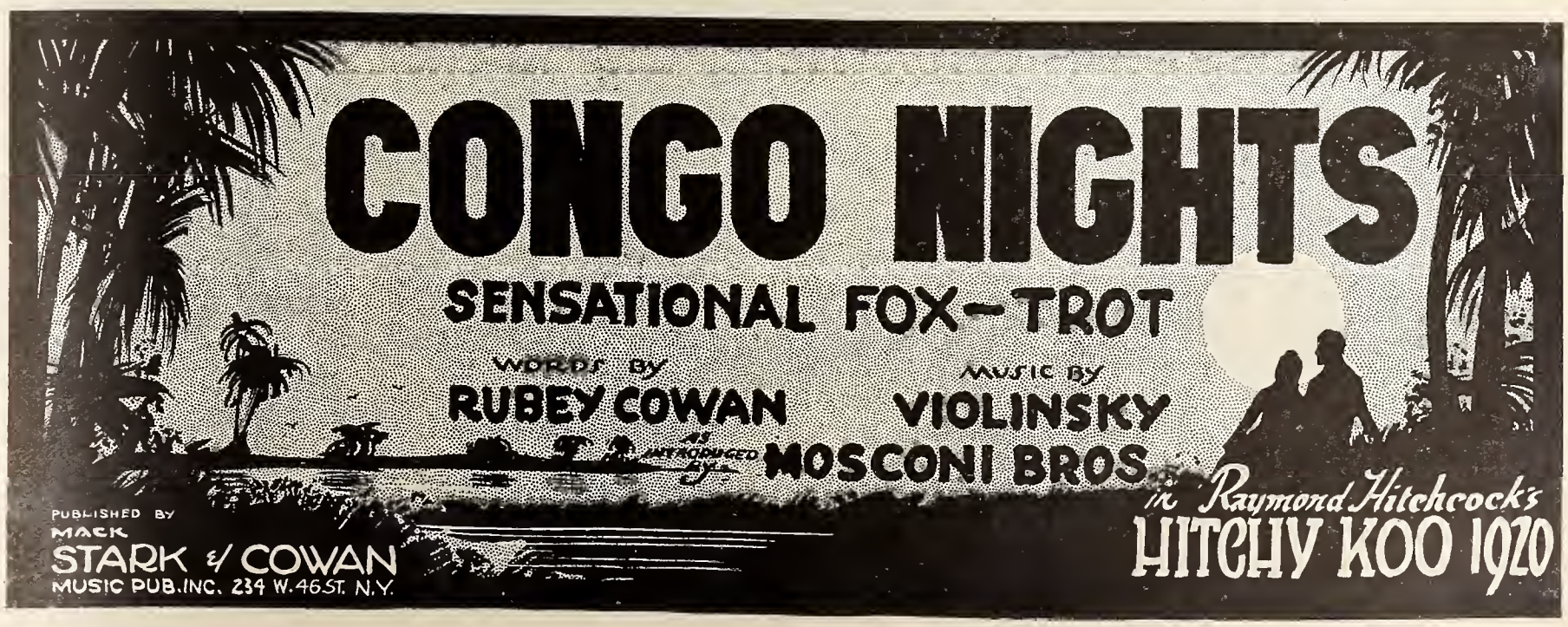
No. 19—Cliff Hess

One of our younger song writers and one who has reached the pinnacle of success in this field is Cliff Hess. In the past he has been co-author in any number of works which have been acknowledged hits, but we really believe he "arrived" when he gave the public "Freckles" and, to make his position more substantial, "I'm in Heaven When I'm in My Mother's Arms." We might mention any number of other songs,

Cliff Hess

including his "Marimba," but after all, in the popular field, we are all mostly interested in the numbers of this type.

Cliff Hess is a very versatile young man, having for several seasons written material for vaudeville performers and this, too, most successfully. Another domain in which he is well known is that of mechanical recording, particularly in the player roll field, where he has been connected for several seasons with the making of player-piano rolls. He is now a member of the recording staff of the Melodee Music Co. and that organization very often features his productions. As stated in the opening paragraph, he is still young and is still writing songs. He is not to be classed, however, with those writers who are known as prolific. He produces only a few works each season, but these are of a high standard and are assured of immediate recognition.



MEDIUMS FOR POPULARIZING SONGS

(*Continued from page* 169)

in connection with their local stores, and Waterson, Berlin & Snyder, the well-known publishing house, are also opening up a number of stores, and Irving Berlin, Inc., is planning a new method of national publicity. All the other large houses are making plans for the coming season and in no case has the writer heard of a decrease in appropriations. One thing that may be sure is that the publishers intend to have their songs sung on a greater scale than ever, if it is possible. Most of them believe the song is the thing, and they intend to see that it is sung. They believe that this makes for more substantial business and not so much gamble.

THE WINDOW A VITAL SALES FORCE

Special Displays a Great Factor in Interesting the Public—Excellent Work Done by Hinds, Hayden & Eldredge in This Special Field

Many months ago in these columns we reviewed the various methods publishers and record companies used to bring about co-operation. It was our belief at that time, and it has not been changed, that only in rare instances was a publisher justified in getting out special material for a particular record for the exclusive use of individual manufacturers or distributors of that record.

We took occasion to remark that issuing material featuring the title of the song with a caption, "Hear It Played" and "Come in and Hear" to a great extent answered all the requirements and at the same time such copy would be available for any of the trades involved.

There is so much copy that can be devised by the publishers which not only meets the wants of the distributors and dealers of sheet music and of player rolls, as well as talking machine record manufacturers and distributors, that it would appear ill advised on their part to discontinue the issuance of such matter, when it meets the needs so thoroughly and when the occasions are rare that an investment for individual material ever brings returns the appropriation should justify.

Some of the publishers have carried out such a policy. As a matter of fact, the original idea was inaugurated by a publisher. What we wish to particularly point out at this time, however, is not so much the production of exclusive material in the way of hangers, show cards, etc., for particular trades, but to show that even where expensive material is devised by publishers for their sheet music dealers' window displays, the same can, by some forethought, be made available for both the player roll and talking machine record dealer. A case in point is the mechanical display now being shipped to both the sheet music and talking machine record trade by the publishing firm of Hinds, Hayden & Eldredge, Inc., on their song, "When Your Ship Comes In."

Herewith is reproduced a photograph of this unique material, which has a clock-work arrangement requiring a winding once every twenty-four hours, the mechanism making the ship rock and the waves roll. It has attracted much attention wherever it has been used and it is of the type of co-operative publicity covering the various fields which should be given consideration by both record and music roll dealers. It will be noticed there is no mention made of sheet music, player rolls or talking machine records, still the copy would apply to any of them, for instance, "A Good Song" or "Hear It Played."

Hinds, Hayden & Eldredge's Great Mechanical Window Display

Edward Thomas, of Pittsfield, Mass., has taken the agency in Berkshire County for the electric Phonolamp, manufactured by the Electric Phonolamp Corp., of New York City. Mr. Thomas stated that he believes there is a large field for this instrument and he plans to feature it extensively.

TO ALL DEALERS IN RECORDS & PLAYER ROLLS

The biggest selling music successes—the most played and sung numbers in the country. The wise dealer will order liberally of these great successes:

"CARESSES"—Fox-trot Song

"PALISTEENA"—Fox-trot Song

"BY THE PYRAMIDS"—Fox-trot Song

"GET UP"—Fox-trot Song

"ROMOLA"—Fox-trot Song

ALL FROM THE GREAT MUSIC HOUSE

SHAPIRO BERNSTEIN & CO. INC.

BROADWAY AT 47th ST., NEW YORK

MELLOR CO. CELEBRATES EIGHTY-NINTH ANNIVERSARY

Famous Pittsburgh Piano House Has Been a Leader in the Music Trade Since 1831—Has Been Controlled by the Mellor Family Since Its Inception—Piano Selling in the Early Days

PITTSBURGH, PA., December 6.—The C. C. Mellor Co., the pioneer firm in the sale of pianos and other musical instruments in western Pennsylvania, and well known as a Victor wholesaler, just recently celebrated the eighty-ninth anniversary of the establishment of the company's business, which was started in 1831 by John H. Mellor, grandfather of the present head of the firm.

When the company was started Pittsburgh was little more than a frontier village, and Mr. Mellor was organist in the local Episcopal Church. The business survived the financial panic of 1837, and was untouched by the fire which swept Pittsburgh in 1845.

In 1863 the founder of the firm died and his son, C. C. Mellor, succeeded him as its head. Up to this time the effort of the firm had been to become a strong establishment. The year 1863 marks the beginning of its period of expansion. Since that time it has grown greatly. Upon the death of C. C. Mellor, Walter C. Mellor, his son, succeeded him and to-day he is president of the concern. Another grandson of the original founder, George E. Mellor, is vice-president.

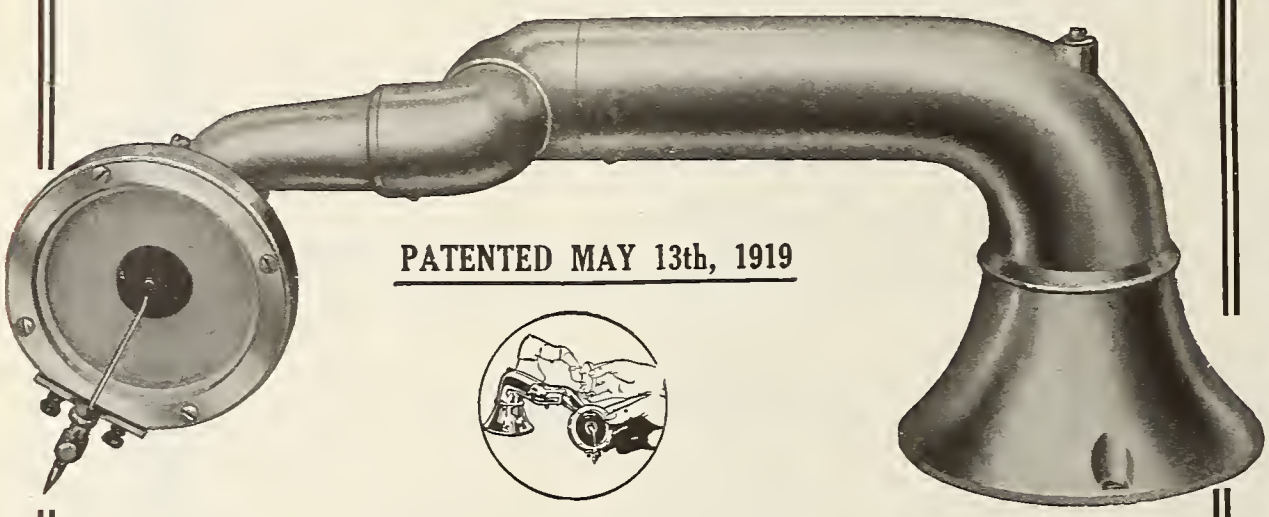
The books of the Mellor firm from its establishment show the names of many of the oldest families of the city and it is interesting to trace these old records, for in many cases they show the varying fortunes of the successive generations in different families. Sales have been made recently, the records show, to members of families whose fathers and grandfathers were good customers of the Mellor establishment.

During the entire period of its existence the firm has been in the hands of the Mellor family, a fact pointed to with pride by the officials.

INDIVIDUALITY IN YOUR PRODUCT WILL MEAN MORE SALES FOR YOU!

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

Equip Your Phonographs With the New EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

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

We Also Manufacture Attachments for Edison Phonographs

No. 1 Plays only lateral cut records. Retails at $5.00

No. 2 Plays all records. Retails at $7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET CLEVELAND, OHIO

Branch Office: 33 Auditorium Bldg., Chicago, Ill.

REVIEW OF TRADE IN ATLANTA, GA.

Christmas Buying Period Relieves the Slowness in Trade—Leading Dealers Handling Various Lines Tell of Conditions Now Prevailing

ATLANTA, GA., December 4.—Business has improved considerably here the past month. The terrific drop in the price of cotton in the past three or four months, together with the feeling of indifference on the part of the buying public, as to whether they bought anything except absolute necessities, has to some extent been overcome by the approach of the Christmas buying period, and talking machine dealers generally say that there has been an improvement for the better.

The Delpheon Shop, through Manager Wilson, states that business both in Columbia Grafonolas and Columbia records is moving along nicely, that the cash record trade is good, and that he anticipates a substantial holiday business. This store specializes on records.

The Carroll Furniture Co., Brunswick dealers, declares E. E. Thornton, department manager, has sold, with one exception, the largest month's business of the year in November. He says that the Brunswick has been enthusiastically received, and in every way meets competition and the expectations of the public. The Brunswick dealer's service and advertising departments are a great help to the dealer. It is understood that the Brunswick-Balke-Collender Co. contemplates using large space in the local papers during December, this being the first of the national advertising to appear in Atlanta.

Manager Sauls, of the Grafonola department of the Haverty Furniture Co., Columbia dealer, states that November business showed a large increase over October, and that the first eleven months of this year are considerably in excess of 1919, with the heaviest month's business yet to come. This old and well-known dealer expects to break all records for the year 1920.

The Phillips & Crew Piano Co., Victor dealer, continues to sell a large volume of business. This concern is constantly growing and expanding, and now has stores in Atlanta, Savannah and Greenville, S. C., and is understood to have great plans in view for the Atlanta store for the near future. Details will be given as soon as they are made public.

The Brunswick-Balke-Collender Co. (Brunswick), Columbia Graphophone Co. (Columbia), Elyea Talking Machine Co. (Victor), Southern Sonora Co. (Sonora and Emerson records) and Phonographs, Inc. (Edison), all are understood to be doing an improved business over recent months. We hear nothing of any contemplated decline in prices.

AKRON VICTOR SHOP ENLARGED

George S. Dales Now Has Handsome Establishment Embodying All Modern Devices

AKRON, O., December 6.—George S. Dales, a Victor dealer of this city, has made his establishment one of the finest in this section of the State. Extensive improvements include a Japanese concert room, comfortable reception room, salesrooms and a number of demonstration booths equipped with every modern device. Each booth is named after a Victor record artist and contains a beautiful photograph of the star. A special department is devoted to the educational side of the Victrola and a large classified record library makes a place where school teachers and others can find just what they want.

NOW JOBBERS IN CINCINNATI

Arthur Brand and Herbert Doergen have organized the firm of Arthur Brand & Co., and have opened quarters at 1602 Race street, Cincinnati, O., as jobbers of talking machines and accessories.

Talent is something—but tact is everything. —W. P. Sargill.

The Largest Musical Instrument Factory in the United States

A Merry Christmas from Fred Gretsch

A FEW OF OUR SPECIALTIES:

La Tosca Violin Strings	Koholas & Co. Ukulele
20th Century Violin Cases	The Banjo Ukulele
20th Century Drums	Rex Flat Back Mandolins
20th Century Bells	Rex Banjo Mandolins
20th Century Music Stands	Rex Guitars
Eagle Brand Pitch Pipes	Rex Violins
Rex Banjos	Gretsch Cornets
Cello Banjos	Gretsch Saxophones
Rex Strings	Gretsch Bugles

and

THE VIOLAPHONE TALKING MACHINE

With the Violin Tone

THE FRED GRETSCH MFG. CO.

60 BROADWAY **BROOKLYN, N. Y.**

Columbia Grafonola

Raoul Vidas, young Roumanian genius of the violin, plays the Ballet Music from *Rosamunde,* and Florillo's "Air for G String." These charming selections by this new *exclusive* Columbia artist will delight all violin record fans. A-3313.

Columbia Graphophone Co.
NEW YORK

HEAR TETRAZZINI SING BY RADIO

All Radio Stations Within 500 Miles of New York Hear Famous Victor Artist Singing in Her Apartment at the Hotel McAlpin

At 9.30 p. m., on the night of December 3, sailors and officers on board warships or at shore stations anywhere within a 500-mile radius of New York were entertained by Mme. Tetrazzini, the famous prima donna and Victor artist. By official order of Secretary Daniels the radio communication office of the Third Naval District, in the Whitehall Building in New York City, transmitted the celebrated notes of "Polonaise" from "Mignon" and "Rondo" from "La Sonnambula" through the air to waiting stations in all directions. Mme. Tetrazzini, standing before the telephone in her apartment at the Hotel McAlpin, sang some of her favorite songs and at the other end of the wire, in the Whitehall Building, her voice was transposed into the wireless telephone. The amplifiers on ships and at shore stations were equipped with horns so that the music could be heard by all within a considerable radius.

On Christmas Eve, 1910, Mme. Tetrazzini sang to a crowd of 150,000 persons in the open air in San Francisco, thus initiating the public singing on Christmas Eve, afterwards popularized in connection with the Tree of Light in Madison Square Park, a custom which spread over much of the world.

RECEIVER FOR SUPERTONE T. M. CO.

New York Concern Has Assets of $75,000 and Liabilities of $150,000, It Is Said

A petition in bankruptcy has been filed against Supertone Talking Machine Co., Inc., manufacturing and selling phonographs and talking machines, at 18 West Twentieth street, New York City, and factory at Union and Nevins streets, Brooklyn, by these creditors: David B. Jacobs, $200; Joseph J. Freund, $200, and New York Wood Finishers Supply Co., Inc., $186. Judge Mayer has appointed Francis Gilbert and Edward M. Morgan receivers in $5,000 bond. It is stated that the liabilities are about $150,000 and the assets about $75,000.

HANDY VOLUME FOR DEALERS

The New York Talking Machine Co., Victor wholesaler, has just announced for the trade a very efficient dealers' order and stock book for 1921-1922. This book consists of two loose-leaf volumes with space for domestic records and space for foreign records and two pads for daily sales sheets.

The feature of this book is that it will show a dealer his sales for every day of the year. It prevents over-buying and under-buying and will help dealers to eliminate their dead stock. Dealers everywhere who have used this book are very enthusiastic about it and the new 1921-1922 issue is very much in demand.

BRUNSWICK WEEK AT NEW ORLEANS

Maison Blanche Co. Sets Aside One Week to Exploit Brunswick—Excellent Results in Sales of Machines and Records Reported

New Orleans, La., December 1.—The Maison Blanche Co. of this city recently held a "Brunswick Week," at which time this line was strongly featured in advertising and by attractive displays in the store. The various parts of the Brunswick instrument were shown with a placard placed before each explaining its function and distinctive features. As a means of interesting the public in the Brunswick line, this plan was highly successful.

Brunswick Display by the Maison Blanche Co.

BRANCH STORE IN SHEBOYGAN FALLS

A branch store to handle the Brunswick phonograph has been opened recently in Sheboygan Falls, Wis., by Frank A. Stroub, a druggist, who has found that the handling of talking machines is a very profitable business.

TALKS ON VITALIZED MUSIC STUDY

At the recent meeting of the Southwest Missouri Teachers' Convention at Cape Girardeau, Mo., the local Victor dealer, the T. E. Clark Music Co., overlooked nothing in the way of publicity. Miss Margaret Streeter, of the educational department of the Victor Co., created much favorable comment, especially from the various music departments, with her lecture on "Vitalized Music Study." Miss Streeter has been working with the National Bureau of Education recently, but Mr. Clark was able to secure her attendance at the meeting, as she was on her way to West Virginia. An attractive window display of Victor educational features invited teachers into the store.

BUILDING BALCONY EXTENSION

The Thomas & Son talking machine store in Bluffton, Ind., is being remodeled. A balcony extension is being built and this will contain a number of sound-proof demonstration booths.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kyrkel Piano Co. BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (in the Huron Road) PHONES - PROSPECT 2140 - CENTRAL 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 109 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

Trade Mark Registration Applied for

Investigate the Homes Where B & H Fibre Needles Are Used

You will find constant purchasers of talking machine records where ever-increasing libraries are the pride of the home.

You will find families to whom the talking machine has become an integral part of daily entertainment.

You will find machines of better grade than the average, producing better music, a delight to ear and eye.

Because—

The Fibre Needle Builds Enthusiasm

B & H FIBRE MFG. CO.

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

The Season's Greetings

The sincere wish of this organization is that during the year 1921 our customers will enjoy the same pleasant business relationship with us that we have had with them the passing year.

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:
101 West 20th Street } Corner Sixth Avenue,
100 West 21st Street } New York
Telephone Chelsea 2044

CINCINNATI OPPOSES CUT-PRICE TENDENCY

Timely Review of Business Situation—General Trade in Ohio Has Slowed Up Owing to Agricultural Conditions—Trade Optimistic

CINCINNATI, O., December 2.—Questionable methods of going after business in the offering of long terms and other inducements to purchasers have served to upset the trade in this section to a considerable degree, and the better class of jobbers and retailers are devoting their efforts to means for overcoming this new tendency.

The trouble seems to be that certain dealers have not been able to grasp the idea that conditions this year are far different from conditions that existed last year or the year before, when business came in almost automatically; instead of increasing the sales effort, these dealers in many cases seek to keep business at a high level by price cutting and other means. It is significant that dealers in the better known lines of machines and records for the most part are sticking to clean business methods and getting results through a proper display of energy.

Manager Oelman, of the Phonograph Co., in sizing up the situation, said: "At best this is an individual problem. Dealers who are fighting for business are cheerful and are in close touch with the wholesaler so as to be sure to have sufficient material for the close of the year. They are making good. The other class, expecting business to jump through closed doors, are unable to see the sun. Merchants who are on the job tell me 1920 will exhibit a 60 per cent better showing than last year. Business is good in the burley districts of Kentucky and the eastern part of Kentucky and West Virginia.

The Rudolph Wurlitzer Co. is well satisfied with the situation. It has been doing some full-page advertising. This publicity has brought results. T. Sigman, manager of the Victrola department, yesterday said: "While the first two weeks of November did not come up to our expectations, the last two weeks showed a decided increase in the sale of Victrolas and records. We naturally feel that the above increase, coming as it does at this time, is a very good omen in view of the fact that conditions in general are somewhat unsettled. We therefore feel quite optimistic about December's holiday business and anticipate excellent results in the sale of this wonderful product. Victrolas came through from the factory in large volume, but records, while showing an increase, are still far below the demand."

The Victor line is now handled by the two stores of the E. M. Abbott Piano Co. The Abbott firm heretofore specialized exclusively in the Columbia machine.

"Crazy Blue," an Okeh record, in the estimation of F. F. Dawson, president of the Sterling Record & Roll Co., is the best seller he has ever had. It is particularly appealing to negroes and for a time the house had trouble securing sufficient supplies, but it has just received a special shipment of 3,000 of these records. J. B. Bright, formerly with the Columbia house, is now traveling for the Sterling firm.

W. R. Thomas, with the Crystola factory, looks forward to an exceptional business early in 1921. By Spring he believes the slate will have been fairly well cleared of the present unusual inducements being offered by manufacturers and the retailer will realize that he is best off operating on a normal policy.

Business, it might be added, does not exist in the smaller communities of the Middle West where the dealer has to depend on a farming trade. The farmers, travelers have found, have absolutely withdrawn from the buying market because of the downward trend of staple articles of food. Consequently these merchants are not enthusiastic over the holiday outlook. Cincinnati's shopping business was resumed during the past week. During the greater part of November the big stores found little to do, but now the aisles are crowded with people buying early for Christmas.

"PREPARE FOR SUCCESS"—HOPKINS

Columbia Sales Manager Tells Story of a Golf Ball and Illustrates a Maxim

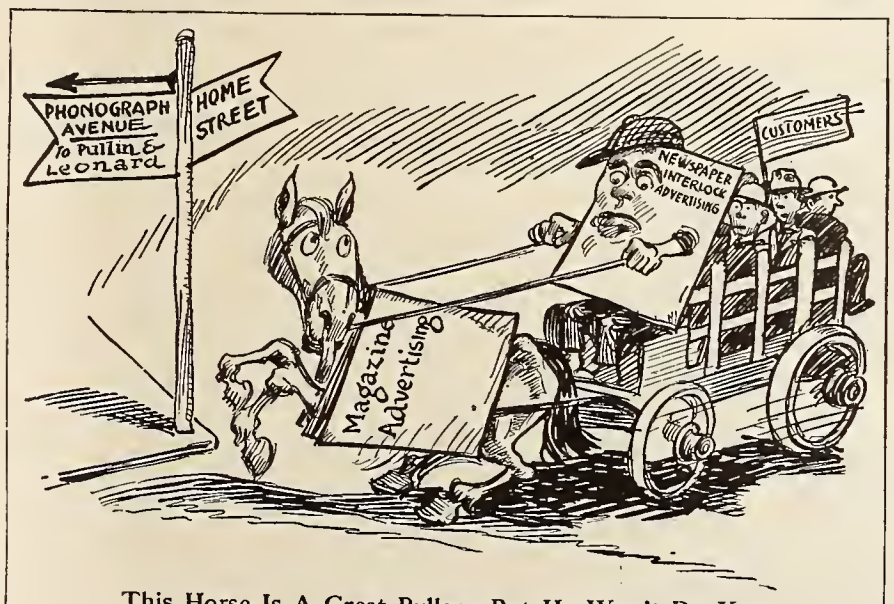
One of the master sales managers in this country is George W. Hopkins of the Columbia Graphophone Co., says Forbes Magazine. His portrait in oils was unveiled the other day at the Advertising Men's Club of New York, of which he is president. Replying to the presentation address, Mr. Hopkins decried the intense pessimism so prevalent at present, and related this apt incident. He was being initiated into the intricacies of golf by two good players. They came to a tee near a pond, which they had to drive over. Mr. Hopkins noticed that both his friends took from their pockets old balls, "floaters"—so that in case they foozled their drive the balls could be rescued from the water. Both drove straight into the pond.

"I boldly selected a brand-new ball, not a 'floater,' and although not half as good a player as either of them, I drove clear over the pond," declared Mr. Hopkins. "Why?" he went on. "They prepared for failure. I prepared for success. They got what they prepared for. So did I. It is the same way in business. If you prepare for poor business and failure, you are likely to experience them. If you prepare for good business and success, and go after them with all the confidence and energy you can muster, you are likely to reap them."

EDISON INTERLOCKING ADVERTISING

Great Pulling Power of the New Campaign Is Well Emphasized in Cartoon

The cartoon below, taken from this month's issue of Edison Interlock, portrays the purpose of the Edison interlocking newspaper advertising so aptly that it merits a few words besides.



This Horse Is A Great Puller—But He Won't Do You Much Good Without the Driver.

An Edison Cartoon That Points a Moral

The moral of the picture is this: The Edison national advertising exerts tremendous pulling power. It draws a whole wagonload of potential buyers behind. By advertising consistently in their local newspapers, with the Edison interlocking advertising, dealers supply a driver for the wagon who deftly brings it up in front of their stores.

Edison Interlock, an eight-page "newspaper of advertisements for newspapers," has been taking a unique part in the extensive advertising campaign conducted by the Edison Laboratories in co-operation with Edison dealers.

Each month a new issue of this newspaper is sent to Edison dealers and contains everything, from illustrations of the Edison interlocking newspaper advertisements in actual size to interesting and informative articles on Edison advertising in general.

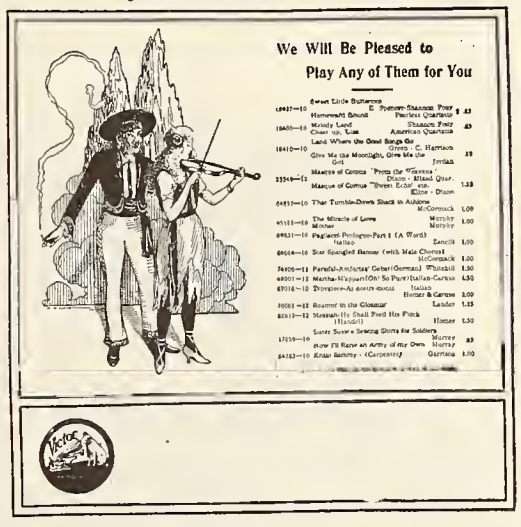
GARDINER MUSIC SHOP OPENS

Complete Victor Establishment Opened With Musical Program—G. L. Richardson, of the Victor Co., Attends and Delivers Address

GARDINER, ME., December 6.—The formal opening of The Music Shop was held early last month. During the course of the evening many people from Gardiner and the nearby towns dropped in to listen to the many pleasing selections rendered on the Victrola and feast the eye on the various designs offered by the Victor Co. The thoroughly renovated store is one of the attractions of the city. Everything is neat and in perfect harmony. There is nothing to distract the eye or disturb the thought of the patrons. Nothing has been spared in the way of material or expense in fitting this store with the most modern and up-to-date soundproof booths in an effort to offer the music-loving public in Gardiner a high-grade Victor service which is second to none, even in the metropolitan cities. The store was attractively decorated on the occasion with settings very appropriate for that season of the year and comments were very numerous for the showing they were making.

An elaborate program was arranged for the evening, consisting of many fine Victrola selections and player-piano exhibitions. Miss J. Levine sang "The Sunshine of Your Smile," assisted by Miss E. Kelley at the piano. G. L. Richardson, traveling representative of the Victor Co., gave a short address on "The Aspiration of the Victor Co. for the Development of Music Appreciation." This store is owned by M. S. Workman, associated at the present time with the Carter Ink Co., and during his absence will be run by Mrs. Workman, assisted by Miss E. Woodson, both of whom have had extensive music training, and through their association with the Victor work are in a position to offer the people of Gardiner all that is best in music. The new shop makes a notable addition to the Victor stores of this section of the country.

LOUIS A. SCHWARZ
and
HARRISON F. THORNELL
beg to announce to their many friends, that effective January 1, 1921, they will consolidate their interests under the name of
LOUIS A. SCHWARZ, Inc.
Organized as factory representatives for phonograph accessory manufacturers
Headquarters 1265 Broadway New York City

BEE CROFT
Delivery Envelopes
Art Series
New Designs
NEW LIST OF RECORDS
Every 60 Days
Very Good Victor Records


Very attractive proposition to Jobbers
Write for trial shipment
Order NOW For Xmas.
CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

PLAZA MUSIC CO. BANKRUPT

Judge Mayer Appoints Receiver for New York Music House—Liabilities Given as $150,000

A petition in bankruptcy has been filed against Plaza Music Co., at 18 West Twentieth street, New York City, by these creditors: David B. Jacobs, $337; Gertrude Cheadle, $100, and Herman Germain, $20,000. Judge Mayer has appointed Francis Gilbert and Edward M. Morgan receivers in $5,000 bond. It is stated that the liabilities are about $150,000 and the assets about $75,000.

REPRESENTS CIROLA IN NEW YORK

Leonard Dresdner, 1 West Thirty-fourth street, New York, has been designated as a representative of the Cirola Phonograph Corp., a Delaware concern with a capital of $200,000.

A superior man is modest in his speech, but exceeds in his actions.—Confucius.

NEW COLUMBIA BRANCH MANAGERS

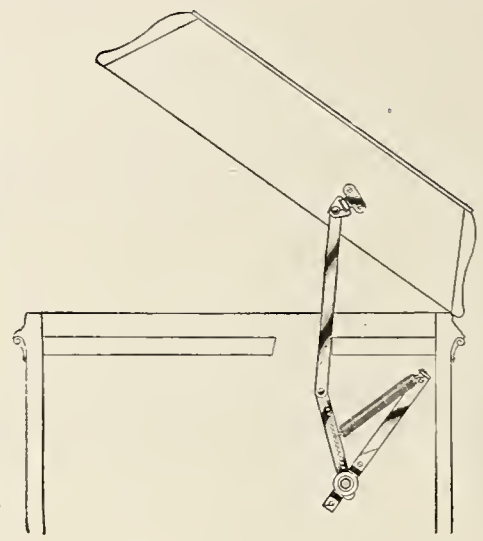
R. L. Wilder Now Manager of Omaha Branch and F. L. Scott, Jr., Made Indianapolis Head

By a change in the branch organization of the Columbia Graphophone Co., the Omaha, Neb., branch will in the future be in charge of R. L. Wilder. Mr. Wilder took up his new duties in Omaha on December 3.

The Indianapolis branch is now in charge of F. L. Scott, Jr., who succeeds the former manager, B. L. Brown.

SPAIN INCREASES IMPORT DUTY

Effective December 1, the Spanish import duties on luxuries are increased from 150 to 300 per cent of the present rates, according to an announcement sent by Trade Commissioner W. M. Strachan, from Madrid. Talking machines, parts, accessories and records are included in the classification of luxuries and upon these articles the duty will be increased 300 per cent.



THE FERRO SPRING-BALANCE COVER SUPPORT is the latest thing in phonograph cover supports.

It is an innovation that will surely enhance the value of YOUR talking machine.

It is a convenience, as with it the cover can be kept in any position.

And last, but not least, it is a "safety-first" device. A child can operate it without the danger of the lid dropping down and injuring the hands.

Send for a sample and quantity prices

FERRO PHONOGRAPH PARTS CO.
1455 W. Congress Street, Chicago, Ill.

THE FIRST RELEASES

All the New—the Popular—the Quick Sellers Appear on Lyric Records First.

The Lyric Record is all quality—a record of the highest standard—backed by a most efficient sales organization—and national as well as local advertising.

Immediate Deliveries

Our new factory, occupying a whole square block, will shortly be opened and this will assure heavy deliveries over the holidays—any quantities of hits now.

Our Jobbers Are Ready to Serve You

Let us place before you our trade arrangement. It is interesting and means quick sales and profits.

LYRICS ARE ALWAYS THE FIRST

LYRAPHONE CO. OF AMERICA
117 MECHANIC ST. NEWARK, N. J.

BELIEVES TURNING POINT NEAR

Federal Reserve Board Says 1920 Will Close With Crisis Past

In its December Bulletin the Federal Reserve Board says: "The fiscal situation both at home and abroad is still uncertain, due to the fact that while the war was technically over at the signing of the armistice it was not over in the financial sense until a long time later, and it has not been possible during the readjustment period to place public finance in any country upon its peace-time footing pending much closer ascertainment of the best method of taxation.

"The close of the year 1920, however, in spite of the fact that in some branches of economic and financial life there is still much progress to be made before reaching a definite basis for further growth, must nevertheless be regarded as quite unmistakably a turning point in the process of transition from conditions produced by the war to the normal economic basis of international and industrial life."

WM. MAXWELL TALKS AT HARVARD

Vice-President of Thos. A. Edison, Inc., Addresses the Class in Sales Management

William Maxwell, vice-president of the Edison Laboratories, delivered a lecture at Harvard University on December 9 before the class in Sales Management, conducted at that institution under the direction of the Graduate School of Business Administration. His lecture related to the training of salesmen, a subject with which he is intimately familiar.

Mr. Maxwell's published volumes and his articles, which have appeared from time to time in Collier's Weekly and other magazines, have earned for him a national reputation as a writer on the art of salesmanship and sales management. His business career justifies also the authoritative tone of his writing, for he has conceived and executed some of the biggest and most successful manufacturers' selling campaigns ever conducted in the United States, with many of which the Edison trade is thoroughly acquainted.

STERN CO. IN NEW QUARTERS

SAN FRANCISCO, CAL., December 2.—The Stern Talking Machine Co., of this city, recently moved from the David Hewes Building to 459 Montgomery street into more spacious quarters. The large growth of this concern has warranted this move, and it is now able to handle more efficiently its large volume of business.

A representative of the export department is arranging for a trip through the South Sea Islands in order to expand business in this direction, and very gratifying results are looked for, as there is believed to be a good market for music there.

ODEON

AND

FONOTIPIA RECORDS

AMERICAN and INTERNATIONAL REPERTOIRES RECORDED IN THE COUNTRIES OF THEIR ORIGINAL LANGUAGES

WELL KNOWN ALL OVER THE WORLD

WILL BE READY FOR YOU SHORTLY IN THIS MARKET

ONLY THE VERY BEST SELECTED FROM OUR VAST REPERTOIRES

THE ARTISTIC REPERTOIRES COMPRISE SELECTIONS BY THE MOST FAMOUS ARTISTS

ENGLISH—FRENCH—ITALIAN—SPANISH—GERMAN—DUTCH—SCANDINAVIAN—
RUSSIAN—POLISH—BOHEMIAN—SERBIAN—HUNGARIAN—TURKISH—ARABIC—
CHINESE—GRECIAN—HEBREW—YIDDISH—SLOVENISH—ROUMANIAN—SYRIAN

DISTRIBUTORS APPLY TO US

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK

EDISON JOBBERS MEET TO DISCUSS NEXT YEAR'S PLANS

Wholesalers From All Sections Convene in New York and Express Enthusiasm Regarding New Sales Promotion Plans for 1921 as Outlined by the Factory Officials

On Tuesday and Wednesday of last week Edison jobbers from all parts of the United States and Canada met with officials of the Edison Laboratories in the East Ballroom of the Hotel Commodore, New York, to discuss plans for the coming year. Of particular interest was the discussion of the new sales promotion plans for 1921 which were outlined at the Tuesday morning session and enthusiastically accepted by the jobbers, who promised to co-operate and support them in every way possible. The greatest effort of the Laboratories during the coming year will be devoted to the production of Edison Re-creations which are promised to the jobbers in sufficient quantity to supply the wants of all Edison dealers throughout the country.

The daily sessions were broken by a luncheon on each day, when, for the time, business was laid aside and the jobbers took advantage of the opportunity to find out what their old friends had been doing in their respective communities. After the luncheons were over, the business meetings, presided over by William Maxwell, vice-president of Thomas A. Edison, Inc., and Thomas J. Leonard, sales manager, were resumed. Every branch of the Edison business came up for discussion and the practicability of the Edison interlocking advertising, the turntable tests, the tone-test program and the Re-creations themselves were gone over carefully to see if there were any way of improving them so that they would work for the betterment of the Edison business.

The results of this conference will be announced shortly and at the same time the 1921 sales promotion plans will be made public.

These plans are expected to create a sensation among the members of the trade, and it is intimated that Edison dealers will receive these plans with even greater enthusiasm than they did the plans for 1920, which were announced last Spring. Leading jobbers in various sections of the country expressed their views on the Edison business in their communities, and

Wm. Maxwell, Who Presided

from these a definite course of action which would benefit the majority of the dealers was decided upon.

Among the jobbers present at the Edison convention were the following: D. W. Shultz, and K. R. Moses, general manager of Shultz Bros., Omaha, Neb.; R. G. Cope, J. W. Robinson, W. C. Stiver, of the Girard Phonograph Co, Philadelphia; W. A. Myers, Williamsport, Pa.; B. W. Smith, and L. N. Bloom, Phonograph Co. of Cleveland; C. E. Goodwin, Chicago; M. M Blackman, Kansas City; W. A. Schmidt, Milwaukee; R. B. Alling, Detroit; Laurence H. Lucker, and A. L. Tolpel, Minneapolis; N. D. Griffen, president and general manager, and P. R. Hawley, assistant general manager of the American Phonograph Co., Albany; G. V. Silzer, representing Sioux City and Des Moines.

Frank E. Bolway, president, Clarence L. Eddy, sales manager, and J. G. Brown, general manager of Frank E. Bolway & Sons, Inc., Syracuse; H. E. Bowman, Richmond, Va.; W. L. V. Rosenblatt, Atlanta, Ga.; L. T. Donnelly, New Orleans; A. H. Curry, O. P. Curry, A. C. Dennis, B. A. Ward, J. K. Patterson, and J. R. Spann, of the Texas-Oklahoma Phonograph Co., Dallas; P. Oelman, Cincinnati; A. A. Buehn, J. K. Nichol and H. E. Trader, the Buehn Phonograph Co., Inc., Pittsburgh.

The R. S. Williams & Sons Co., Ltd., Toronto, Montreal, Winnipeg and Calgary, was represented by H. G. Stanton and O. Wagner. Another Canadian representative was James G. Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B. The Phonograph Corp. of Manhattan (the Edison Shop) was represented by E. C. Boykin, Joseph B. Gowdey and A. W. Toennies. The Pardee-Ellenberger Co., of Boston and New Haven, was represented by F. H. Silliman, L. H. Ripley, George DeForest, F. T. Keeney.

The Edison Laboratories were represented by the following: Wm. Maxwell, Thos. J. Leonard, A. L. Walsh, D. P. Babcock, J. A. Shearman, J. B. Gregg, C. G. Wood, Howard R. Holmes, M. M. Kuhn, L. R. Geissenhainer, W. H. Miller, C. B. Hayes, E. Trautwein, S. B. Mambert, Charles Edison, John P. Constable, E. H. Phillips, H. R. Skelton, D. E. Wheeler, R. Michie, A. W. Rhinow, F. C. Pullin and B. J. Byrnes.

Frieda Hempel, the celebrated Edison artist, will give her annual New York recital in Carnegie Hall on Wednesday evening, January 5. An interesting program has been prepared.

Columbia Grafonola

Nora Bayes sings of two new kinds of "blues"—"The Broadway Blues" and "Singin' the Blues." Order big, or *you'll* have all kinds of blues when you see how this great Bayes record sells. A-3311.

Columbia Graphophone Co.
NEW YORK

TRADE IN DETROIT SOMEWHAT UNEVEN BUT PROMISING

Competition in the Talking Machine Field Becomes Keener—Dealers Optimistic, However—J. F. Quinn in Charge of Brunswick Shops—Jewett Plant in Full Operation—Other Interesting News

DETROIT, MICH., December 3.—The first week in December has not shown any appreciable increase in talking machine business, although we are glad to report that dealers are optimistic and believe that the great rush will come during the last two weeks. There are so many unemployed in Detroit—more than 100,000 people—that dealers are really mighty careful to whom they sell, because selling is one thing and collecting the money is another. Owing to the fact that people have not had the money with which to keep up their payments, there have been more than the usual number of repossessions and dealers want to avoid increasing this class of business as much as they possibly can.

Then again, it must be remembered that competition in the talking machine business is getting keener. To-day it is hard to find a piano, furniture or department store that has not installed a talking machine department, and the well-known makes of machines are well represented in the larger cities. The jobbers devote most of their efforts to securing dealers in the smaller cities. You take Victor, Columbia, Brunswick, Cheney, Pathé, Edison, etc.—you don't find very many new dealers in Detroit year in and year out and it is mighty hard—if at all possible—to secure an agency for any of these lines in the city of Detroit.

This much we will say—that despite the depression at the present time, talking machine dealers are going after new business harder than they ever have for this season of the year. Of course, they are all playing up the Christmas spirit and picturing the talking machine as a splendid holiday gift.

Business does not seem to have slackened up so far as talking machine records are concerned. The number of records sold is purely a matter of how many hits come out. For instance, hits like "Avalon," "Japanese Sandman" and others can score record sales no matter what time of the year they come out. A hit is a hit whether it be Winter or Summer, Spring or Fall. If the theatres and the dance orchestras popularize certain selections, the demand is big for the records. And then the high-class selections of the various manufacturers are increasing in popularity—referring to the more classical numbers. We believe that the reducing of prices by the Victor Co. has had a great deal to do with their increased sale.

J. Francis Quinn is now in charge of the Wallace Brown Brunswick Shops, of which there are four in Detroit and which are being operated under the name of The Brunswick Shops. Mr. Quinn is representing the new owners. He comes from the East, having formerly been connected with the Aeolian Co., and also with the Lyon & Healy Co., of Chicago. He is going after business both from an advertising and selling standpoint and applying modern methods that have already produced big results. Mr. Quinn contemplates a number of important innovations for increasing the sales not only during December, but also during the early months of the new year. He contends that there is always new business available by going after it.

The J. L. Hudson Music Store recently added the Brunswick line of phonographs and records, giving that high-class firm four nationally advertised lines—the Victor, Brunswick, Cheney and Sonora. For the holidays no particular line is being featured, the whole family being advertised at the same time.

The Adora Phonograph Co. has practically sold all of its stores in Detroit, of which there were ten, keeping two, one of which is the main store and headquarters at 242 East Jefferson street. The balance of the stores have been sold individually and most of them are continuing to sell the Adora phonograph.

It has been quite common lately to have vaudeville artists appear at the various talking machine stores and give afternoon concerts, especially when such artists were known for their talking machine records. It is an excellent exploitation and selling stunt to take advantage of the personal appearance in town of record artists to have them appear in the particular stores where their records are sold.

The plant of the Jewett Phonograph Co. at Allegan, Mich., is in full operation, and the company reports having already had many applications for agencies from all over the country. The men behind this new enterprise are the same as those who promoted the Paige-Detroit Motor Car Co., and they have been very successful in all of their business ventures.

Dealers handling the Brunswick line report that the Isham Jones orchestral records are in big demand, especially their syncopated numbers. People sure do like "jazz and syncopation."

The Widdicomb phonographs are now being handled in Detroit by the J. L. Hudson Music Store, 68 Library avenue; Henry S. Doran, at 45 Michigan avenue; McCarron Music Co., at 1574 Woodward avenue, and F. A. Tschirhart, 1576 Woodward avenue. The Widdicomb is made in the city of Grand Rapids.

The talking machine industry is now well represented in the music group recently established by the Retail Merchants Bureau of the Board of Commerce. Practically all of the downtown dealers are represented in this particular group. Meetings are being held quite frequently, the purpose being to establish a 100-per cent. division with noonday luncheons at the Board of Commerce and a big monthly meeting. So far practically all of the sessions have been round-table style.

P. J. Gordon, of the phonograph division of the Brunswick-Balke-Collender Co., reports that he is opening new agencies right and left all over the State and that dealers have been flooding him with orders the past sixty days both for machines and records. He is extremely well pleased with the showing the Brunswick line will make in Michigan this year.

Charles H. Grinnell, wholesale manager of Grinnell Bros.' talking machine department, says the year will close most satisfactorily. Increased production on the part of the Victor Co. has given them more machines and records and this has enabled Grinnell Bros. to take better care of all their customers.

WHY OPTIMISM SHOULD PREVAIL

M. M. Roemer Sees Happy Time Ahead for Industry—Takes Granby Agency

M. M. Roemer, president of the M. M. Roemer Sales Corp., has sent a season's greeting letter to the trade that fairly radiates optimism. We quote a few pungent paragraphs from this letter which well sets forth Mr. Roemer's expectations for the coming year:

"It's over—the crisis has passed! Hurrah for the phonograph business! It is the greatest business in the world. Let us forget the little stomach-ache which the industry has had—for it's going to get well, and we have better and pleasanter things to think about—besides a 'Lot to Do.' It means every one of us who hopes to get anywhere in the keen, competitive race about to take place. All those who DO first and hardest are the ones who are going to win. The number 1919 has passed. We have got to go out and work to-day. We know if we all follow that plan we are going to get ahead in the new year."

The M. M. Roemer Sales Corp. has just taken on the wholesale representation for the Granby Phonograph Corp. in the metropolitan district. Mr. Roemer is enthusiastic over the Granby line and with his knowledge of the metropolitan trade it is expected that this connection will be mutually advantageous to a high degree.

TELLS OF INCREASING DEMAND

WARREN, MASS., December 9.—The demand for the U-Sav-Your dressing and cleanser put out by the U-Sav-Your Mfg. Co., of this city, is reported to be growing remarkably. Inquiries have been received, not only from every section of this country, but from foreign countries as well. The distribution of the U-Sav-Your polish has been very thorough and among the distributors are numbered many of the most prominent in the talking machine industry. Among the most enthusiastic distributors of this polish are Collings & Co., of Newark, N. J., who have developed considerable business with the U-Sav-Your cleanser and dressing. From the hearty commendation and instigation of this enterprising distributor other distributors have taken on the sales of this dressing with entirely satisfactory results. The strongest evidence of the efficiency of this dressing is to be found in the large volume of repeat business that is reported.

DISCUSS MISLEADING ADVERTISING

Talking Machine Men, Inc., Discuss Trade Matters at December Meeting—Favor Enforcing of Sunday Closing Laws—J. J. Davin Speaks

The Talking Machine Men, Inc., the organization composed of leading talking machine dealers of New York, New Jersey and Connecticut, held its regular monthly meeting on Wednesday, December 8. Considering that it was a December mecting there was a good attendance.

Methods of newspaper publicity on the part of some New York dealers were discussed at length, the consensus of opinion being that some firms were not adhering to good business practice in their advertisements. In addition the question of enforcing the present Sunday closing laws was taken up and apparently the organization is to take some specific measures in that direction.

Sol Lazarus, president of the Association, addressed the gathering and showed how the Association could accomplish much in the way of eliminating any existing evils. It has been decided to secure the services of a prominent speaker for the January meeting, which will, no doubt, be preceded by a lunch. James J. Davin, the Eastern representative of the Reincke-Ellis Co., also addressed the gathering and his remarks were listened to with interest.

RECEIVERS FOR EMERSON PHONO. CO.

New York Corporation and Delaware Corporation Both Placed in Hands of Receivers

On December 10 Judge Knox appointed Jacob Scholer and Thomas H. Matters, Jr., receivers in $25,000 bond, for the Emerson Phonograph Co., Inc., a New York corporation, in a suit brought by Mary S. Johnson, a creditor for $16,686, whose claim is for printing and advertising matter. It is stated that the defendant has assets of upward of $1,200,000 and liabilities of approximately $1,000,000.

The same receivers were appointed for Emerson Phonograph Co., of Delaware, a Delaware corporation, with outstanding capital stock of $2,000, all common, and all outstanding shares owned by Emerson Phonograph Co., Inc. The liabilities of the Delaware corporation are said to amount to about $290,000 and the assets to be greater in value, but the company is alleged to be unable to meet maturing obligations. The affairs of the two companies are said to be closely interwoven.

THE 1921 VICTOR RECORD CATALOG

The 1921 catalog of Victor records is just off the press and will be ready for general distribution around the first of the year. The 1921 edition is much larger than ever, both in the number of copies printed and in the contents of each copy. The cover is in red and gold.

Inspiration has value; it is worth a good deal, but it costs something.

No matter how scarce the truth has been the supply has always been in excess of the demand.

An Announcement

To phonograph builders who are striving for ideals of quality and perfection

To those who recognize that performance must now be the watchword we offer an improvement worthy of 20th Century progress and development.

THE NEWTON REPRODUCER

is acknowledged by all authorities to whom it is familiar to be the most highly perfected instrument in its field—a truly substantial stride in the advancement of the phonograph industry.

The NEWTON REPRODUCER, assembled and tested by experts, highly efficient in performance, is a first-class sales asset for *the best* phonograph.

You do not realize, Mr. Manufacturer, the possibilities of your instrument until you have heard it perform with the NEWTON REPRODUCER a part of its equipment.

Write today for full particulars

Reproducers for test, 11/16-inch hub opening, shipped promptly.

SPECIAL SAMPLE PRICE, $5.00

NEWTON & CO.
SCRIBNER BUILDING
597 FIFTH AVENUE, NEW YORK CITY

The following are some technical points and features

A double diaphragm embodying entirely new principles in construction and made of material unaffected by atmospheric conditions.

Sensitive stylus spring balance permitting great volume without the needle resistance common to most reproducers.

Scientific co-ordination of parts, each to the other, resulting in unusual flexibility and range.

The achievement of great depth of tone, impairing in no way the brilliance of the upper register, and with no suggestion of muffling, as found with typical low-speed diaphragms.

Cleartone PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$" to $2\frac{9}{16}$". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10-inch records, $4.75.

Swiss F. V. B. — Double-spring, $6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, $5.50; with 12-iuch turntable, $5.75.

No. 6—Double-spring, $6.85.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, $7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, $9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—$1.95 per set.
No. 4—$4.50 per set.
No. 6—$4.25 per set.
No. 7—$3.75 per set.
No. 9—$2.95 per set.

MAIN SPRINGS

No. 00—⅝ in., 9 ft., 29c.
No. 01—⅞ in., 7 ft., 29c.
No. 02—¾ in., 7 ft., 29c.
No. 1—¾ in., 9 ft., 39c.
No. 1A—¾ in., 10 ft., 49c.
No. 2—$1\frac{3}{16}$ in., 10 ft., 39c.
No. 3—⅞ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6—1¼ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

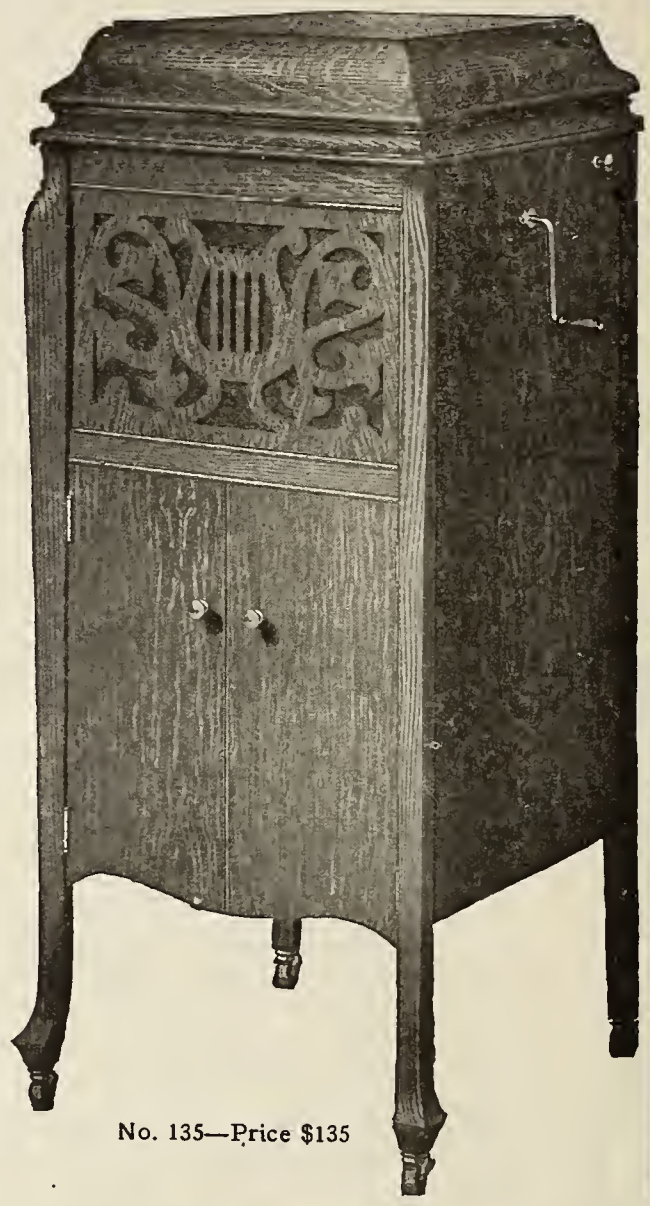
RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer aud part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.



No. 135—Price $135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots	39c per M
100,000 Lots	35c per M
1,000,000 Lots	30c per M
5,000,000 Lots	29c per M

SAPPHIRE BALLS

	Each
Dozen Lots	11c
Hundred Lots	9c
Thousand Lots	8c
5-Thousand Lots	7c

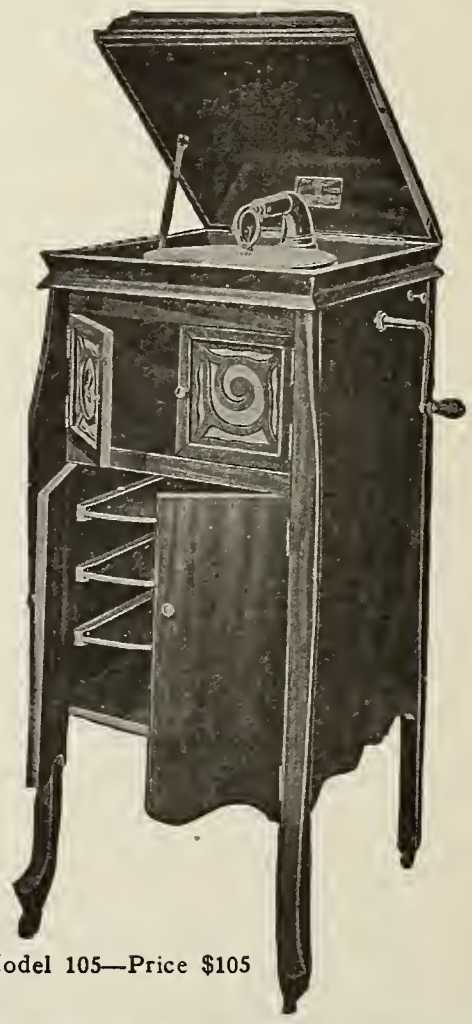
SAPPHIRE POINTS

	Each
Dozen Lots	12c
Hundred Lots	10c
Thousand Lots	9c
5-Thousand Lots	8c

GENUINE DIAMONDS

	Each
Dozen Lots	$1.00
Hundred Lots	.90
Thousand Lots	.75

Model 175—Price $175



Model 105—Price $105

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us.
Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

503 East 19th Street

310-312-314 Avenue A New York, N. Y.

$1,000,000 HOME FOR COLUMBIA CO. AT COLUMBUS CIRCLE

Leases Eight Floors in Gotham National Bank Building, Where Executive, Sales, Advertising and Recording Departments Will Be Concentrated—One of the Show Places of New York City

The million-dollar lease recently signed by the Columbia Graphophone Co. for eight floors in the Gotham National Bank Building, Broadway at Columbus Circle, big lease as it is, is bigger than would appear on the surface. The recording of records requires acoustic properties that can be found in very few buildings. The Gotham National Bank Building, now nearing completion, gave the Columbia Co. an opportunity to so arrange the three top floors of the wonderful twenty-four story building that the acoustic properties can be preserved under conditions that make recording almost ideal.

For many years this important division of the business has been located on West Thirty-eighth street in a building, which, while acoustically correct, architecturally and from a location point of view was hardly in keeping with the ideals of the Columbia Graphophone Co. For nearly two years they have been looking for a location that would include all the necessary requirements and afford surroundings that would be in keeping with the position that the Columbia Graphophone Co. occupies in the phonograph business.

Aside from wonderful recording rooms, where music in all languages will be recorded by specialists, there will be a department given over to the reception of the many great musicians. With a very big percentage of the stageland favorites recording exclusively for Columbia, and with a large number of the great musicians of the past three years signed up as exclusive Columbia artists, it means that they must be received in an atmosphere that tends to develop their art rather than to stunt it.

Atmosphere to artists is, in the opinion of eminent authorities, almost like the air they breathe and the right atmosphere brings from musicians the God-given talent so much prized by talking machine owners the country over.

The building will allow Columbia to bring its comptroller with his organization from the factory to the executive offices, and the closer contact will build for better organization. These departments added to the executive organization, which has for many years occupied the twentieth floor of the Woolworth Building, brings the Columbia Co.'s organization under one roof and under conditions that are most satisfactory.

The New Home of the Columbia Graphophone Co.

Downtown New York is quite distant from the locality where music reigns supreme, while the location at Columbus Circle puts the Columbia Co. in a musical atmosphere. The Metropolitan Opera House, Carnegie Hall, the theatres and vaudeville houses, with which it is so necessary that the Columbia recording department keep in close touch, all will be in the immediate neighborhood. The new quarters also permits the executive office, which has been very much cramped for the last two or three years, to expand and operate much more efficiently.

The sales and advertising departments will occupy two floors and a place will be set aside for Columbia dealers from all over the country to visit and talk over the policies and product of the company under ideal conditions. Ten transit lines serve the point where this building is located. The building, of superb design and finish, presents an exterior that makes it stand out as one of the great buildings of New York. In its locality it stands out as a monument in much the same way that the Woolworth Building stands out in the financial district of New York.

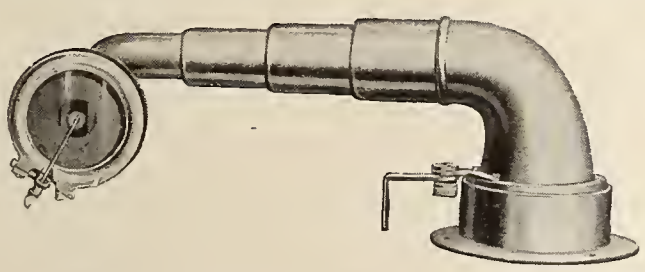
Aside from commanding an unexcelled view with ample windows, high-speed elevators, intercommunicating elevator signals, conduits for messenger service and interior telephones, a complete vacuum cleaning system, dustless floors, it has a wonderful arrangement of women's rest rooms, which makes it ideal for the women workers, so necessary to the accomplishment of business in these days. The fact that the Gotham National Bank will occupy the ground floor and retain the management of the building is a guarantee of good service in every respect.

The eight floors which will be occupied by the Columbia Co. are the eight top floors with the wonderful outlook over New York. Special express elevator service will be given to the Columbia offices.

This move from downtown New York to central Manhattan is in line with the present trend of Big Business to locate in the Columbus Circle district. The west and south exposure on the top of the building will carry Columbia's message in electric signs of an excellence that will make them stand out even among the wonderful Broadway signs, which are the greatest in the world.

President Francis S. Whitten and Vice-president and General Manager H. L. Willson have been indefatigable in the last year and a half trying to find a location that would satisfy the various demands of the Columbia Graphophone Co. Both have expressed themselves delighted with the new location and particularly with the facilities it offers for economical operation under ideal conditions.

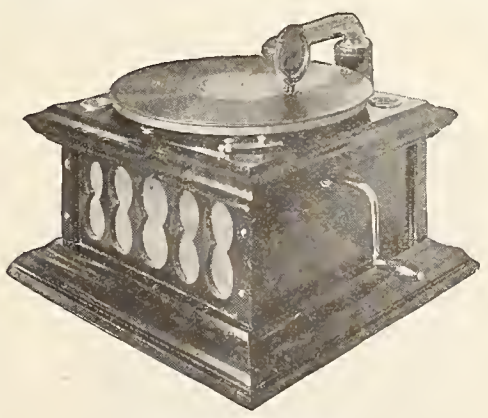
The FERRO Tone Arm and Reproducer is the ideal sound reproducing unit. Its reproduction is true to life—its construction symmetrical—its appearance artistic, beautiful.



The FERRO Tone Arm is not a die-casting. It is made of the highest grade bell metal and drawn into shape by hydraulic pressure.

In short, the FERRO Tone Arm and Reproducer is just the thing for the high grade talking machine. Let us send you a sample.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Distributors of the Arto Music Rolls and Arto Phonograph Records.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City

Between 20th and 21st Streets

DEALERS IN PORTLAND RESOLVE TO DO MORE BUSINESS

Holiday Trade Starting Off Well—Brunswick and Prices—Aeolian-Vocalion Publicity—Hyatt Activity—Victor Dogs in Favor—New Concern Appears—Other News From Oregon

PORTLAND, ORE., December 8.—Cheneys and Victors are selling well at G. F. Johnson's and the Christmas trade is just about ready to start. More Victor records are needed, for it seems impossible to meet the demand for them. Portland is a real musical center in the Pacific Northwest and most of the artists who sing for the Victor are heard out here in concert. After a concert given by these artists their records are in immediate demand. The same may be said of Columbia records.

The holiday trade at Wiley B. Allen's is starting off well. Paul B. Norris, manager of the talking machine department, says big machines are in every respect more popular than the smaller and cheaper models. Period models are selected by many customers who furnish their living rooms in certain period styles. Frank M. Case, manager of the Portland house, has returned from a trip to San Francisco. Business will keep up all right, said Mr. Case, but salesmen will have to work harder than ever before. The idea that prices are to be greatly reduced has taken a firm hold on many people and to convince them of their mistake will take tact, good judgment and an actual knowledge of true conditions. It will be many months before any reductions are made, said Mr. Case, and the general public will soon understand this.

Portland dealers and the music trade in general were very much surprised to hear of the resignation of L. D. Heater, who for eighteen consecutive years has been with the Columbia Co., having made hosts of friends and admirers.

Monte J. Wax has moved from the Fenton Building, where he has been engaged in the talking machine business, to 437 Stark street, where he has a larger and better location for his rapidly growing trade, which is both wholesale and retail, and where he also has a manufacturing department. In this department he makes "Tone Clear," having bought the business from M. W. Davis, and is also making and putting out a polish for talking machines which he calls "Frax." Business is very good considering present conditions.

Country dealers are encouraged, says E. B. Hunt, manager of the wholesale Victor department of Sherman, Clay & Co. Machines and records are coming in more satisfactorily and a decided improvement in country business is evident. The period Victrolas have arrived and created a considerable amount of enthusiasm.

The McDougal Music Co. will move into a handsome new store on Tenth street after the first of the year and will add talking machines to its stock.

C. H. Jarvis, formerly with the Columbia stores in Spokane, is now in the talking machine department of the Bush & Lane Piano Co. There has been very good business done in the department this month.

That there will positively be no reductions in the price of talking machines for many months is the announcement made in the daily papers by the Brunswick-Balke-Collender Co. The Brunswick is carried in Portland by the Hyatt Talking Machine Co., the Wiley B. Allen Co., Edwards Furniture Co., Vernon Drug Co., Rose City Park Pharmacy, Phoenix Pharmacy and Beaver Pharmacy. Sales continue very good. M. W. Davis, general manager of the Pacific Northwest territory, has just appointed the Terhaar Drug Co., of Mt. Angel, Brunswick dealers.

An unusual and interesting advertisement of the Aeolian-Vocalion occupies a whole page in the Sunday Oregonian. Photographs are reproduced of tone waves made by different musical instruments, the violin, trombone, oboe and French horn.

Miss Acevia Bennett, who has been in charge of the phonograph department of Eilers' Music House for six years, has resigned and is now with the McCormick Music Co.

The Central Record Exchange has opened up in the Central Market under the management of Mrs. F. Myers and her sister, Mrs. Bolye.

November was the best month the Hyatt Talking Machine Co. has had since it has been in business. While machines are not coming in very fast the six lines carried by this house have been adequate so far to meet demands. The Victor, Brunswick, Edison, Columbia, Stradivara and a line of reed phonographs, manufactured by Heywood Bros. & Wakefield, make a handsome assortment of high-grade phonographs. The record department is very busy. Mr. Kelly, of the Hopper, Kelly firm, of Seattle, Wash., visited the Hyatt Talking Machine Co. last month.

M. W. Davis, general manager of the Brunswick in this territory, has just returned from a visit over his territory and states that he found conditions fairly good. In Eastern Oregon business was poor, owing to conditions in the farming community.

Evelyn McCluskey gave an interesting Victrola record entertainment in the Sherman, Clay concert hall. Miss McCluskey told the story of each selection on the program before it was played. Miss Katherine Leslie assisted at the organ.

The little Victor dogs are very much in evidence these days. In the Reed, French window is one of the very big dogs, surrounded by a big family of little ones. A bunch of them are in McCormick's Music House, looking anxiously into a machine—not a Victor, but another make, possibly wondering if their "Master's Voice" can come out of anything but a real, honest-to-goodness Victor.

The Call Manufacturing Co. is the name of a new concern which has been organized here for the purpose of manufacturing the Gall record container for phonographs and a factory has been purchased at East Fifty-eighth street and Foster road.

The Call container was invented by F. H. Call, Portland man, and it can be fitted to any cabinet machine. The container is so designed that any record desired may be readily obtained. After removing the record, the container becomes locked until the record is again replaced.

The manufacturing company is a $100,000 concern, of which F. H. Call is president and manager; W. L. Fries, treasurer; William I. Harrison, secretary, and R. H. Call, director.

A new phonograph manufactory has been started in Portland. The machine has just been perfected by C. P. Henkle, of Henkle & Co. of this city, and Mr. Henkle expects to have a large plant in operation in a short time employing a number of men. The special feature of the instrument is a wooden horn about five feet long concealed in the interior of the cabinet.

HOFFAY
Hoffay Phonographs
Resurrectone Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

OUTDOOR ADVERTISING CAMPAIGN

PHILADELPHIA, PA., December 7.—An extensive outdoor advertising campaign has been recently inaugurated by the Philadelphia Show Case Co. of this city on Melodee rolls, of which they are distributors. One hundred and ten billboards are being used at strategic points along the principal railroad and trolley lines entering the Quaker City. Attractive twenty-four sheet posters are shown and a number of the boards are equipped for night illumination. The campaign was opened on December 1 and its stimulating effect upon the sales of Melodee rolls is already noticeable.

MODEL C

Lyrolian
MARVELOUS TONE QUALITY

PLAYS ALL RECORDS

Six Beautiful Models

We offer attractive proposition to

DEALERS *and* DISTRIBUTORS

We can make immediate shipment for the holiday trade.

Distributors Wanted in Several States

TRADE MARK REG.U.S.PAT.OFF.
NEVER SCRATCHES

WE ARE DISTRIBUTORS FOR
LYRIC
LATERAL
RECORDS
Dealers Supplied on Short Notice
Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of
LYRIC SERVICE

AMERICAN TALKING MACHINE CO., *Inc.*
GENERAL OFFICES AND FACTORY
BLOOMSBURG, :: PENNA.

"All She'd Say Was Umh Hum," sing Van and Schenck. You'll sing, too, when you see how this song, coupled with their "In Napoli," sells. A-3319.

Columbia Graphophone Co.
NEW YORK

Columbia Records Grafonola

EDISON HOLIDAY ADVERTISING

Attractive Window Display Designed for Use of Dealers in Attracting Xmas Trade

Santa Claus and the conventional snow-capped chimney, together with the even more conventional talk about the "appropriate Christmas gift," have been passed up entirely, both in the Edison national magazine advertising for December and the Edison Christmas window display.

Instead, Sergei Rachmaninoff, the celebrated composer-pianist, is being featured in both the national advertising and the window display, which shows him giving a tone-test with his own Re-creation on the New Edison, and which will form one of the most convincing and virile advertisements run by the Edison retail trade this year.

The Edison Window Display for the Holidays

While the value of holiday window decorations was not underestimated in the preparation of the December display—the color scheme of which, by the way, is red and green—it was decided that a sure "sales-getting" window display, with a "reason why" message, will have a far greater appeal to the people who will buy a phonograph during the holiday season than a mere seasonal display.

Both the national advertising and the window display, as usual, are very closely tied up with each other and are sure to be effective.

ADOPT VERY CLEVER TRADE-MARK

BUFFALO, N. Y., December 6.—The Iroquois Sales Corp., wholesale distributors of the Granby phonograph have adopted a very ingenious and clever trade-mark, which is reproduced herewith, conveying the idea that they are now firmly planted on the Buffalo and not to be shaken off however fast he may gallop all over their territory.

A Striking Trade-mark

Lionel M. Cole, sales manager of the Iroquois Sales Corp., accompanied by E. C. Howard, director of sales of the Granby Phonograph Corp., anticipates an extensive trip through the territory to visit Granby dealers and to look over the field in anticipation of the preparation of an active 1921 campaign.

REMINGTON OFFICES ENLARGED

Windows Facing Broadway Afford Good Opportunities for Advertising

The business of the Remington Phonograph Corp. has grown to such an extent that double the area of the executive offices is now necessary to efficiently conduct the affairs of the company. During the past month adjoining offices in the Remington building at 1662 Broadway were obtained, which not only doubles the floor space, but also gives a total of six large windows facing on Broadway. As the Remington offices are located on the "Great White Way" just above the Winter Garden, the advertising advantages to be gained through the addition of these extra windows on this famous thoroughfare are apparent. It has been the custom of the Remington Phonograph Corp. to place one model in each window, mounted upon a pedestal. By means of effective electric lighting these models were illuminated at night and drew more than ordinary attention from the passing theatre crowds. The demand for the Remington line continues very strong and very satisfactory business is anticipated for 1921, according to the company's officials.

When a man assumes a public trust he should consider himself as public property.—Thomas Jefferson.

EMERSON BUSINESS TO CONTINUE

No Delay to Shipments of Records, According to Announcement Just Issued

On December 9 announcement was made that a receiver had been appointed for the Emerson Phonograph Co., Inc., of New York. In this connection a statement was issued on December 11 from the executive offices of the Emerson Phonograph Co., with the sanction of Jacob Scholer and T. H. Matters, receivers, that the business will be continued and that all January record shipments are proceeding according to schedule, and that records for later months will follow in due course. Advertisements are being inserted in publications by the receivers to assure the trade of the fact that the business of this company is to continue.

ORMES, INC., SUFFERS FIRE LOSS

Building in Which Victor Wholesaler Was Located Totally Destroyed by Flames

Ormes, Inc., Victor wholesaler, at 26 East 125th street, New York, was the victim of a serious fire on Friday evening, December 10, which completely gutted the three-story building of which the company occupied the two upper floors. The damage was estimated at $50,000 by firemen. Up to the time of going to press, The World was unable to get in touch with Clarence Price, manager of Ormes, Inc., to verify these figures, or to learn of the plans for continuing the business in new quarters. Of course, the latter step will be taken without delay.

IN FINANCIAL TROUBLE

Fulton Bros. Mfg. Co., Waukegan, Ill., have been petitioned into bankruptcy, and the receiver is now making an investigation of the affairs of the company. The assets are approximately $15,000 and the liabilities $60,000.

Pacific Coast Dealers, Attention!

Small Phonographs

18 in. x 18 in. x 9 in.

Type A (like above) sample **$13.50**
Type B (with top) sample **$15.00**

NOW IS THE TIME

Save Freight *Save Express*

T. E. DAVIS & CO.

Berkeley, California

Piknik Prospects in Your Community

Size 9x13x15 Patented in U. S.

Sell Every School a Piknik and Open Up the Largest Field of Prospects

The Piknik is perfectly adapted to every requirement of the school room, where for the greater part of the year it is daily before the pupil, the real buying factor in the home.

The name suggestion, "PIKNIK," not only stamps itself indelibly on the pupil's mind but conjures up pictures the lure of which creates the purchase desire. Supplement this with the beautiful tone and other appealing features of the Piknik and you have a combination that draws business.

Every Y. M. C. A. summer school or camp, fraternal organization, dancing school, business school, etc., will give the Piknik its stamp of approval.

It is the highest class portable phonograph. It is built to win friends and repeat business.

Write for Particulars

Western Distributions through
James H. Cumming, Wilmette, Ill.
New York State and Metropolitan District
M. M. Roemer Sales Corp., 1123 B'way, N. Y.

New Jersey
Zeigler, Baker & Johnson, 100 Chambers St., N. Y. City
Export Distributors
Delpheon Sales Co., 25 Church St., N. Y.

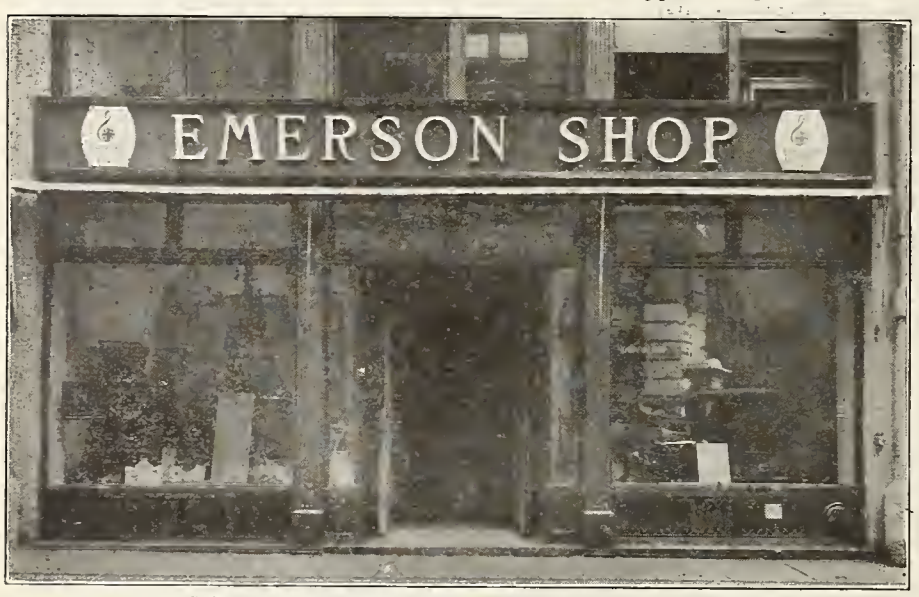
Melchior, Armstrong & Dessau, 116 Broad St., N. Y.
Charmel Trading Co., 1170 B'way, N. Y.

PIKNIK PORTABLE PHONOGRAPH, Inc. **Lakewood, New Jersey**

RECITALS AT EMERSON MODEL SHOP ON FIFTH AVENUE

Well-known Emerson Artists Appear in Person at Free Concerts Being Held in This Artistically Arranged Establishment, Which Is Under Management of E. M. Latham

For several weeks past there have been free concerts given in the concert hall of the Emerson Shop, located at 206 Fifth avenue. These concerts, which have been under the personal supervision of E. M. Latham, manager of the establishment, have proved most successful, both



View of Exterior of Emerson Model Shop

E. M. Latham

in the crowds which they have drawn and in acting as sales stimulators.

For some days previous to the concert a card is placed in the window calling the public's attention to the fact that a famous artist will appear in concert on a certain afternoon. Such well-known artists as Eddie Cantor, Harry Raderman, Irving and Jack Kaufmann and others appear in person in these concerts. Needless to say, the hall is always packed to capacity on such occasions, which is proof of the fact that the Emerson Co. has secured really popular artists to record for them.

Mr. Latham reports that such concerts not only acquaint the public with the artists who are recording for the Emerson Co., but also make them familiar with the new Emerson model shop. As a sales stimulator they have proven most successful, for the steady increase in business in the new shop is definite proof that the public is becoming acquainted with the Emerson institution. In fact, Mr. Latham originated these concerts in order to stimulate sales during the admittedly dull season through which we are now passing. It is his intention, after the first of the year, that the concerts will be given bi-weekly instead of weekly, as they are at present.

This new Emerson shop, constructed along the most modern lines, is so equipped that it makes the purchase of records a pleasure. The store extends through the block from Fifth avenue to Broadway, thus having an entrance on the two greatest thoroughfares of New York. There are record service counters conveniently located at both entrances, which are attended by courteous, intelligent sales girls. A series of twelve booths, neatly but comfortably furnished, allow ample private listening rooms for customers to hear desired selections.

The shop is most ably managed by Mr. Latham, whose long and varied experience in the talking machine industry has well equipped him for his position. Having been affiliated with the talking machine business from boyhood, he has acted in practically every capacity connected with the retail trade. In recent years he has operated successfully a talking machine store in Atlantic City and the talking machine department of the Welte Co., Fifth avenue, New York.

View of Interior of Emerson Model Shop

TRAVELING MEN WANTED

Large jobber of talking machines and records wants good travelers, one each for Iowa, Illinois and Michigan. Also local man for Detroit. Address "Thermo," care The Talking Machine World, 209 So. State St., Chicago, Ill.

The

Philadelphia Show Case Co.

Extends Its Sincerest Wishes

for a

Merry Christmas

and a

Prosperous New Year

We also take this opportunity to express our appreciation of the patronage and co-operation extended by our many dealers in the past, and solicit a continuation of these cordial relations during the year that is to come.

PHILADELPHIA
127 North 13th Street

PITTSBURGH BRANCH
2002 Jenkins Arcade Bldg.

THAT "PEER GYNT" CONTROVERSY

Artists Divided as to Justice of Norway's Complaint—Caruso Cries "Shame," While One of Six Brown Brothers Says It's Giving the Public What It Wants—Some Views Expressed

When music critics in Norway lifted their hands in horror and protested to Washington over the desecration of their beloved Grieg by those American jazz artists there at once arose two parties among the musically inclined on this side of the water. Some were quite in accord with Norway, while others believed that the jazz records which brought about the complaint were all right. In the New York Tribune the matter was further discussed as follows:

Composers, singers and conductors in New York who expressed their views recently are inclined to think that Norway is right. Tom Brown, however, who transformed Schubert's "Serenade" and Rachmaninoff's "Prelude" into the raggiest of rags and whose company played the jazzed "Suite" for records, has a different opinion.

"Sergei Rachmaninoff heard us play the adaptation of his work," he said, "and liked it, considering this a method of popularizing real music. We play such adaptations to attract attention and we find that the public takes to adaptations better because familiar melodies appeal. That's reason enough."

Mme. Marie Sundelius, Enrico Caruso and Albert Spalding, an American violinist, were of the opinion that Norway has just cause for indignation.

Norway, it seems, learned of the desecration when an assortment of American talking machine records reached that country recently. One record, entitled "Peter Gink," composed by George L. Cobb and played by the Six Brown Brothers, was heard by Norwegian music lovers. Shocked beyond words, they began preparation of the memorial and it was forwarded with haste to Washington.

Mme. Sundelius, soloist of the Metropolitan Opera Company, said that she had been reading of the "sacrilege" in Swedish papers.

"A composer does not like people to use his melodics in that way," she said, "and it was not a nice thing to make ragtime out of Grieg. Surely there is enough popular music to adapt without going to the classics."

Caruso, whose voice is recorded by the company which first put out the Grieg ragtime, said: "There ought to be a law against it. It is a shame."

"An awful shame, outrageous," was the comment of Mischa Levitzki, the pianist.

Artur Bodanzky, conductor of the National Symphony Orchestra and also with the Metropolitan Opera Company, said he had no objection to jazz, but the jazz makers should at least be original about it and have enough invention to get along without robbing the classics.

Mr. Spalding, as an American violinist, expressed the opinion that the public, interested in good music, and also those jealous of the country's good name as to culture, should see to it that good music is not twisted into ragtime.

"There is an element of interest in ragtime," he said, "from a rhythmic standpoint, but certainly our fine melodies should not be dished out in that form. There should be legislation to prevent it."

WANTS TO DOUBLE EXCISE TAXES

Secretary of Treasury Recommends a 10 Per Cent Tax on Musical Instruments

WASHINGTON, D. C., December 9.—Business men and individuals who had fondly hoped that the coming of a new Congress would bring about, during the coming year, some relief from the burden of taxation under which the country is now laboring have received quite a shock upon perusing the annual report of Secretary of the Treasury Houston which was made public yesterday.

Of vital interest to the music industry is the direct suggestion that in the readjustment of various taxes, all in an upward direction, the excise taxes on musical instruments be increased from 5 to 10 per cent, which it is estimated will bring in an additional revenue of $13,000,000, all this in addition to heavy increases in the tax on corporation profits and income, and on general incomes.

Those who have been looking after the interests of the music industry in Washington have for some time past been cognizant of the fact that an attempt would be made, or at least that it would be recommended, to increase war excise taxes on musical instruments, and arguments against any such move, and in favor of an excise reduction rather than increase, have been presented at every opportunity.

The Ways and Means Committee of the House of Representatives, it is reported, will take up the question of revision of taxation, and with it the consideration of Secretary Houston's report, next week. It is the hope of the leaders of the House to have the question of tax revision settled sufficiently by the first of the year in order to have something definite upon which to base the figures at the forthcoming hearings on the new tariff, which will begin on January 6.

SPEAKING OF DOGS

Billy and Mary stopped in the house next door to see the new talking machine. After they heard a piece or two, Mary started to look it over, and said: "It's not like ours."

Mrs. Case asked: "What kind of machine have you?"

Mary engaged in deep thought. At last she exclaimed: "It's a Scotch collie."

Mrs. Case said: "Why, I never heard tell of that kind of a talking machine."

Billy spoke up, saying: "Mary is always getting things wrong; it's a fox terrier. If you don't think I'm right, Mrs. Case, you go over and look at the picture on it."—Indianapolis News.

JOINS McCORMICK & CO. FORCES

Lee Robinson, Advertising Manager of The World, Enters the Financial Field

Lee Robinson, who for many years has been connected with The Talking Machine World, more recently as advertising manager, has branched out into the financial field and joined the forces of McCormick & Co., investment brokers at 295 Broadway, New York City, where he assumes an important position with that institution. He has the best wishes of the entire staff of The World for his success in his new field of operations.

JOBBERS ON VISIT TO BINGER CO.

Executives of National Association of Talking Machine Jobbers Make Tour of Binger Co. Plant While in New York Recently

While a number of the members of the Executive Committee of the National Association of Talking Machine Jobbers were in New York last month to attend one of the regular sessions of the committee, they took advantage of the invitation of A. B. Reincke, of the Reincke-Ellis Co., to make a tour of inspection of the plant of the Binger Co., advertising specialists, New

Victor Jobbers Who Visited Binger Plant

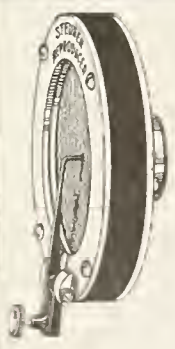
York, who have prepared an elaborate series of window displays for the use of Victor dealers to be placed with the trade by the Reincke-Ellis Co.

The jobbers were welcomed by L. G. S. Crone and were much impressed with the size and general efficiency of the Binger plant, and particularly with the material that company is providing for the use of Victor dealers. The accompanying photograph shows the visiting jobbers in the Binger Co.'s studio just prior to starting on the inspection tour. Those in the picture are: Seated, L. C. Wiswell, president of the National Association of Talking Machine Jobbers, and A. A. Trostler; standing, Dan Creed, Charles K. Bennett, Lester Burchfield, W. F. Davisson, E. C. Rauth, B. B. Wilson, of The Talking Machine World; Fred H. Putnam and Thomas F. Green.

FORGET YOUR TROUBLES

Don't take your troubles everywhere you go. Remember that they, like babies, grow larger by nursing.

If you are going to do a good thing, do it now; if you are going to do a mean thing, wait till to-morrow and then it will pay you not to do it.



WE are introducing a reproducer which is different from anything on the market. In principle it is non-metallic, at the same time practically indestructible and not affected by moisture or temperature changes.

We guarantee it as a quality product.

All principles of construction covered by basic patents.

Requests for tests and demonstrations are solicited from manufacturers, jobbers and dealers

Steurer Reproducer Company, Inc.

158 West 21st Street New York City

FOR SALE

One Magnavox, Type MV-1; Price, $150. Absolutely new. Guaranteed perfect. Write or wire. Massasoit Broom Co., Newburyport, Mass.

YOUNGSTOWN STORE REMODELED

Brunswick Dealer Has Complete Talking Machine Display Rooms Equipped in Handsome Style—Comfort and Utility Is the Keynote

YOUNGSTOWN, O., December 6.—A particularly excellent work of redecoration and remodeling has been effected by the Music Shop of this city, located at 1412 Market street. Business with this concern has been ever on the increase, due to live merchandising methods and energetic sales campaigns. The Music Shop handles the Brunswick line of talking machines and records. Some idea of the furnishings of the store interior may be obtained from the accompanying photograph. Comfortable chairs are seen in the waiting room and tasteful furniture and well-chosen flowers add much to the favorable impression conveyed by the rest of the store equipment.

Brunswick Display in Music Shop, Youngstown

DEALERS HONOR O. P. GRAFFEN

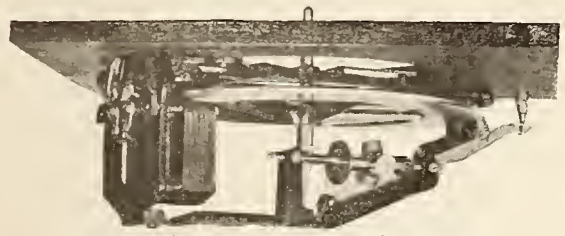
Given Dinner to Celebrate His Joining New York Wholesale Division of General Corp.

Quite a number of talking machine dealers and their wives gathered at Keen's Chop House, New York City, on Sunday evening, December 5, in honor of O. P. Graffen, who has just joined the New York Wholesale Division of the General Phonograph Corp. Mr. Graffen is widely known in talking machine circles and has served with one of the largest companies in the field for a number of years. In the course of the evening there were short addresses by several of the ladies and gentlemen present, including one by Lambert Friedl, manager of the New York Distributing Division, and by the guest of honor.

NEW PATHE ELECTRIC MOTOR

Improved Electric Drive for Pathé Phonographs Just Announced

The Pathé Frères Phonograph Co., of Brooklyn, N. Y., in conjunction with the General Electric Co., has evolved an electric phonograph motor which has overcome to a remarkable degree the obstructions to the successful use of some electric motors in the past. The new Pathé motor consists of a rotor mounted on the main shaft, the upper end of which supports the turntable. This rotor consists of a ring of copper about nine inches outside diameter, and is supported on a cast aluminum spider. The rotor ring, which is about one and one-half inches wide, revolves through a shifting magnetic field produced by field coils wound on laminated magnetic circuits similar to those



Pathé Co.'s New Electric Motor

used in an ordinary watt-hour meter as regards shape, size and method of producing the shifting field. Thus, with the torque-producing element directly on the main shaft, all necessity for high speed, gearing, belting or friction drive has been entirely eliminated.

The main shaft is supported in an adjustable hardened steel ball thrust bearing in the lower bracket, while it is held in place by a guide bearing of phosphor bronze in the upper bracket.

The lower bracket also supports a governor of the conventional type, which is geared to the main shaft by a worm wheel, the worm wheel on the main shaft being cut from fiber to reduce noise. The motor is absolutely noiseless in operation and even with the ear placed close to the motor itself it is impossible to hear the usual hum of the electric motor.

Another quality of this new Pathé motor is quick acceleration and good speed regulation and the elimination of any tendency to slow up while running. The three screws suspending the motor from the motorboard are surrounded by sponge rubber bushings and washers, and thus transmission of vibration from the motor to the motorboard is impossible. In spite of its many advantages this motor is of extremely simple construction and it will thus be able to be produced at such a price that it may successfully compete with a hand-wound spring motor. The amount of power consumption is said to be small and the life of the motor is predicted to be limited only by deterioration of the insulation. The motor is built and attached to the board as a unit, making it completely interchangeable with the spring motor in all Pathé machines, and weighs only 7.69 pounds as against 10.88 pounds for the spring motor and board. As probably ninety per cent. of residence electric service supply is alternating current, this motor is an A-C type.

The Pathé Frères Phonograph Co. is placing an energetic campaign behind the introduction of this motor and Pathé dealers will have the opportunity to sell it not only as part of the equipment of their future sales, but will be able to offer this new Pathé motor to all present owners of Pathé instruments.

MAGNAVOX CO. HAS OWN MAGAZINE

December Issue the First Appearance of House Organ Showing Developments in the Use of Electrical Device for Magnifying Sound

The first issue of a new magazine called The Magnavox, and issued by the Magnavox Co., of Oakland, Cal., has appeared in December and has been sent to the trade. This little booklet is a compilation of many interesting items concerning the Magnavox and its uses. Results of experiments in all parts of the country are reported and the magazine makes a very handy reference book for the dealer. It is interesting to note that the company invites comments and stories from dealers or from anyone who has used the Magnavox, for in this way new developments and new uses may be discovered.

EDISON ARTISTS IN NEW ROCHELLE

Leola Lucey and Virginia Powell, noted Edison artists, recently appeared in concert in New Rochelle, N. Y., under the management of Philip Pravder, Inc., the local Edison representative. The concert was largely attended and the tone-tests aroused much interest in the New Edison and resulted in increased record sales.

Victor Dealers of the Rocky Mountain Region Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.

Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

Our Interests are Your Interests—Let Us Advise and Serve You

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.

NEW JERSEY ASSOCIATION ACTIVE

Victor Dealers of State Now Have Organization That Accomplishes Things

NEWARK, N. J., December 4.—One of the most active of the Victor Dealers' Associations in the East is that of the Victor Retailers of New Jersey, taking in practically all the dealers in the State, and which held one of its regular meetings in Newark on November 29.

R. H. Veale, Pres.

H. A. Glasser, Secy.

The big subject at the last meeting was the question of charging interest on instalment accounts, and much information was brought to light through the medium of an open discussion. Those retailers who follow the practice of charging interest presented most convincing arguments in support of their methods, it being declared that outstanding accounts really meant money loaned to customers, and should draw interest just as any other loan.

F. M. Palmatier, Treas.

Jas. McGarry, Fin. Secy.

S. Semels, V. P.

Great progress has been made by the Association along the lines of constructive work. The Association has fortunately chosen as the officers men of wide experience, men who have been long associated with the Victor business and have made a study of every branch of the industry. To assure success, however, these men require the full support of all Victor dealers in New Jersey.

New members are coming in fast and steady. The following new members were elected: Jacob Zion, Union Talking Machine Co., Elizabeth, N. J.; Geo. F. Porepp, White Star Music Co., Jersey City, N. J.; H. N. Truesdell, Frost & Truesdell, Irving, N. J.; O. C. Holcombe, Lambertville, N. J.; Fred Miller, Arlington, N. J.; Irwin Moser, Irwin Moser & Son, Hamden, N. J.; E. G. Brown, Bayonne, N. J.; Harold Sugarman, Hoboken, N. J.; A. Landay, Eclipse Talking Machine Co., Paterson, N. J.; W. C. Holzbaur, Stoll Blank Book Co., Trenton, N. J.; Richard E. O'Dea, James K. O'Dea Estate, Paterson, N. J.; Albert Galuchic, Junction Phonograph Co., Jersey City, N. J.

A luncheon was held at the White House restaurant, the Association members being the guests of Collings & Co., Victor distributors of Newark. The luncheon was enjoyed immensely by all who were fortunate enough to be present.

In appreciation of the generosity extended by Collings & Co., Mr. Collings was presented with the compliments of the Victor dealers of New Jersey, a napkin with all the members' names inscribed thereon.

The following were present: S. Semels, Semels & Co., Elizabeth, N. J.; F. M. Palmatier, Chalmers Co., Newark, N. J.; H. A. Glasser, G. A. Barlow's Son & Co., Trenton, N. J.; James McGarry, Newark, N. J.; C. A. True, L. Bamberger & Co., Newark, N. J.; B. De Cou, Landay Brothers, Newark, N. J.; J. A. Bleisnick, Hahne & Co., Newark, N. J.; G. L. Hirtzel, Jr., Elizabeth, N. J.; E. P. Perkin, Elizabeth Talking Machine Co., Elizabeth, N. J.; Jos. Donlan, Ridgewood Talking Machine Co., Ridgewood, N. J.; A. Landay, Eclipse Talking Machine Co., Paterson, N. J.; Harold Sugarman, Hoboken, N. J.; Geo. F. Porepp, White Star Music Co., Jersey City, N. J.; Irwin Moser, Irwin Moser & Son, Hamden, N. J.; E. G. Brown, Bayonne, N. J.; L. W. Collings, Collings & Co., Newark, N. J.; J. L. Spillane, Collings & Co., Newark, N. J.; H. A. Lamar, Collings & Co., Newark, N. J.; N. Bush, Eclipse Talking Machine Co., Paterson, N. J.

Much regret was expressed at the absence of R. H. Veale, president of the Association, due to illness.

Announcement was made to the effect that a big surprise is in store for the dealers at the next meeting, which will be held January 11, 1921. Full particulars of the event will be announced soon.

GIGLI TO RECORD FOR VICTOR

The latest artist to join the Red Seal circle of the Victor Talking Machine Co. is Beniamino Gigli. He is an Italian tenor, who has recently attained great success in Italy, Monte Carlo and South America, and is now appearing with the Metropolitan Opera Company in New York. Records by this new exclusive Victor artist will be announced shortly. He will make his debut in Boito's "Mefistofele."

LLORA HOFFMAN WITH PATHE

Llora Hoffman, soprano and gifted popular stage beauty, has become a Pathé artist. Miss Hoffman is said to possess a clear and flexible soprano voice of exceptional diction and range. She gained her laurels as one of the most versatile and gifted singers of the concert stage and for two years has had a striking act of her own in the Keith vaudeville circuit, appearing last season with the "Cinderella on Broadway" company, in which she was the featured singer. She is now en tour with that attraction. Her recordings on Pathé records include the fascinating selection "My Hero," from the "Chocolate Soldier," and the ever beautiful "Cherie," by Leo Edwards. Other popular numbers will be released in the near future.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

OKEH WINDOW DISPLAYS FOR 1921

Improved Service for Dealers Already Planned for Next Year

During 1921 the General Phonograph Corp., manufacturer of Okeh records, will produce, in conjunction with the Einson Litho Co., a greatly enlarged window display service for Okeh record dealers, which service will involve several unique features.

The whole will be enlarged from five units and five colors to seven or eight units and seven colors. Each unit will be larger and the art work will be better than ever. The service will arrive at the retail store in an all-corrugated container instead of the combined corrugated and Kraft container heretofore used. The centerpiece of the new series will be devoted to the very appropriate theme, "How America Enjoys Itself." The first four or five months in 1921 have already been planned in accordance with this theme, and, of course, in each case the object will be to show how America enjoys itself in a musical way. Some of the numbers are: New England Barn Dance Scene, New Orleans Mardi Gras Ball, Dancing on a Mississippi Steamboat, Inaugural Ball at Washington, and Midwest Dance Hall, etc.

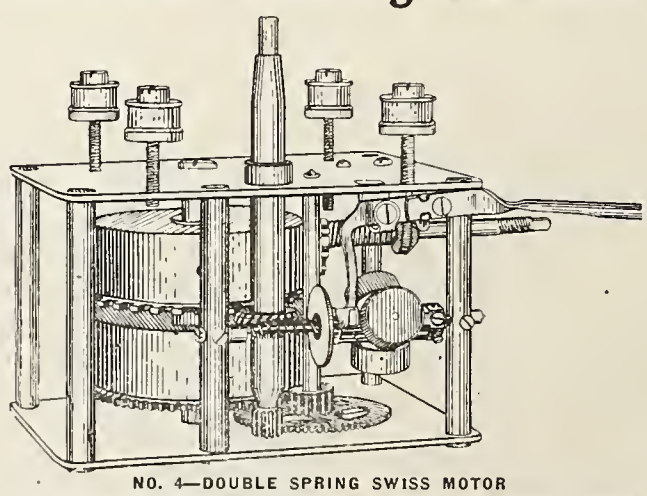
These displays will undoubtedly draw considerable attention from the public, and incidentally they will help to familiarize people located in one section of the country with the way people in other sections have good times.

The new service is being offered to the retailer at the nominal figure of $2.50 per month, and already a large number of Okeh record dealers have signed up for it.

HEIFETZ NOW TOURING ENGLAND

Heifetz, the great violinist, who records for the Victor Talking Machine Co., is now on a concert tour in England. Reports received from abroad indicate that he is attaining as great success there as was the case in America.

Announcing a New Schedule of Prices of Wollman Talking Machine Motors and Parts



NO. 4—DOUBLE SPRING SWISS MOTOR

5¾ in. long, 4½ in. wide, 3½ in. high. Strong and durable, suitable for high-class cabinets. Working parts have brass bushings, noiseless running. Plays FOUR 10 in. records with one winding. 12 in. turntable, top regulator with all accessories. Price for sample, complete, $5.75. Orders for 10 or more, $5.50.

MAIN SPRINGS—Good for any motor.

¾ in. x 8 ft. .....$2.40 per doz.
⅞ in. x 9 ft. ..... 2.60 per doz.
1 in. x 10 ft. ..... 3.00 per doz.

NO. 3—BLACK DIAMOND MOTOR

Special spring, plays three 10-inch records in one winding. 12-inch turntable, top regulator. Complete .....$3.50 each

TONE ARMS AND REPRODUCERS

No. 2 Universal, good tone, nickeled, complete $2.50
No. 4 "Loud and Clear," nickel plated, suitable for high-priced cabinets, complete $4.50

MAGIC-TONE SPEAR SHAPED NEEDLES

Each needle plays 10 records in loud or soft tones. 100 in a pack retails for 15c. 75c. per thousand. 200 in metal hinged box for 25c. $1.50 per doz. boxes. (Display cards with order.)

HIGH-GRADE POLISHED STEEL NEEDLES

Extra loud or medium tone. Packed 100 in an envelope, 45c per thousand.

Goods guaranteed to be just as represented. Prices are Cash, F. O. B. N. Y. A cash discount of 3% when remittance or deposit for C. O. D. accompanies order.

REFERENCE: THE NORTH SIDE BANK OF BROOKLYN, Bridge Plaza Branch, Brooklyn, N. Y.

Send for our 1921 Price List. We have in stock everything pertaining to phonographs and supplies.

Wollman Talking Machine Mfg. Co.

25 YEARS IN THE SAME LOCATION

560-562 Grand St. *Tel. Stagg 918* BROOKLYN, N. Y.

Manufacturers of The Wollman "Silvertone" Phonographs

Now Ready for Delivery

12 NEW CARDINAL RECORDS 12

EVERY ONE A HIT

POPULAR SONG HITS

Cat. No.

2001 "Palestina"—Comedy Song, Sung by Fred Whitehouse
"She Gives Them All the Ha! Ha!"—Comedy Song, Sung by Fred Whitehouse, Assisted by Lew Brown

2002 "Broadway Rose"—Tenor Solo, Sung by Charles Hart
"I've Got the Blues for My Old Kentucky Home"—Ballad .....Sung by Helen Bell Rush

2003 "My Home Town Is a One-Horse Town"—Comedy Quartet .....Sung by the Harmonizers
"Don't Take Away Those Blues"—Tenor Solo, Sung by Ernest Hare

2004 "Down the Trail to Home, Sweet Home"—Duet, Sung by Hart and Shaw
"I'd Love to Fall Asleep and Wake Up in My Mammy's Arms"—Tenor Solo, Sung by Charles Hart

2005 "Margie"—Harmony Trio, Sung by the Crescent Trio
"Old Pal, Why Don't You Answer Me"—Baritone Solo.....Sung by Elliot Shaw

SACRED NUMBER

2006 "Onward Christian Soldiers"—Sacred Hymn, Sung by Gotham Quartet
"Nearer, My God, to Thee"—Sacred Hymn, Sung by Gotham Quartet

POPULAR DANCE HITS

Cat. No.

2007 "Japanese Sandman"—Fox-trot, Played by Raderman's Dance Orchestra
"Whispering"—Fox-trot, Played by Raderman's Dance Orchestra

2008 "Grieving for You"—Fox-trot, Played by Ben Selvin's Dance Orchestra
"Feather Your Nest"—Fox-trot, Played by Ben Selvin's Dance Orchestra

2009 "Caresses"—Fox-trot, Played by Greene's Novelty Orchestra
"Hop, Skip and Jump"—Fox-trot, Played by Greene's Novelty Orchestra

STANDARD NUMBERS

2010 "Souvenir"—Violin Solo..Played by Vera Barstow
"Berceuse"—Violin Solo....Played by Vera Barstow

2011 "Sunny South"—Medley, Played by Cardinal Concert Band
"Blue Danube"—Waltz, Played by Cardinal Concert Band

2012 "Aloha Oe"—Instrumental Duet, Played by Ferrari and Franchini
"Honolulu Waltz"—Instrumental Duet, Played by Ferrari and Franchini

5 NEW RECORDS EVERY 15 DAYS HITS WHILE THEY ARE HITS 5

CARDINAL PHONOGRAPHS

CARDINAL RECORDS

JOBBERS and DEALERS—Write for our liberal money-making proposition and exclusive territory.

WE DELIVER THE GOODS

No Shortage of Cardinal Phonographs or Records

CARDINAL PHONOGRAPH CO.

Sales Office: **106 East 19th Street, New York**

Factories: Zanesville, O.—Newark, O.—Pt. Pleasant, N. J.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

J. Henry Francis, Supervisor of Music, Charleston, W. Va., has created considerable interest in artists of the present concert and operatic stage by framing and displaying in the schools the beautiful colored prints distributed by the Victor Co. Every school in Charleston has a Victrola, and a regular course is conducted in the High School in Music Appreciation.

* * *

The Chicago Academy of Fine Arts, Harry Kurtzworth, assistant director, has had on exhibition twelve paintings by Mr. Kurtzworth, which were conceived to represent subject matter presented on talking machine records. In the preparation of this work Mr. Kurtzworth was aided by F. G. Dunham. of the educational staff of the Victor Talking Machine Co. A complete review will appear later.

* * *

Emanuel Blout, one of the oldest Victor jobbing houses in the country, at Broadway and 108th street, New York City, has established an educational department under the direction of Miss C. L. Colley, formerly assistant supervisor of music, Evansville, Ind., and a graduate of the Victor Red Seal Record School.

* * *

At Rochester, N. Y., during the Thanksgiving holidays, was held the annual convention of the New York State Teachers' Association. The Music Lovers' Shoppe (exclusive Victor dealers) arranged a booth at the entrance to headquarters and supplied visiting teachers with much-appreciated material for the conduct of the new courses in music appreciation. The new book for primary grades, "Music Appreciation for Little Children," was in such demand as to "sell out" the local jobber, E. J. Chapman.

* * *

Columbia Graphophone Co.'s educational department, Woolworth Bldg., New York City, has just issued eight recordings designed to be used in primary grades.

* * *

Tone tests were conducted by the Edison phonograph in the High School at Perth Amboy, N. J., during the month. There was a large attendance.

Bubble-Book parties have been held in various cities during the last two months, conducted by Harper Bros., publishers. In every case scenery, costumes and coach have been provided Sunday Schools or playgrounds direct from New York. A model XXV Victor is used to demonstrate the recordings.

* * *

England, under the stimulation of the educational department of Gramophone Co., Ltd., is demonstrating extraordinary progress in school work.

* * *

The Musical Monitor, official organ of the Federation of Music Clubs, presented an educational number last month. In addition to chronicling the advance in all the various larger school systems of the country, the number included as frontispiece the photograph of the mother of school music, Mrs. Frances E. Clark, educational director of the Victor Talking Machine Co., and chairman of the committee on education for the clubs in the United States.

* * *

Music memory contests, organized by departments of music in the larger cities of the country, are attracting considerable attention. The larger list of fifty-four selections for New York City (7th and 8th grades) is being supplied through the medium of talking machine records to many contesting schools.

* * *

Newark, N. J., was the scene of the annual meeting of the N. J. State Supervisors' Association on Friday, December 3rd. On the program, assigned to present primary and intermediate work, was Franklin G. Dunham, Metropolitan District representative of the Victor Educational Department.

INCORPORATED IN HARTFORD

The President Talking Machine Co., of Hartford, Conn., has organized with a capital of $50,000. The subscribers to the stock are Louis J. Jackson, 6,500 shares; Richmond P. Martin, 3,000, and Almira A. Martin, 500. The Winslow, Day and Stoddard corporation of New Haven has issued 200 additional shares of stock.

Take the selfishness out of the world and there would be more happiness than we should know what to do with.

Few imitators are successful—very few. For this we can be thankful.

Grey Gull Records at 85 cents Causes Avalanche of Orders

Today price **counts,** as is proved by the astonishing increase in the business of Grey Gull dealers. To the public, $1.00 for a 10-inch record is too high—it's a war price. But 85c is right—it's **normal.** Handling Grey Gull Records at 85c has worked wonders for many dealers. Try it and see. **Investigate.**

Margie, Whispering, Avalon, Love Nest, Let the Rest of the World Go By, Old Pal, Why Don't You Answer Me, Apple Blossom Time, Mammy's Arms, Jinga-Bula, and a long list of other hits all in stock for immediate delivery at 85c. Smooth surface. Extremely durable. Recorded and manufactured complete in one plant. Above all—don't forget that 85c price. **It makes all the difference in the world.** A trial will convince you.

Liberal discount to dealers.

Jos. Barnett & Co.

Wholesale Distributors **Cedar Rapids, Iowa**

TRESTRAIL HEADS CANADIAN BUREAU

Proprietor of Musical Merchandise Sales Co. Chosen President of Canadian Bureau for the Advancement of Music—Has Built Up Big Brunswick Business in Dominion

MONTREAL, CAN., December 6.—F. A. Trestrail, president of Canadian Bureau for the Advancement of Music, was elected unanimously to that office at the annual meeting of the organization, which is doing so much to promote public interest in music. Mr. Trestrail is one of the proprietors of Musical Merchandise Sales Co., of Toronto, which is the exclusive Brunswick distributor for the Dominion of Canada. He and his partners, W. B. Puckett and the late John E. White, have in three years made the Brunswick one of the best known makes in Canada, and have established live and active agencies all across the country from the Atlantic to the Pacific. The firm has been particularly aggressive advertisers of the Brunswick, a fact appreciated by the retailers.

F. A. Trestrail

Mr. Trestrail, who came to Canada from New York, is an active Kiwanian, being the secretary of the Toronto Kiwani Club. He is an enthusiastic golfer and motorist, but no hobby or side issue is ever allowed to interfere with the dominance of Brunswick in his thoughts and activities.

The Musical Merchandise Sales Co. is also the Canadian distributor of Q R S player rolls.

VICTIM OF AN AUTO ACCIDENT

E. H. Woomer, of Woomer Phonograph Co., Canton, Badly Injured in Crash

CANTON, O., December 4.—E. H. Woomer, head of the Woomer Phonograph Co., Cleveland, Avenue S, was painfully burned and injured otherwise. in an automobile accident here this week. His delivery truck in which he was riding collided with another automobile and an explosion followed. Woomer sustained three fractured ribs and painful burns. It was first believed he would die, but his condition now is reported improved.

VICTOR LUNCHEON CLUB MEETS

The Victor Luncheon Club, an organization of Victor metropolitan dealers. held a luncheon at 1 o'clock on Wednesday, December 8, at the Hotel Continental. It has been decided to hold these luncheons at frequent intervals for the purpose of exchanging ideas. Many of the leading Victor dealers of both New York and New Jersey were present.

Vanity of human life is like a river, constantly passing away and yet constantly coming on.

The OXFORD

"More than a phonograph"

The OXFORD

"More than a phonograph"

How often have we heard the remark—"The tone is fine but it's so plain, haven't you anything different?"

And so we now place before the phonograph-buying public the OXFORD—*something different.*

The OXFORD is as distinctive and individual as it is interesting and profitable to the dealer.

Distinctive and decorative designs—exceptional tonal perfection and mechanical dependability—this is the OXFORD.

Certain jobbing territories are still available.

The dealer's inquiries are referred to his nearest jobber.

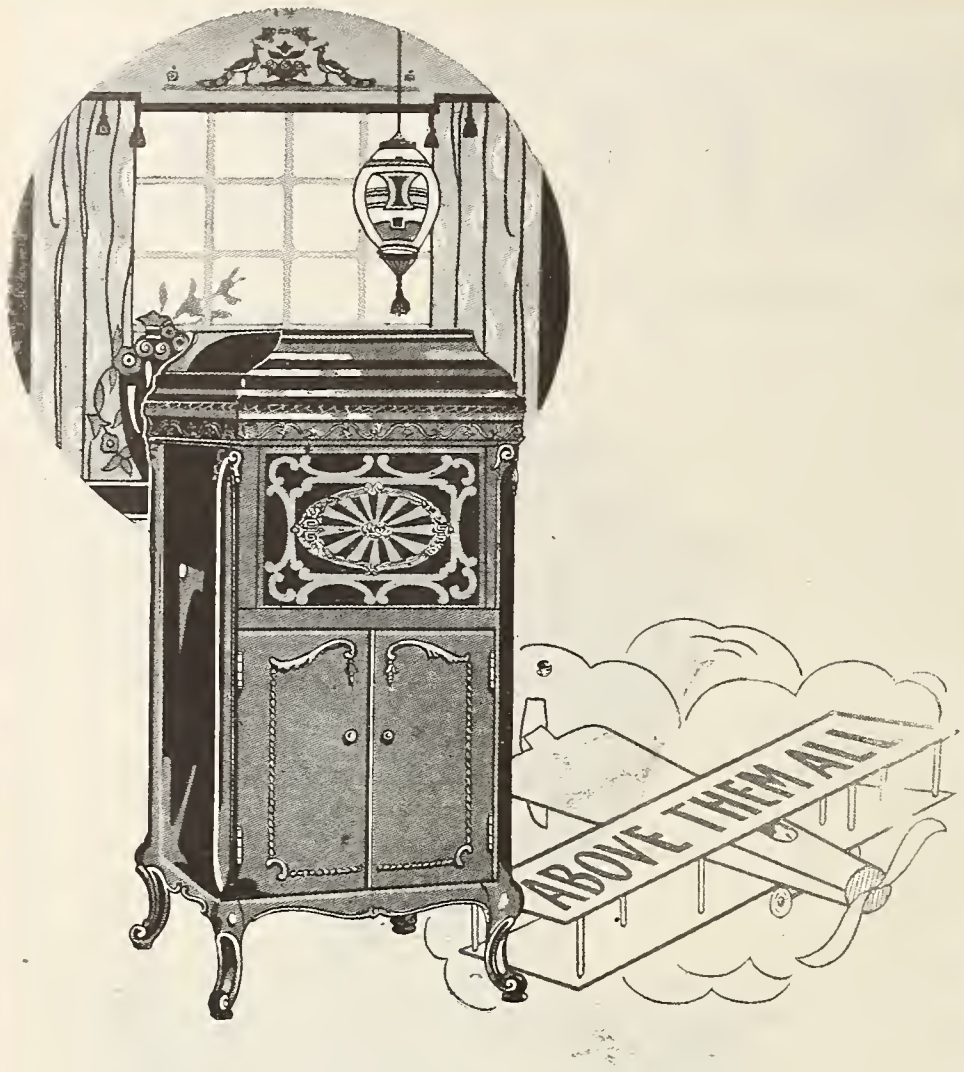
Write us now for our interesting exclusive territorial arrangements.

M. M. ROEMER SALES CORP.
1123 Broadway New York
Sole United States Selling Agents

The MUNDLER CORPORATION

New York - - - - - - N. Y.

MANUFACTURERS



THE PHONOGRAPH DE LUXE

Made for the progressive merchant who has foresight enough to realize that if he wants his business to grow he must handle a product which will advertise him through its owner.

More Sales and Profits will be yours if you handle this line.

Distinctive Designs
Highest Grade Equipment
Beautiful Quality of Tone
Prompt Deliveries.

TO EXCEL DEALERS WE OFFER AN AMPLE SUPPLY OF RECORDS OF WELL KNOWN STANDARD MAKES.

The EXCEL Talking Machine

We Invite Comparisons—Read Our Offer

TO ANY RELIABLE MERCHANT

We will send one or more on approval. If satisfactory, you will honor invoice on maturity. If not, return the machine at our expense. Have you ever received a fairer offer? Take advantage of it today and become an Excel dealer.

Excel CABINET COMPANY

EXECUTIVE OFFICES: 136 West 23d Street, New York
FACTORIES: Holland, Mich.; Jamestown, N. Y.; Chicago, Ill.

Write for catalog and full particulars

One of many

ST. LOUIS
MULTIPLEX
Record Selling
FIXTURES

The SELF-SERVICE Idea
Increases Record Sales

MULTIPLEX No. 501

MULTIPLEX No. 502

Ordinarily 95 per cent. of all records in stock are out of sight—and out of reach of your record customers.

And yet—folks buy by SIGHT as readily as by sound.

MULTIPLEX SELF-SERVICE FIXTURES

quickly turn records into cash, by displaying the records ATTRACTIVELY and CONVENIENTLY in Booths, and on Tables and Counters. They encourage each customer to buy "a few more."

Write for NEW CATALOGUE

telling about SELF-SERVICE MULTIPLEX No. 501, shown above, and many others.

MULTIPLEX DISPLAY FIXTURE CO.
922 North Tenth Street - ST. LOUIS, MO.

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD - - - LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-geared drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - - - LONDON, E. C., ENGLAND

A NEW TYPE OF PHONOGRAPH

Brendonne Corp., Newark, N. J., Introduces New Bronze Talking Machine of Attractive and Unusual Design to the General Trade

The Brendonne Corp., 9 Central avenue, Newark, N. J., of which W. Harrison Cole is the president, has just announced to the trade a new phonograph of bronze structure, built by a special process on a non-resonating base, which is said to be of such proportion and weight as to avoid vibration and eliminate secondary sounds. The machine carries the name "Brendonne" and is manufactured in four styles: old bronze for the living room or library, verd antique for antique surroundings, French gold for the music room and silver for the boudoir.

The machine is equipped with an electric motor and carries specially manufactured reproducing apparatus. In announcing the Brendonne phonograph, its manufacturers have forwarded to the trade a most attractive catalog carrying reproductions of the various types, as well as other relative material. This volume is beautifully printed and produced.

PLANS TO REORGANIZE BUSINESS

Corporations in Which William Phillips Is Interested to Be Placed on a New Financial Basis at an Early Date, It Is Announced

William Phillips is energetically planning to reorganize the businesses conducted under the names of the Mutual Talking Machine Co. and the Supreme Phono Parts Co., of which two companies he was the founder and president. Both these companies encountered financial difficulties following the death of Col. A. H. Goetting, who was financially interested in these concerns to a substantial degree, and the usual court procedure resulted. Mr. Phillips expects to shortly receive additional financial backing and to reorganize the affairs of both these companies at an early date.

COLUMBIA MANAGERS TO CONVENE

Annual Meeting of Branch Managers to Be Held in New York on January 3 to 6, 1921—Live Program Planned

The annual convention of branch managers of the Columbia Graphophone Co. for 1921 will be held in New York City, January 3 to 6, inclusive. Headquarters will be at the Hotel Pennsylvania. The program includes a trip to Bridgeport, which will last all day Monday, January 3. While in Bridgeport a thorough inspection of the factory will be made. Tuesday morning the formal business sessions will begin, and these will continue through to Thursday. Tuesday night there will be a theatre party at the Hippodrome, and Thursday night the annual banquet will be held in the Southeast Ballroom of the Hotel Pennsylvania, the same place as last year. During the banquet exceptional entertainment will be provided by a number of the Columbia company's most famous artists.

All functions will be presided over by George W. Hopkins, general sales manager of the Columbia Co., who announces that the keynote of the convention will be "Selling," certainly a most timely topic.

Simultaneously with the above convention the branch managers of the Dictaphone division will gather for their annual convention. Their meetings will be presided over by C. K. Woodbridge, sales manager of the Dictaphone division. There will be joint sessions affecting general policy and points of common interest, which will be attended by the branch managers of both the Grafonola and Dictaphone divisions. Other meetings pertaining to the individual problems of the two different products will be attended exclusively by members specializing on one of the two products.

. Reflection increases the vigor of the mind as exercise does the strength of the body.—Levis.

INCREASED TRADE IN LOS ANGELES

November Business Totals Very Satisfactory—Victrola Inspires Elinor Glyn

LOS ANGELES, CAL., December 3.—The month of November proved to be a very satisfactory one from a sales standpoint among the various establishments in this city. Totals showed a large increase over the corresponding period of last year and there is every indication that December will come up to expectations and that the usual high volume of sales will eclipse everything that has gone before.

Finds Inspiration in Music

Elinor Glyn, who is internationally famous as writer and authoress, has been recently engaged by the Famous Players-Lasky Co. to write a series of scenarios, the contract requiring that she come to southern California for that purpose. Mrs. Glyn is now residing in Hollywood. A week or two ago she purchased a Victrola from Richardson's, Inc., together with a number of Victor records. She declares that the instrument has been a life-saver to her; all of her writings have been done in the past at her own home in England and she had had considerable difficulty in concentrating and settling down to work until the advent of the Victrola, which she has found to be an unfailing source of inspiration.

Aeolian Manager Motors North

H. M. Hull, Pacific Coast manager of the Aeolian Co. of California, spent a few days in the Southland and drove up through the Valley to San Francisco in company with Southern California Representative Darvill. The latter returned by way of the Coast route and visited most of the Coast towns en route. He is optimistic regarding business.

Toscanini is due to arrive in New York next week. His first work in the United States will be to make records for the Victor Talking Machine Co.

U-SAV-YOUR

(Reg. U. S. Patent Office)

CLEANSER *and* DRESSING

Especially Made for the

VICTROLA

A Permanent, Beautiful Polish

Weather takes the life out of wood. U-Sav-Your "feeds" it, thereby maintaining the beauty of the cabinet. Send your Victrola "out right." Clean the finger and weather marks away. Do *"your"* part and customers will again trade with you.

—Sold only by Victor Dealers—

Dealers:—If you cannot be supplied by your jobbers write to us for our proposition.

Discounts very attractive; repeat business guaranteed.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVE. WARREN, MASS.

GENERAL PHONOGRAPH CORP. DEALERS HOLD CONFERENCE

Gather in Large Numbers at McAlpin Hotel, New York, on December 8 for Purpose of Discussing Business Prospects and Listening to Talks by Various Company Officials

An invitation meeting, very well attended by talking machine dealers located in the Metropolitan district, was held on the afternoon of Wednesday, December 8th, by the New York Distributing Division of the General Phonograph Corp., in the Green Room of the McAlpin Hotel.

The meeting opened with an address by Lambert Friedl, manager of the recently created New York Distributing Division. He outlined business conditions as they have existed during the past two years, pointing out that many things which could endure in a seller's market must pass with the return of a buyer's market. His talk included a very urgent appeal for the "open shop," and he not only recommended but predicted that those retailers will cater best to the wants of the public who are not too exclusive in the number of lines they represent. He seconded this by saying that whatever lines the retailer chooses, they should, of course, be of a strictly high quality sort.

He explained that as a result of shortages existing during the war and following the war the public became rather timid in its buying requirements. This condition, he believes, is now passing and will be almost entirely absent during 1921, which he maintains will be very much of a shopping year. Henceforth, Mr. Friedl believes, the dealer will prosper most who is careful in offering to the public the products which the public desires.

He described record buying as "mood buying," and said that, when a sale is lost through not being able to offer a customer what his particular mood makes him want, it is not merely a case of losing a sale but is, in reality, losing a customer whose long-time patronage may be very great.

He concluded by explaining the salient points of the Okeh record organization and of the service which the New York Distributing Division will be able to offer to its clients.

John Cromelin, general sales manager of the General Phonograph Corp., spoke next and devoted his time to a discussion of the personnel in the executive posts of the Okeh organization. He traced the experience which each member has had in the phonograph industry, which in most cases amounts to or exceeds twenty years.

He also announced that the production capacity of the Okeh record plant has been materially increased and the matrix process improved. He explained the arrangement which has been made whereby the company will be able to offer records which have been made by a large number of the leading record manufacturers of Europe, so that the Okeh foreign record catalog will be very extensive.

Otto Heineman, president of the General Phonograph Corp., was then called on and responded with a brief but well-pointed discourse on the progress which the General Corp. has made to date, its outlook for the future, and the reasons therefor.

Between the talks entertainment was provided by Okeh record artists, whose contributions were enjoyed by those present.

Mr. Friedl closed the session with a tribute to the trade press of the music industry, and the recommendation that all retailers make a point of reading the trade papers in a very careful manner.

VICTOR ARTISTS IN WILKES-BARRE

Appear Before Audience of 2,500 in Capitol Theatre, That City, Recently

The Eight Famous Victor Artists recently appeared in Wilkes-Barre, Pa., under the auspices of Landau's Music & Jewelry Store, and attracted an audience that filled the Capitol Theatre to capacity. The theatre has 2,500 seats, which were disposed of at prices ranging from $1 to $2. While in Wilkes-Barre the artists enjoyed themselves in the Landau store by trying on six or seven-carat diamond rings.

$3,405,590 FOR NEW BUILDINGS

On January 1, 1920, the Victor Co. had placed outstanding orders for new buildings and equipment which amounted to $645,221. Eight months later, August, 1920, additional orders were placed for buildings and equipment to the amount of $2,760,369, making a grand total for the year of $3,405,590. This is in preparation for greater production in all departments of the company during the coming year.

MANY INSTALLATIONS MADE

Van Veen & Co., Inc., Equipping Bloomingdale and Ditson Establishments—Report on Conditions Indicates Steady Expansion

Van Veen & Co., Inc., are installing large and sumptuous equipment in the talking machine department of Bloomingdale's big New York department store and will also equip the headquarters of Charles H. Ditson & Co., Victor distributors of New York City, with a model Victrola shop. These two big installations are only a few of many being made by Van Veen & Co. at the present time. In discussing the future, A. L. Van Veen, president of the company, was entirely optimistic. Not only are there a number of orders for future installations on hand, but Mr. Van Veen reports that a very large number of dealers are planning additional equipment for their warerooms and are only awaiting a slight improvement in general business conditions to order this work commenced.

Yesterday's mistake corrected to-day paves the road to to-morrow's success.

The Best Seller in the Phonograph Field

THE AEOLIAN-VOCALION

The Phonograph That Is Different —and Better Than All the Rest

The Vocalion fairly bristles with "talking points." And every one of them is sound.

The Aeolian Company are the world's largest manufacturers of musical instruments; know more about "tone" than any one else; build some instruments (Pipe Organs) that bring as much as $100,000. Their phonograph—the Aeolian-Vocalion—has a better **tone** than any other.

The Vocalion is the handsomest phonograph. The Aeolian Company build wonderful cases for grand pianos and other costly instruments. Why shouldn't they build the finest phonograph cases?

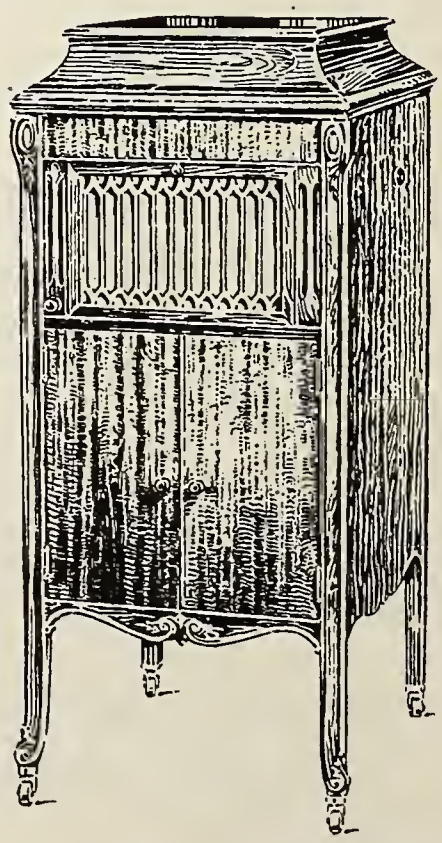
IT'S THE ONLY PHONOGRAPH WITH THE GRADUOLA

And the Graduola is the only practical and artistic **tone-control** ever devised for a phonograph.

When people who have been shopping around for a phonograph get hold of the Graduola and begin to **play the phonograph themselves,** it's all over but the shouting. No other phonograph has a chance.

Write us quick—cinch your territory

We are prepared to fill all orders for Aeolian-Vocalions and Vocalion Records



FIRST OF ALL RELIABILITY
CONSOLIDATED MUSIC COMPANY
ROYAL W. DAYNES, MANAGER

13 to 19 East 1st, South - - - - - Salt Lake, Utah

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Broad-minded, experienced man of impressionable integrity and ability, as general superintendent and production manager of phonograph factory located on the Pacific Coast. Address, with references, experience, age and salary ideas. All replies confidential. "Box 878," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I am a retail and wholesale sales executive capable of managing a retail phonograph or piano store, obtaining and training the organization therefor. For personal reasons I am resigning from my present position about the first of February and am interested in securing a good connection. My salary is neither high nor low, but such as I do ask I can completely earn. Address "Box 880," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT OR PRODUCTION MAN—Are you getting the results from your factory? Is your pay roll too high for the production you get? Does your pay roll eat up your profit or do you get it? The time has come where production and quality and good system pays. Have you got one? Let me show you how. Reference A-1. Address "D. C. 6," care The Talking Machine World, 209 S. State St., Chicago, Ill.

WANTED—Back issue of "The Voice of the Victor." State dates and price desired. Address Box 877, care The Talking Machine World, 373 Fourth Ave., New York City.

A DANDY side line for talking machine salesmen. Entirely new. Popular price. Liberal commission. Vest pocket sample. Correspondence confidential. J. A. Coates & Sons, Ltd., 589 Main St., East Orange, N. J.

OPPORTUNITY FOR EXTRA COMMISSION. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

WANTED—Position as manager of talking machine department or store. Thoroughly conversant with management of salesmen, dealing with public, and modern merchandising methods. Wholesale and retail experience in Columbia. Don't answer unless you are prepared to pay for a real manager. Box "879," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—First-class phonograph salesman would like to make connections with a cabinet manufacturer of consoles and uprights on a strictly commission basis, for States of Michigan and Ohio. Write at once to Salesman, care 757 Gratiot Ave., Detroit, Mich.

YOUNG MAN of excellent ability, with best reference, wishes to connect with some phonograph concern. Now manager of music department, wishes place either manager or assistant. Address Manager, care of The Talking Machine World, 373 Fourth Ave., New York City.

RECORDS PRESSED

With or without your stock.

STOCK ROLLED or BLANKED or BOTH

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

FOUNDRY FOR SALE

PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

FOR SALE OR TRADE

160-acre farm, good rich soil, level. Want stock of pianos and phonographs. Might consider phonograph cabinets of good construction and finish. Describe your merchandise thoroughly. O. C. Potts, Unionville, Mo.

WANTED

Talking machine motors in large lots of good make, single or double springs. Kindly state what type they are and lowest cash price. Address Box "875," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSIC STORE

For sale, on account of pressure of other business, we will sell our beautiful, well appointed store at inventory, about $10,000. Located in west Pennsylvania. We handle high-class standard lines; no near competition; the only exclusive music store in this section. A little gold mine for some one. With this store goes a beautiful furnished apartment. Write or wire Box "876," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

1650 Veneer packing boxes in knocked down condition, size 43 x 22 x 20 inches, at $1.00 apiece, F. O. B. Baltimore, Md. American Cabinet Mfg. Co., Newport News, Va.

FOR SALE

Music store bolding Columbia franchise for records and machines, in Williamsport, Pa., a city of 40,000 population and 40,000 more within a radius of ten miles. Unusual opportunity for any one desiring a business of this kind. For further particulars, address Union Music Co., Harrisburg, Pa.

THIS IS YOUR OPPORTUNITY

Exclusive Edison (Disc and Cylinder) and Brunswick phonograph business for sale. Also carry line of small musical goods, sewing machines and supplies. A big opportunity for a live wire. Business in A-1 condition now and making money. Good reason for selling. If interested write or call and see me; will be pleased to answer inquiries. Address, No. 955 Grove St., Meadville, Pa.

FOR SALE

On account of other business, good will and small stock in high-class town of 6,000. Good agency of popular machines. Can be transferred if necessary. A. Stein, Cranford, N. J.

RECORD Delivery ENVELOPES $4.75 Per M

CALENDARS, 1921

For Columbia dealers. 4 cents each

Write for samples

RAIGOR ART & MUSIC CO., St. Louis, Mo.

FOR SALE

In the heart of retail district of Columbia, Pa. Exclusive talking machine store. Columbia and Sonora lines. Two booths and record rack with capacity of thirty-five hundred records. Store room with two windows; rent $30, monthly. Will sell at current net prices. Inventory including equipment, about $4,500. Terms cash. Communicate with Home Music Co., 37-39 West King St., Lancaster, Pa.

JOBS AT SPECIAL PRICES FOR THE TRADE FOR IMMEDIATE DELIVERY

5,000 Record Albums, 10 and 12 inch; 100,000 green record covers, 10 and 12 inch; 10,000,000 needles, best make, loud, soft and medium; 50,000 records, Columbia, Victor, Edison disc and cylinder, Pathé, Emerson and Okeh. Columbia Grafonolas and Edison disc machines. We buy and sell for cash any make, disc or cylinder records. Dealers, what have you to sell? Weil's Curiosity Shop, 20 South Second St., Philadelphia, Pa.

CABINETS

Complete or in the white. Beautiful designs in all sizes. Oak, Mahogany or Walnut for immediate delivery. Send for circular. EVERETT HUNTER MFG. CO., McHenry, Ill.

FOR SALE OR ROYALTY

The latest and best improvement in phonograph cases. A combination in a cabinet in which the doors open and disappear into the cabinet when the lid is lifted to insert the record without touching the doors. No knobs or hardware on outside of case. Would give exclusive right to the proper party. Can try it out beforehand as to selling qualities, but must act at once. Address C. B. Landis, 1718 Park Ave., Philadelphia, Pa.

FOR SALE

Phonograph motors, cheap, about 800 Heineman type, double spring motors, cast iron frame. Also the tools, dies, jigs for the same. Will sell only motors, or all. F. Toth & Co., 12 S. Jefferson St., Chicago, Ill.

Exceptional Offer

Five hundred Repeat-O-Graphs at $2.50 each. Latest style, all in original boxes as received from factory. How many can you use? Write quick. Iver Johnson Sporting Goods Co., Boston, Mass.

FOR SALE

Victrolas, Sonoras, Grafonolas, Victor and Columbia records. Small table phonographs, $10.00. Record albums. Needles, 4c a package. Motors, accessories. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

British Gramophone Trade Picking Up Gradually But Public Is Not in Any Live Buying Mood—Foreign Competition Proving Troublesome—Talk of an Anti-Dumping Bill—Waiting for the Aeolian Record—Effort Being Made to Encourage British Manufacture of Parts and Accessories—British Gramophone Motors Co. in Bankruptcy—Interesting Features of the New Record List—Preparing for British Industries Fair—Current Trade Happenings of Interest to the Industry

LONDON, E. C., November 27.—We were in the midst of an unfortunate set of circumstances when last I reported from this side. The coal strike was then upon us, but now happily settled, the British gramophone trade is once again able to concentrate upon the development of its business. Though serious in its immediate results upon industry in general, the strike did not last long enough to actually paralyze business; at least, not to any permanent extent. Which is all to the good. It, however, came upon the gramophone trade at a most inopportune time, just when traders began to feel that things were really moving after an all too prolonged depression. The result was to put back the season by at least a month, meaning so much lost trade that is impossible to regain or make good to its full extent.

As I write, business certainly is moving in the right direction; picking up gradually, and if not as quickly as could be desired, there are sure signs of a busy time between now and Christmas. I should not be reflecting conditions accurately, however, were I to pass over the fact, patent to all engaged in the trade, that gramophone and record sales are still much below mark. There is a want of energy about the trade these days that calls for explanation. It is lethargic. By no means the fault of manufacturers or the wholesale houses, for propaganda in the shape of liberal publicity and sales schemes are well to the fore. And in the case of machines, even a few makes of records, reduced prices are in force which should have the effect of stimulating the public to buy and to buy well. But is the public buying? Not to a satisfactory extent, say the dealers. On the other hand many firms incline to the belief that the answer may be found in the fact that continental competition is again a strong factor to be considered. In this regard it is interesting to note that during the first nine months of this year we imported from Germany alone 874,914 complete musical instruments to the value of £316,805. This takes no account of parts and accessories, or of musical instrument imports from such countries as Switzerland, France, Belgium, Austria, Hungary, Czecho-Slovakia, or America. The total from all sources represents a very serious element of competition with British manufactures, taking into account the low value of most foreign money on this market.

The Price Situation

It would be a clever man who could find a solution of the price difficulties which cloud and restrict British trade. With the German mark, for instance, representing a present value here of 3-4d. against the normal 1s., a somewhat serious state of affairs confronts British manufacturers, notwithstanding the existence of an import tariff of 33 1-3 per cent. In comparison with the value of the mark in Germany, their manufacturers are asking big prices for goods exported to England. But if they charge for an exported article five or six times more than it would fetch in their own country, the Germans can still better the market prices of British goods by reason of the low rate of the money exchange values. First-class sound boxes and tone arms, among other items, have been offered here at prices something like a third less than the prevailing British wholesale rates. A serious state of affairs!

The Government is again talking (it has been talking overlong) about an anti-dumping bill. The definition of "anti-dumping," as semi-officially accepted, covers goods sold in this country at prices below market rates or cost in the country of origin. That will not help the British gramophone trade one iota, because it is impossible to measure the comparative prices other than by current money values. The whole fact of the matter is that British firms cannot rely upon extraneous help or official assistance at this time. As in pre-war days, so in 1920 and after our trade will be based upon that spirit of enterprise and perseverance which has contributed to making the British Empire what it is!

The Aeolian Record Promised

It has been known for a considerable time that the Aeolian Co. were banking on the issue of their new record this season and although official advice of its being ready will be announced within the near future, if not ere these

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419; Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

lines appear, at the moment of writing dealers have not been furnished with any information. The new record is of a quality that will at once appeal to the trade and to music lovers. A big publicity campaign will go under way as soon as conditions permit, and we are asked to expect some big moves. However, all the good news will be published here as soon as possible.

British Talking Machine Productions

At this period when so much is being made of the increasing competition in gramophone goods as a direct outcome of the almost daily expansion of imports into the United Kingdom, particularly from Germany, it is timely to remind the trade of another kind of expansion, to wit: British gramophone manufactures. In pre-war days this market was virtually under the monopoly of foreign goods. Our business now is so far to encourage home productions as to even preclude the possibility of a return to such complete foreign domination. The no-trading-with-Germany stunt is worn out; it is now regarded generally as stuff-and-nonsense, because without the commercial tie there can be no lasting good relationship between the nations of the world. Recognition of this fact will help to a better understanding in arriving at a reasonable method by which our manufacturers can successfully meet competition from abroad. There is room for the adoption of a common policy between British gramophone and parts manufacturers—a policy well defined along lines that may not be said to restrict healthy competitive action as it has existed in the past.

I would suggest that here is just such a case as could with advantage be discussed by the association of gramophone manufacturers and wholesale dealers. It might make a commencement in the direction of examining the relative costs of production, and perhaps, through the channel of a small investigating committee, produce statistics and make suitable report that would be at once helpful in suggesting new buying sources of raw materials, offer good advice as to the prospect of a saving here or there in manufacturing costs by reason of adoption of new ideas or devices in labor and machinery, not to mention so-called overhead charges, which, in many cases, are so heavy as to exert a really crippling effect upon the ultimate selling price.

Let us remember that the selling price of an article is really determined by first costs. If these are over-heavy, as I believe is actually the case in the production of many British gramophone component parts and accessories, sales are at once affected by foreign competition, because, somehow or other, despite high wages in (for instance) Switzerland, and despite the import duty of 33 1-3 per cent, the current price of Swiss goods on the British market is less than that of our own manufactures. British manufacturers should most certainly go into this question more thoroughly than has been done. They are on the move to some extent, but as this is really a national question it should be taken up, I suggest, by a central authority on behalf of the whole trade.

FROM OUR LONDON HEADQUARTERS—(Continued from page 200)

British Gramophone Motors Co. in Bankruptcy

A meeting of the creditors and contributories of the above company was held before E. P. Phillips, the assistant official receiver, at Carey street, London. A compulsory winding up order was made June 29. According to the statement of affairs filed, liabilities are estimated at £11,209, of which £8,388 is unsecured and expected to rank against estimated assets of £19,375. Mr. Phillips read from a statement put in what may be described as the inception and history of the company and its doings. At the end of November, 1919, the company's funds were exhausted, and an overdraft of £2,000 was obtained from their bankers. This was expended during the same month. Debentures were issued in March, 1920, and in June two creditors who had secured judgment issued execution on the property of the company. The debenture holders appointed a receiver—Stewart Cole—and that gentleman was now in possession and carrying on the business. All along the business had been carried on at a loss and its manufacturers sold under cost. After considerable discussion, the meeting expressed itself by vote as being in favor of the appointment of Stewart Cole as liquidator, and formal application has accordingly been made to the court.

Public Examination of Ernest Jennings

At the London bankruptcy court the public examination was held of Ernest Jennings, company director. The statement of affairs showed gross liabilities of £973, of which £773 was expected to rank for dividend. The assets were absorbed by preferential claims, the deficiency thus being £773.

Francis Alfred Jennings

The first meeting of creditors was held on October 13, at 14 Bedford Row, London, W. C. The statement of affairs filed by debtor showed gross liabilities amounting to £4,265 8s. 7d., of which £1,363 12s. 1d. was expected to rank against the estate for dividend. The assets were returned at £4,458 17s. 6d., thus showing a surplus of assets over liabilities amounting to £3,095 5s. 5d. A. G. White, chartered accountant, was appointed trustee, assisted by a committee of inspection.

New Postal Rates

It is not expected that any action imposing an increased rate of postage applicable to postcards and circulars in this country can be taken until next year. The International Postal Convention at Madrid may conclude its labors next month. Its findings will almost certainly reflect increased rates for foreign postages.

"His Master's Voice" Annual Report

For the last fiscal year the Gramophone Co.'s gross profit amounts to £150,962, against £145,-

(Continued on page 202)

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)
IS MADE BY
W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL WINNER GRAMOPHONE RECORDS
TRADE MARK
CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN
TEN INCH DOUBLE SIDED NEEDLE CUT
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:
Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 201)

397; dividend 10 per cent and 5 per cent bonus, against a dividend of 15 per cent and 50 per cent share bonus. The carry-forward is £40,100, against £40,900 the previous year. It should be remembered that the capital of the company was this year increased from £850,000 to £1,700,000. The shareholders' meeting will doubtless take place in time for a report to be drafted and published in our next issue.

Miscellaneous News Items of Interest

The Gramophone Retail Dealers' Association, among whose members are many of the principal firms, is anxious to co-operate with local gramophone trade associations, of which there are a few established over the country. Affiliation is suggested.

Heifetz, the violinist, is back in England, where he plans to remain until next Spring. He has appeared to delighted audiences in London, and is now touring the chief provincial towns. The "His Master's Voice" report the issue of several new records by this genius.

Two of our well-known pianoforte houses—John Broadwood & Sons, Ltd., and John Brinsmead & Sons, Ltd.—are busy on the production of new gramophones which are said to embody some exclusive features.

Pathé Frères Ltd. have now moved into their new factory at Barry road, Stonebridge Park, London. The City road offices and West Drayton works have been vacated. All communications should in future be sent to the new address.

A series of discs illustrative of the various instruments of the orchestra are promised us shortly. Does this indicate that in future our theatre and restaurant orchestras will be of a purely mechanical turn?

A Winner Prize Band Achievement

The prize winning test-piece, "Coriolanus," which secured the ten thousand guineas championship trophy at the recent Crystal Palace band contest, has been recorded exclusively for Edison Bell "Winner" records by the prize band itself, i. e., the St. Hilda Colliery Band. "Coriolanus" is magnificently recorded, and as it can only be obtained appropriately enough on "Winners," the Edison Bell people have found it necessary to run special shifts to cope with the demand.

The Hodder-Columbia Bubble Books

A series of picture and story record books have been issued by Hodder & Stoughton, the well-known publishers, in conjunction with the Columbia Co. Of the ten books so far published each contains three special Columbia records which aurally illustrate the rhymes, nursery tales and beautiful pictures therein. "Simple Simon," "Little Bo-Peep," "Old King Cole," are samples of the ever-green fairy tales alluringly told by the Bubble books in picture and prose. They become additionally attractive with the assistance of records, an irresistible joy to the youngsters.

"His Master's Voice" Opera at Home

Under the title of "Opera at Home" a very useful and instructive book has reached us from the Gramophone Co. Ltd. The repertoire of the principal grand opera companies is limited, perforce, to a certain number of works, and many of the older operas have dropped out entirely, to make room for more modern favorites. Indeed, but for "His Master's Voice," many vocal gems would seldom, if ever, be heard. The company has, therefore, prepared an authoritative book dealing with no fewer than 122 of the most famous operas, past and present, giving their stories, the titles (in English and the original language) of the principal musical numbers, and, if recorded, the names of the articles and the reference numbers of the records. Nowadays one hears much of the "Silent Salesman." Here is a wonderful example, which will make every lover of opera an "His Master's Voice" enthusiast. "Opera at Home" will retail at 1s. net, and will be subject to the usual trade discount.

The Music Trade Section of the B. I. F.

A largely attended meeting of British gramophone and other musical instrument firms was held recently at the offices of the Federation of British Music Industries to discuss and agree upon a common policy in regard to representation at the British Industries Fair, 1921. Over fifty leading firms have already booked space to the extent of about 14,000 square feet. Exhibitors agreed to contribute to an advertising fund to be devoted to the issue of an interesting booklet containing a list of exhibitors with particulars of their exhibits, and a descriptive article on the progress of British music industry. It is to be printed in various languages and circulated to foreign buyers. The meeting also resolved upon the use of what is described as the "shell" type of stand, with a distinctive and uniform color scheme. From all of which it is agreeable to anticipate that next year's British Industries Fair, as far as the music section at least is concerned, will be a much more distinctive and representative show than its predecessor.

France Not Satisfied With Her Export Trade

The current year's export of all kinds of French-made musical instruments shows a decided increase upon the figures for 1919. According to French manufacturers, however, they do not regard the progress indicated as altogether satisfactory in view of the fact that the home demand is almost fully met. Active efforts are under way to cultivate a considerably larger export business.

Some Exceptionally Good Record Issues

Winners of the Grand Championship of England at the Crystal Palace contest, the St. Hilda Colliery Band has naturally achieved great fame

AUSTRALIA.
Herbert G. Polyblank, SYDNEY, N.S.W.
BELGIUM.
P. Carton, Rue Karel Ooms, 11, ANVERS.
ITALY.
G. Menaboni, Via S. Sebastiano 2, LIVORNO.
SPAIN.
Ernesto Verdu, ALICANTE.
ENGLAND.
A. Waite & Co., Ltd., 15-17 Figtree Lane, SHEFFIELD.

Songster Talking Machine Needles

Manufactured by J. STEAD & Co LTD.
MANOR WORKS. SHEFFIELD ENGLAND.

throughout the land. Their playings on records are in wide demand. The British Zonophone Company made arrangements several months ago by which they were able to issue records well in advance of other companies. The St. Hilda Band discs represent exceptionally fine examples of band recording, the two latest being No. 2059, "Abide With Me" and "Simeon;" No. 2060, "Slaidburn" and "Farewell, My Comrades."

Another record of special merit is No. 2071, "National Melodies" and "Carnival of Venice" (Op. 78) by John Amadio, the celebrated flutist. In the former he treats us to a most pleasing exhibition of a bass flute, a flute and a piccolo, which he plays alternately.

The blending of the mixed voices in the Zono Concert Quartette record No. 2072, "Christmas Morn" and "Christmas Comes But Once a Year," contributes to the making of a very satisfactory record.

Other good issues by Zonophone are: "I'm Getting Tired of Playing Second Fiddle" and "Can You Tame Wild Wimmen," both one-steps, by the Black Diamond Band; "Little Playmates" and "The Carrier's Courtship," by Foster Richardson; and "Wyoming Lullaby" and "Lindy's Wedding," by Herbert Payne.

2,000,000 Gramophone Needles Stolen!

Four men have been sent for trial on a charge of stealing and receiving 2,000,000 needles and sound boxes of the value of £618, the property of the Gramophone Co., Ltd., Hayes.

Recording of "The Yeomen of the Guard"

Another operatic contribution of note has been published by the "His Master's Voice" Co., it being no less than the complete recording of the famous Gilbert & Sullivan "The Yeomen of the Guard." To assure a perfect rendering a brilliant cast of leading artists were engaged, in collaboration with Rupert D'Oyly Carte in its production. The records number eleven and are put up in an artistic album at the retail selling price of £4 13s. 6d. The issue is being well advertised, and the liberal supply of attractive publicity matter, including a striking poster in colors, has been furnished for dealers' use. "The Yeomen of the Guard" is the third complete recording by "His Master's Voice" of the Gilbert & Sullivan operas.

FROM OUR LONDON HEADQUARTERS—(Continued from page 202)

Horn, Hornless and Table-Grand
GRAMOPHONES
FOR
EXPORT
Please State Your Requirements
REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecodisc, London"

Bankruptcy Law Reform Urgent

The increase in the number of bankruptcies and deeds of arrangement this year as compared with last over a similar period is the outcome of depressed trade and less freedom of credit facilities. And this says nothing of the large army of traders who are able to compound with their creditors. The secretary of the National Union of Manufacturers says that our bankruptcy laws are so expensive and dilatory that commercial men are willing to accept any reasonable offer from a debtor, rather than put the case into bankruptcy. The Union is pressing for a reform of the law.

A £1,000 Advertisement

At a cost of about £1,000, the "His Master's Voice" gramophones were attractively advertised on the front page of the Daily Mail, November 4 issue. It told the story of "the most famous musical instruments in the world" to a wide public, and, as usual on these occasions, pulls of the advertisement specially printed on fine art paper were to be seen prominently displayed in the windows of "His Master's Voice" agents.

British Music Industries Urge Co-operation

"Let us co-operate" is the battle cry of a recent appeal to music traders this side by the above Federation. Dealers are particularly urged to link up with the association and thereby increase the power and influence of the Federation. It is a serious attempt to encourage dealers to think nationally—to take the broad view that by supporting the Federation they are in reality doing their bit to win the peace just in the same way as each contributed to win the war. The trade is being taught to think British, to act British and to in every way foster the national spirit by educating the British public to take a greater personal interest in British music and its industry. This is being done by the Federation to the extent of 60 per cent of its revenue, and as that is directly advertising the British music industry by propaganda it is up to every member of the trade to accord the Federation practical and financial support. The permanent success of the movement depends on the British music dealer!

U. K. Trade With Canada

F. W. Field, H. M. Trade Commissioner in Toronto, who is at present at the Department of Overseas Trade prepared to interview firms interested in the extension of British trade with the Dominion, writes:

"There was never a better time for United Kingdom manufacturers to establish or strengthen their trade connections in Canada. While there is a temporary lull in demand there, this is likely to be of brief duration. Canadian importers are anxious to place their orders in the United Kingdom, and they can pay cash for most of their requirements. They have been compelled during recent years to purchase large quantities of merchandise in foreign countries, but there is an earnest desire to transfer this trade, as far as possible, to the United Kingdom and to other parts of the British Empire. It is a mistake for United Kingdom manufacturers to believe that the Canadian import trade is so largely in the hands of foreign countries that British traders have little opportunity to extend business there. Canada is probably a more difficult market than are certain others, but it offers considerable scope for the development of British trade. It is necessary, however, to approach the market in the manner best suited to local conditions, having in view its geographical position, its extended area, and the competition likely to be met. The Department of Overseas Trade is in a position to advise United Kingdom manufacturers on these matters."

COLUMBIA CO. PREPARES ATTRACTIVE HOLIDAY DISPLAY

The Dealer Service department of the Columbia Graphophone Co. has prepared for the use of Columbia dealers a splendid window display emphasizing the appropriateness of Columbia records as Christmas gifts, portraying the Christmas thought throughout and faithfully tying up Columbia national advertising for December. The Christmas spirit is conveyed in a decorative color scheme of green and red, and carefully constructed copy and text on the individual units carry a tangible idea of the Christmas party appeal to old folks, young folks and the kiddies alike. The center-piece is a copy of Columbia's color magazine advertisements for the month. It is a three-plane unit with reindeer actually stepping out of the illustration. Four record hold cut-outs feature individual Columbia artists, while four unique panel cards support the center-piece and list record selections that make definite appeals to each member of the family.

Window Display Featuring Columbia Records as Christmas Gifts

SUGGESTS VICTROLA FOR XMAS

Victor Co. Prepares Special Dealer Helps and Window Display Material

"December is the one month when the public spends most freely, and Victor dealers should gather a big share of Christmas business, for there are no better gifts than Victrolas, Victor records, and the Victrola Book of the Opera," says the Victor trade letter.

"For this reason, our service takes on added value by directing the public thought to an ideal solution of the Christmas gift problem. Business in exact proportion to your efforts will result from an intelligent use of the service helps we are supplying for December."

Among the material furnished are: Two December hangers, two window streamers, one foreign hanger, numerical pasters, copies of December magazine, farm paper and educational advertising, copy of Saturday Evening Post advertisement.

DRAW YOUR CONCLUSION

An automobile knocks hardest when it is going uphill—a man knocks most when he is going down hill.

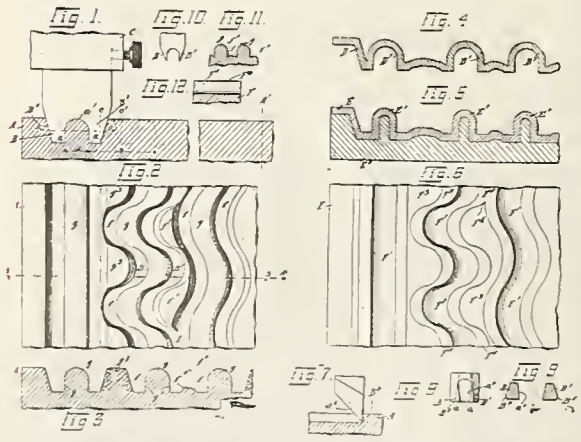
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 7.—**Talking Machine Record and Method and Tool for Making Such Records.** Frederick W. Matthews, West Orange, N. J., assignor to the Arrow Phonograph Corp., Newark, N. J. Patent No. 1,350,510.

In the making of flat or disc records for talking machines the present practice consists in cutting a record groove into the surface of a disc of relatively soft material by means of a recording stylus vibrated in accordance with the sound waves while the disc is being rotated, this stylus also moving gradually across the face of the disc, so that a spiral record groove is produced. The record thus cut can be used directly for reproducing sound, although in commercial manufacture this soft master record is not sold, but the records put on the market are duplicates obtained from the master record in well-known ways.

In contradistinction to the usual procedure outlined above, a record groove is not cut, but a soft record ridge is made on the face of the record disc, and the cut record thus obtained cannot be used directly for reproducing the recorded sounds, in conjunction with the usual talking machine reproducers, but from the first disc having a cut record ridge there is produced, by molding or similar operations, as explained below, commercial records having sound record grooves and therefore adapted to be played in conjunction with the customary reproducing needles or styli. It has been found in practice that records made in this novel manner possess marked advantages as to clearness of sound and absence of grating noises, and can be played a great number of times with the same needle without material injury to the record.

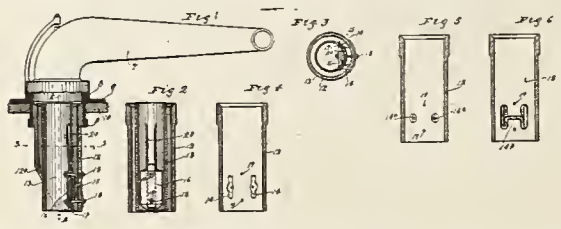
In the accompanying drawings, Figure 1 is a sectional view illustrating, on a very much enlarged scale, the manner of cutting a record ridge in accordance with the invention; Fig. 2 is a top plan view, likewise very much enlarged, of a portion of the cut record thus produced; Fig. 3 is a cross section on line 3—3 of Fig. 2; Fig. 4 is a cross section showing a corresponding portion of the matrix produced from the cut record; Fig. 5 is a cross section of a corresponding portion of the die produced from such matrix; Fig. 6 is a partial plan of a final or commercial record produced with the aid of said die; Fig. 7 is a side elevation of the cutting or recording stylus, showing it in cutting position with respect to the record to be cut; Fig. 8 is a bottom view of such stylus, and Fig. 9 is a cross



section through such stylus, taken on line 9—9 of Fig. 1. Fig. 10 is a front elevation of another form of recording stylus; Fig. 11 is a fragmentary sectional view, corresponding to Fig. 3, and showing the character of the groove cut with a stylus such as illustrated by Fig. 10, and Fig. 12 is a partial section taken lengthwise of the record groove of a commercial record made from a cut record as shown in Fig. 11.

Tone Modifier for Talking Machines. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,352,115.

This invention relates to sound-reproducing machines generally designated as talking machines and has for its object to improve the tone qualities thereof, and is in the nature of an improvement on, or modification of, the tone modifier disclosed and claimed in pending application S. N. 303,711, filed June 12, 1919. Referring to the drawings: Figure 1 is a view chiefly in side elevation, but with some parts in section showing the invention applied to the tone arm of the machine; Fig. 2 is a vertical section taken through the tone modifier on the line 2—2 of Fig. 1; Fig. 3 is a horizontal section on the line 3—3 of Fig. 1; Fig. 4 is a section on the same line as Fig. 2, but showing only the outer tube of the



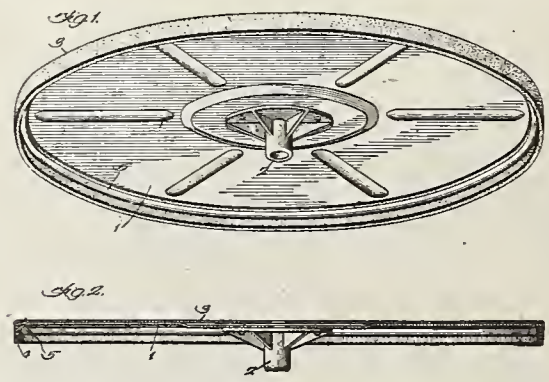
tone modifier; Figs. 5 and 6 are views corresponding to Fig. 4, but illustrating slightly modified forms of the connection between the inner and outer tubes of the tone modifier.

Turntable for Phonographs. Henry G. Saal, Chicago, Ill. Patent No. 1,352,224.

This invention relates to turntables employed for supporting phonograph disc records and has for its object the provision of improved means for covering such turntables with felt or other material that is employed to hold disc records in fixed relation with the turntables, the felt or equivalent sheet material having clinging or frictional engagement with the records for this purpose.

Disc record supporting turntables are usually formed with depending rims and this characteristic of construction is carried out in this invention. The sheet material is stretched over the top face of the turntable and over its depending rim and turned upwardly along the inner surface of the rim where the sheet material is engaged by a ring or other clamping device that preferably has very tight engagement with the sheet material forcibly to hold the same against the inner face of the turntable rim to maintain the sheet material taut over the top surface of the table and the outer and inner surfaces of the rim also.

If felt is employed as the sheet material which is to cover the turntable the edge thereof is not apt to fray, but if a fabric is employed



which is likely to fray the clamping ring will, by its tight engagement therewith, prevent the fraying from proceeding below the engaging zone of the ring.

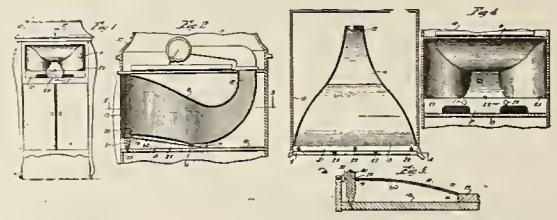
This invention is more fully explained by reference to the accompanying drawing in which Figure 1 is a perspective view illustrating a turntable of the invention; Fig. 2 is a sectional view taken along a diametrical line.

Articulator for Phonographs. Frank B. Long, Sacramento, Cal. Patent No. 1,352,291.

The object of the invention is to provide certain new and useful improvements in sound-recording and sound-reproducing machines whereby the tone is amplified and distinctive enunciation is produced.

Another object is to provide the sound chamber of the phonograph into a sound board of a highly vibrant material subjected to edgewise pressure to form a crown on the sound board with a view to insure perfect vibration.

Another object is to throw back upon the



sound board the molecular vibrations emanating from the sound board.

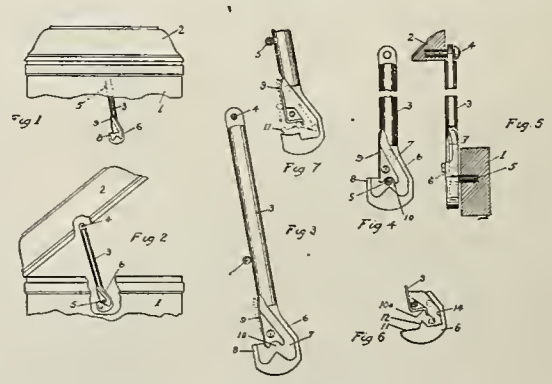
Figure 1 is a front elevation of the improved sound-reproducing machine; Fig. 2 is an enlarged front elevation of the sound chamber; Fig. 3 is a cross section of the same on the line 3—3 of Fig. 2; Fig. 4 is a sectional plan view of the same on the line 4—4 of Fig 3, and Fig. 5 is a cross section of a modified form of the same.

Lid Support for Talking Machines. John Herzog, Saginaw, Mich., assignor to the Sonora Phonograph Co., New York. Patent No. 1,352,602.

This invention relates to boxes having hinged lids, such as cabinets of talking machines and the like and pertains more particularly to an improved means for holding a hinged lid in open position and for releasing the holding device to permit the lid to be closed, the functions of supporting the lid in open position and of releasing it and permitting it to be closed being performed by merely opening and closing the lid itself, without separately manipulating the device by which the lid is locked or released.

A further object is to provide a lid support having but one pivoted part capable of performing the foregoing functions without noise or rattling.

In the drawings, Figure 1 is a side view, broken away in part, showing the lid and upper part of a talking machine cabinet with lid-holding device attached, the device being shown in its closed position; Fig. 2 is a similar view, showing the lid in its open position and supported by the said device; Fig. 3 is an enlarged side view of the lid-supporting arm; Fig. 4 is a similar view, broken away in part, showing the position of the arm relative to the stop pin when the lid is locked in its open position; Fig. 5 is an edge view, showing the device attached



to the lid of a cabinet, the parts of the lid and cabinet body being indicated in cross section; Figs. 6 and 7 are fragmentary side views of modified forms of heads, the successive positions of the stop pin with relation to the head of the arm being indicated in dotted lines in Fig. 7.

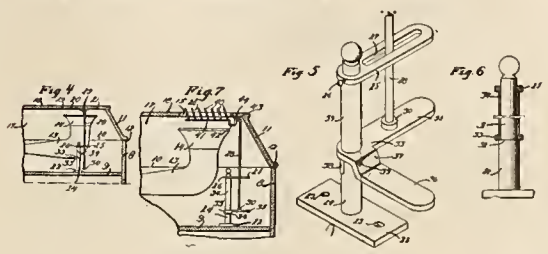
Talking Machine. Donato Di Carlo, Philadelphia, Pa. Patent No. 1,353,324.

One object of the present invention is to provide a talking machine of the cabinet type including a hole in its lid which will be normally closed by a door and to so construct the parts

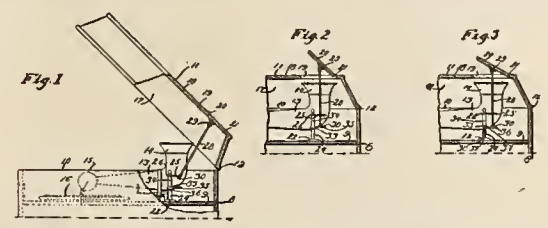
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 204)

that the door can be automatically opened by the closing of the lid after the machine has been started and so that the reproduced sounds which are transmitted within the cabinet will pass out through said hole in such manner as to be distinctly audible.

Figure 1 is a fragmentary side elevation of a talking machine made in accordance with the



invention, shown partly in section, and illustrating the lid raised to permit the starting of the machine; Fig. 2 is a view in sectional elevation showing the lid closed during the operation of the machine and also illustrating how a hole in said lid, normally closed by a door, can be opened to permit the reproduced sound from within the cabinet to pass outwardly therethrough; the door being shown at an incline forwardly to serve as a means for deflecting the sound forwardly; Fig. 3 is a view similar to Fig. 2 showing how the apparatus can be adjusted so that the door can be opened to a different degree of incline from that shown in Fig. 2; Fig. 4 is a fragmentary sectional elevation showing the position of the parts when the machine is not intended for use and so that the door will effectively close the hole when the lid is shut; Fig. 5 is a perspective view of certain of the parts of the invention; Fig. 6 is an elevation, partly in section, showing certain of the parts illustrated in Fig. 5, and Fig. 7 is a



modification showing the door made up of a number of parts or slats instead of being made in one piece as shown in Figs. 1 to 4 inclusive.

Sound Box for Sound Recording and Reproducing Machines. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,353,479.

The object of this invention is to produce a sound box which is very sensitive, and is equally responsive to the fine, rapid, complex sound vibrations, and to the simple, less frequent or slower vibrations, whereby a true, accurate record of sound vibrations may be produced or reproduced by the use thereof.

Referring now to the drawings forming a part of this specification and in which the same reference letters are used to designate the same parts throughout the various views, Figure 1 is a front sectional view of a sound box embodying the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a bottom plan view of the same; Fig. 4 is a fragmentary sectional view taken on the line 4—4 of Fig. 3; Fig. 5 is a fragmentary rear view of the lower portion of the sound box; Fig. 6 is a perspective view of one form of the spring member of the stylus bar mounting; Fig. 7 is a fragmentary sectional view showing the way in which the spring member and the stylus bar may be connected together; Fig. 8 is a front elevational view of a modified form of the invention; Fig. 9 is a side elevational view of the same; Fig. 10 is a bottom plan view of the same; Fig. 11 is a fragmentary sectional view taken on the line 11—11 of Fig. 10; Fig. 12 is a fragmentary rear view of the lower portion of the sound box, showing the mounting for the stylus bar; Fig. 13 is a detail fragmentary view showing the manner of attaching the spring members to the stylus bar;

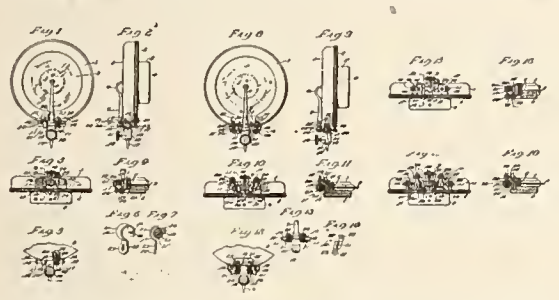


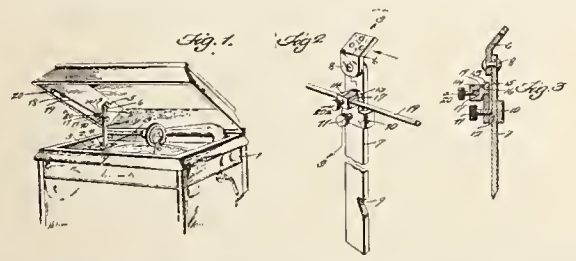
Fig. 14 is a plan view of one of the spring members used in the modification shown in Figs. 8 and 14; Fig. 15 is a further modified form of the invention; Fig. 15 is a fragmentary cross-sectional view of the same taken on the line 16—16 of Fig. 15; Fig. 17 is a further modification of the invention; and Fig. 18 is a fragmentary sectional view taken on the line 18—18 of Fig. 17.

Talking Machine Top Support and Release Therefor. George L. Parrish, Ricketts, Pa. Patent No. 1,353,540.

This invention relates to the art of attachments for cabinet talking machines wherein closed cabinet tops or covers are employed and particularly to an improved top support and release therefor for supporting the cover or top in an open position.

An object is to provide a device of this kind including means for closing the cover or top readily with one hand of the operator by applying a slight pressure on an actuating rod in order to unlatch the support for the cover.

Another object is to provide a manually actuated member movable longitudinally to release the supporting latch from engagement with the keeper, whereby the cover may easily lower,



the use of only one hand of the operator being necessary to actuate the longitudinally movable member.

Still another object is the provision of a swivel connection between the longitudinally movable member and a device carried by the latch, whereby the latch may be actuated so that the latch may be disengaged from its keeper.

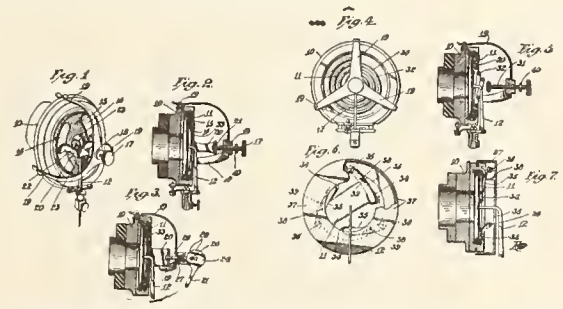
In the drawings Figure 1 is a perspective view of a cabinet talking machine including a cabinet cover, showing the improved cover supporting latch and release therefor as applied, and constructed in accordance with the invention; Fig. 2 is an enlarged detail perspective view of the supporting latch; and Fig. 3 is a sectional view on line 3—3 of Fig. 2.

Tone Modifier. Earl F. Copp, Montclair, N. J. Patent No. 1,354,171.

The present invention relates to the modifying of the tone or sound produced by a phonograph. The objects primarily are to provide practical and efficient means for controlling the volume and tonal quality of the sound and also to provide such a device in the form of an attachment which may be readily applied to an ordinary sound box.

Briefly, the invention involves the combination of a tone modifying element and supporting means therefor and by which the same may be adjusted toward and away from the diaphragm of the sound box.

In the drawing referred to: Figure 1 is a perspective view, and Fig. 2 is a sectional view of one of the simplest forms of the invention; Fig. 3 is another sectional view, illustrating a modification in the form of the adjusting device; Figs. 4 and 5 are face and sectional views, respectively, of another form of tone modifying element; Figs. 6 and 7 are face and sectional views, respectively, illustrative of another form of tone modifying means and the adjustment thereof.



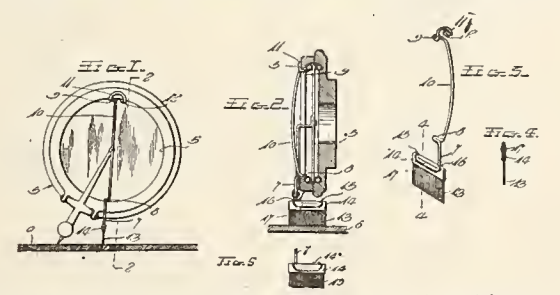
Record Cleaner for Sound-Reproducing Machines. Gustav August Fandrey, Cedar Rapids, Iowa. Patent No. 1,354,386.

This invention relates to record cleaners for sound-producing machines, and it relates more specifically to an improved reproducer attachment for brushing dust and other foreign matter from the record while the machine is in use.

The objects of this invention are to provide an improved record-brushing attachment for quickly and easily attaching to a Columbia graphophone or other sound-reproducing machine without the necessity of changing or preparing the machine for receiving it; also an attachment of this character which is adjustable to different positions or different angles with respect to the reproducer and record.

A further object is to provide a device of this character with an improved attachment element which is formed of a single piece of light spring wire and can be manufactured at an exceedingly low cost.

Figure 1 is a front elevation of a graphophone reproducer having the improved record-brushing device attached thereto, the record being indicated in section; Fig. 2 is a view showing the reproducer and record in vertical section along



the line 2—2 of Fig. 1, improved brushing attachment being illustrated in side elevation; Fig. 3 is a perspective view of the record-brushing attachment detached; Fig. 4 is a vertical sectional view substantially along the line 4—4 of Fig. 3; Fig. 5 is a detail view illustrating a slightly modified form of brush.

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Advance RECORD BULLETINS for January, 1921

VICTOR RECORDS

POPULAR SONGS

18703 I've Got the Blues for My Old Kentucky Home .....Aileen Stanley 10
Singin' the Blues .....Aileen Stanley 10
18704 Sally Green (The Village Vamp)...Billy Murray 10
I've Got the A-B-C-D Blues, Billy Murray-Ed. Smalle 10
18707 Avalon (Fox-trot Song).....Charles Harrison 10
Rock-a-Bye, Lullahy Mammy...Peerless Quartet 10
18708 Feather Your Nest..Albert Campbell-Henry Burr 10
Old Pal, Why Don't You Answer Me? Henry Burr 10

DANCE RECORDS

35703 Grieving for You—Feather Your Nest—Fox-trot, Paul Whiteman and His Amhassador Orch. 12
My Wonder Girl—Coral Sea—Fox-trot, Paul Whiteman and His Amhassador Orch. 12
18700 Alice Blue Gown—Waltz, Joseph C. Smith's Orchestra 10
Tripoli—Medley Waltz, Joseph C. Smith's Orchestra 10
18701 I Love You, Sunday—Medley Fox-trot, The Benson Orchestra of Chicago 10
Oh Gee! Oh Gosh!—One-step, The Benson Orchestra of Chicago 10
18702 My Sahara Rose—Medley Fox-trot.....Pietro 10
Stop It!—One-step .....Pietro 10

VOCAL RECORDS

45203 That Naughty Waltz....Olive Kline-Elsie Baker 10
Alahama Moon .....Olive Kline-Elsie Baker 10
18706 Forgive Me, Lord.....Homer Rodeheaver 10
Old Rugged Cross, Mrs. William Asher-Homer Rodeheaver 10

RED SEAL RECORDS

FRANCES ALDA, *Soprano—In Italian*
74651 Mefistofele—L'Altra Notte (They Threw My Child Into the Sea).....Boito 12
MISCHA ELMAN, *Violinist*
(Piano accompaniment hy Josef Bonime)
64915 Turkish March (From "Ruins of Athens") Beethoven 10

FLONZALEY QUARTET
74652 Quartet in D Minor—Allegretto ma non troppo, Mozart 12

AMELITA GALLI-CURCI, *Soprano—In Italian*
74653 Mignon-Polonaise—"Io Son Titania" (I'm Fair Titania) .....Thomas 12

ORVILLE HARROLD, *Tenor*
64916 Life .....Frank L. Stanton-Oley Speaks 10

MADAME HOMER, *Contralto*, MISS LOUISE HOMER, *Soprano*
87572 Banjo Song .....Weeden-Homer 10

EDWARD JOHNSON, *Tenor*
74654 Elijah—If With All Your Hearts...Mendelssohn 12

JOHN MCCORMACK, *Tenor*, FRITZ KREISLER, *Violinist*
(Piano accompaniment hy Edwin Schneider)
87573 Since You Went Away, James W. Johnson-J. Rosamond Johnson 10

SERGEI RACHMANINOFF, *Pianist*
64919 Le Coucou (The Cuckoo).....Claude Daquin 10

TITTA RUFFO, *Baritone—In Italian*
88626 Andrea Chénier—Nemico della Patrie? (The Enemy of His Country?).....Giordano 12

REINALD WERRENRATH, *Baritone*
64914 Stein Song..Richard Hovey-Frederic Field Bullard 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

A3313 Ballet Music from "Rosamunde." Violin solo, Raoul Vidas 10
Air for G String. Violin solo....Raoul Vidas 10
A3308 Lead, Kindly Light. Contralto solo, Cyrena Van Gordon 10
I Need Thee Every Hour. Contralto solo, Cyrena Van Gordon 10
79287 A Dream (Bartlett). Tenor solo, Charles Hackett 10
49803 Theme and Variations.....Maria Barrientos 12
A3312 In the Evening hy the Moonlight, Margaret Romaine and Stellar Quartet 10
Little Bunch o'Honeyness, Margaret Romaine and Stellar Quartet 10
A3310 Love's Garden of Roses.....Louis Graveure 10
Rose in the Bud.....Louis Graveure 10
A3309 Ay, Ay, Ay.....Jose Mardones 10
El Arriero .....Jose Mardones 10
A6171 Hungarian March from "Damnation of Faust" (Rakoczy March), Philharmonic Orchestra of New York 12
Polonaise in A Major (Chopin), Philharmonic Orchestra of New York 12
A3315 Out Where the West Begins...Charles Harrison 10
When the Shadows Softly Come and Go, Charles Harrison 10
A3324 Palesteena .....Frank Crumit 10
I Wish That I'd Been Born in Borneo, Frank Crumit 10
A3318 I'll Still Remember When You Forget, Henry Burr 10
When You're Gone I Won't Forget, Shannon Four 10
A3323 Whispering. Frank Crumit and William Davidson 10
For Every Boy Who's on the Level There's a Girl Who's on the Square....Crescent Trio 10
E4813 Always So. Waltz....Mexican String Orchestra 10
Queen of the Dance. Waltz, Curtis Mexican Orchestra 10
A3316 Romola....Frank Ferera and Anthony Franchini 10
Honolulu Bay, Frank Ferera and Anthony Franchini 10
A3317 American Patrol.....George Hamilton Green 10
Intermezzo Russe.....George Hamilton Green 10
A3321 Ave Maria. Saxophone solo.....Clyde Doerr 10
Thais—Meditation. Saxophone solo, Clyde Doerr 10
A3322 Avalon. Intro. "The Japanese Sandman." Fox-trot ..... Art Hickman's Orchestra 10
The Japanese Sandman. Intro. "Avalon." Fox-trot .....Art Hickman's Orchestra 10
A3325 Any Time, Any Day, Any Where. Fox-trot, Art Hickman's Orchestra 10
You and I. Fox-trot, Art Hickman's Orchestra 10
A3314 Rockahye Bahy. Intro. "Sometime You'll Know." Fox-trot.....The Happy Six 10
By the Pyramids. Fox-trot.....The Happy Six 10
A3106 Kickapoo Social Dance.....Columhia Orchestra 10
Sioux Flute Serenade.....Columhia Orchestra 10
A3104 Dance Russe. "Trepak."...Columhia Orchestra 10
The Dance of the Clowns...Columhia Orchestra 10
A3105 The March of the Gnomes (Vladimir Rehikov), Columhia Orchestra 10
The Dance of the Chinese Dolls. (Vladimir Rebikov) .....Columhia Orchestra 10
A7575 Dance in the Cottage and The Witches' Ride. From "Hansel and Gretel" (Humperdinck), Columhia Orchestra 12
Dream Music (Pantomime). Waltz (Gingerhread House). Finale (Disenchantment). From "Hansel and Gretel" (Humperdinck), Columhia Orchestra 12
A3103 Trumpeter and Drummer from "Petite Suite," "Children's Games" (Bizet), Columhia Orchestra 10
The Doll's Cradle Song and The Top Suite, "Children's Games" (Bizet), Columhia Orchestra 10

THE MID-MONTH RECORDS

A3319 In Napoli. Comedians.....Van and Schenck 10
All She'd Say Was "Umh Hum." Comedians, Van and Schenck 10
A3311 The Broadway Blues. Comedienne, Nora Bayes 10
Singin' the Blues. Comedienne.....Nora Bayes 10
A3320 Kentucky. Tenor solo.....Benny Davis 10
I'm Coming Back to Dixie and You. Tenor solo, Frank Crumit 10
79410 Old Fashioned Garden. Tenor solo, Tandy Mackenzie 10
A3307 Get Up.....Paul Biese's College Inn Orchestra 10
Speed.....Paul Biese's College Inn Orchestra 10
A3306 I Love You, Sunday.....Ted Lewis' Jazz Band 10
The Hula Blues.....Ted Lewis' Jazz Band 10
A6170 Kiss a Miss. Waltz. Intro. "Wishing-Land," Prince's Orchestra 12
Louisiana. Waltz. Intro. "Old Virginny," "California Sunset" .....Prince's Orchestra 12

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OPERATIC SELECTIONS

55009 Barhiere d'Siviglia—Largo al Factotum (Room for the Factotum) (Rossini). Baritone, in Italian. Vocalion orch. accomp. Giacomo Rimini 12

STANDARD SELECTIONS

30113 Fagelins Visa (The Bird Song) (Soderberg). Soprano, in Swedish. Vocalion orch. accomp., Marie Sundelius 10
34011 Lassie O'Mine (W. J. Walt). Tenor, Vocalion orch. accomp.....Colin O'More 10
I Passed hy Your Window (May H. Brans). Tenor, Vocalion orch. accomp...Colin O'More 10

INSTRUMENTAL SELECTIONS

30114 Traumerei (Schumann). Violin, piano accomp., Sasha Culbertson 10

HAWAIIAN SELECTIONS

14119 One, Two, Three, Four (Anon.), Ferera and Franchini 10
Poor Carnation (Anon.)...Ferera and Franchini 10

POPULAR SELECTIONS

14120 Sweetest Lady (Caddigan and Storey). Orch. accomp. .....Elliot Shaw 10
When I Found You, from "Poor Little Ritz Girl" (Romberg). Orch. accomp.....Sam Ash 10
14121 Sighing (Bridges). Orch. accomp..Crescent Trio 10
In Old Manila (Mary Earl). Orch. accomp., Charles Hart and Elliot Shaw 10
14122 Read 'Em and Weep (Bernard and Haenchen). Orch. accomp. .....Ernest Hare 10
Get Up (Bowers). Orch. accomp...Ernest Hare 10
14123 My Town Is a One-Horse Town (Gerber-Silver). Orch. accomp. .....Harmonizer's Quartet 10
Gone Are the Days (Joyce-Cowan). Orch. accomp. .....Harmonizer's Quartet 10
14124 What Cha Gonna Do When There Ain't No Jazz (Wendling). Orch. accomp....Aileen Stanley 10
Look What You've Done With Your Doggone Dangerous Eyes (Kalmar-Ruhy). Orch. accomp. .....Aileen Stanley 10

DANCE SELECTIONS

14125 June, I Love No One But You (Hickman-Black). Fox-trot, All Star Trio (Green-Wadsworth-Arden) 10
Kiss a Miss (Maurice Baron). Waltz, All Star Trio (Green-Wadsworth-Arden) 10
14126 Hop. Skip and Jump (Dyson-Weslyn). Fox-trot, Palace Trio 10
Beautiful Faces. Intro. "Rockahye Lullahy Mammy" (Berlin-Donaldson). Fox-trot, Palace Trio 10
14127 Darling. Intro. "Come to the Moon" (Schomberg). Fox-trot.....Selvin's Dance Orchestra 10
Grieving for You (Gihson-Rihaud-Gold). Fox-trot.....Selvin's Dance Orchestra 10
14128 Now and Then. Intro. "Any Time, Any Day, Anywhere (Norman Spencer). Fox-trot, Selvin's Dance Orchestra 10
In the Dusk (Gray). Fox-trot, Al Jockers' Dance Orchestra 10

EDISON RE-CREATIONS

83087 O Sleep, Why Dost Thou Leave Me?—Semele (Händel). Soprano.....Anna Case
Qui la voce (In Sweetest Accents)—I Puritani (Bellini). Soprano, in Italian.....Anna Case
82192 Valse Bluette (Drigo-Auer); and Three Poor Mariners (Quilter). Violin.....Alhert Spalding
Zigeunerweisen (Gypsy Airs) (Sarasate). Violin, Alhert Spalding
82199 Largo—Xerxes (Händel). Contralto, in Italian, Merle Alcock
Prologue (Prolog)—I Pagliacci (Leoncavallo). Bass-haritone, in Italian.....Arthur Middleton
82200 Ah si, hen mio ('Tis Love, Suhlime Emotion)—Il Trovatore (Verdi). Tenor, in Italian, Guido Ciccolini
Dagl'immortali vertici (Upon the Immortal Pinnacles)—Attila (Verdi). Baritone, in Italian, Mario Laurenti
80575 Tannhäuser Overture—Part I (Wagner), American Symphony Orchestra
Tannhäuser Overture—Part II (Wagner), American Symphony Orchestra
80576 Fantasia—Norma (Bellini). Flute and clarinet, Pietro Caso and Anthony Giammatteo
What Mystery, Why Thus Control?—Maritana. Cornet and tromhone, Benjamin Klatzkin and Simone Mantia
80577 Day Is Ended (Bartlett). Contralto, with violin ohhligato .....Christine Miller
My Task (Ashford). Bass.....Fred East
80578 Velma—Capriccio (Rosehrook). Saxophone, Rudy Wiedoeft
Where the River Shannon Flows (Russell). Cornet .....Bohumir Kryl
50676 Kaiwi Waltz (Old Hawaiian Melody). Guitar duet .....Toots Paka's Hawaiians
Myone—Hawaiian Waltz (Morgan-Friedland), Waikiki Hawaiian Orchestra
50678 When You're Gone I Won't Forget (De Rose). Contralto and tenor, Louise Terrell and George Wilton Ballard
Whispering Hope (Hawthorne). Contralto and tenor.....Helen Clark and Walter Van Brunt
50688 Piccolo Pic (Slater).....Creatore and his Band
U. S. Field Artillery March (Sousa), New York Military Band
50689 Ragtime at Pun'kin Center (Stewart). Rural story .....Cal Stewart
Uncle Josh's Birthday (Introducing "Pick 'Em Up, Silas, Lay 'Em Down Zeke") (Stewart). Rural scene.....Cal Stewart and Company

EDISON DISC RE-CREATIONS—SPECIAL

50695 Kismet (Henlere). Fox-trot, for dancing, Green Brothers' Novelty Band
Wyoming (Williams). Waltz, for dancing, Max Fells' Della Rohhia Orchestra
50696 Amorita (Zamecnik). Fox-trot, for dancing, Lenzherg's Riverside Orchestra
Bow-Wow (Wadsworth). One-step, for dancing, two saxophones and two pianos, Wiedoeft-Wadsworth Quartet
50697 Buddies (Hilliam). Waltz, for dancing, Lenzberg's Riverside Orchestra
Oriental Stars (Monaco). One-step, for dancing, Green Brothers' Novelty Orchestra
50698 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Alhert). Tenor.....Reese Jones
Mammy's Good-Night Lullahy (H. Von Tilzer). Male voices.....Crescent Trio
50699 Moonlight in Mandalay (Olman). Soprano, mezzo-soprano and contralto.....Homestead Trio
Tripoli (On the Shores of Tripoli) (Weill). Contralto and tenor, Helen Clark and George Wilton Ballard

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

29066 Povera Mamma! (Tosti). Baritone, in Italian, Mario Laurenti
29067 Hush, Little Bahy, Don't You Cry (Belasco). Soprano and male vôices, Frieda Hempel and Lyric Male Quartet

REGULAR LIST

4145 Saxophone Fantasie (Rosehrook). Saxophone, Rudy Wiedoeft
4146 Pussy Willow Waltzes (Glogau), Imperial Marimha Band
4147 My Little Bimho (Down on the Bamhoo Isle) (Donaldson) .....Aileen Stanley
4148 Sanctus (Holy, Holy, Holy Lord God)—Messe Solennelle—Ste. Cecilia (Gounod). Tenor and mixed voices..Alhert Lindquest and Cavalry Choir
4149 All She'd Say Was "Umh-Hum" (Zany-Emery-Van-Schenck). Tenor .....Reese Jones
4150 Any Time, Any Day, Any Where, introducing "Just for To-Day." Fox-trot, for dancing, Green Brothers' Novelty Band
4151 Keep the Love Lamp Burning, from "Betty, Be Good" (Riesenfeld). Soprano.....Gladys Rice
4152 Return of Spring Waltz (Waldteufel). Accordion, clarinet and guitar.....The Three Vagrants
4153 Sweet Luana (Zamecnik). Soprano and contralto, Hawaiian guitar accomp., Gladyce Rice and Elizaheth Lennox
4154 Bonnie Brier Bush March.....Conway's Band
4155 In Old Manila (Earl). Soprano and tenor, Betsy Lane Shepherd and Lewis James
4156 Railroad Blues (Roherts). Fox-trot, for dancing, Harry Raderman's Jazz Orchestra
4157 Hungarian Rhapsody (Popper). Violoncello, Lauri Kennedy
4158 Hiawatha (Moret); and Laughing Water (Hager), Sodero's Band
4159 When I Looked In Your Wonderful Eyes (Oshorne). Baritone .....Edward Allen
4160 Venetian Moon (Goldherg-Magine). Violin, Rae Eleanor Ball
4161 Witch of the Wave Medley—Reels. Violin, Joseph Samuels
4162 Curro Cuchares March (The Bull Fighter) (Metallo). Accordion .....P. Frosini
4163 Sally Green (The Village Vamp). Male Voices, Premier Quartet
4164 Read 'Em and Weep (Haenschen).....Al Bernard
4165 Slide, Kelly, Slide (Tromhone Blues) (Briegel), Al Bernard and Ernest Hare

NORWEGIAN RECORDS

9250 Majnat (A May Night) (Sinding). Tenor, Carsten Woll
9251 Jeg Lângter Mot Sol og Sommer (I Long Towards Sun and Summer) (Möller). Tenor, Carsten Woll

BRUNSWICK RECORDS

Eighth Release

10020 Recondita Armonia. (Strange Harmony) From Tosca, Act I. Tenor, orch. acc. (In Italian) (Puccini) .....Mario Chamlee 10
10021 Les Filles de Cadix (The Maids of Cadiz) Virginia Rea 10
Soprano, orch. acc. (In French) (Delihes) .....Virginia Rea 10
25000 Lucia Sextet. (Donizetti) Vessella's Italian Band 12
Martha Selections. (Flotow) Vessella's Italian Band 12
13011 From the Land of the Sky-Blue Water. (Cadman) Tenor, orch. acc....Theo Karle 10
Venetian Song. (Tosti) Tenor, orch. acc., Theo Karle 10
2044 Rigoletto—Humoresque. (Lake) Instrumental sextet .....Lakesonian Sextet 10
Saxema. (Wiedoeft) Saxophone solo, orch. acc. .....Rudy Wiedoeft 10
5024 Down the Trail to Home, Sweet Home. (Ball) Tenor duet, orch. acc., James Sheridan-James Lynch 10
Darling. (Jackson-Schonherg) Male quartet, orch. acc. .....Criterion Quartet 10
2050 Avalon. (Al Jolson-Vincent Rose) Baritone, orch. acc. .....Ernest Hare 10
Change Your Name, Malinda Lee. (Bernard) Comic duet, orch. acc., Al Bernard-Ernest Hare 10

ADVANCE RECORD BULLETINS FOR JANUARY—Continued from page 206)

5028 Dreamy Paradise. (Van Alstyne-Schmidt) Fox-trot....Isham Jones' Rainbow Orchestra 10
Sweet Woman. (Jones) Fox-trot. Violin passages by Leo Murphy, Isham Jones' Rainbow Orchestra 10
2053 Dolly. (Wadsworth-Arden) Fox-trot, All Star Trio 10
Sudan. (Pollack) Fox-trot, Green Brothers' Novelty Band 10

SPECIAL CHRISTMAS RELEASE

5033 Adeste Fideles .....Collegiate Choir 10
Joy to the World .....Collegiate Choir 10
5034 Auld Lang Syne...Chas. Harrison-Shannon Four 10
All Thro' the Night.....Shannon Four 10
5032 The Night Before Christmas.....Ernest Hare
De Sandman .....Criterion Quartet
2054 Kiddies' Patrol.....Brunswick Concert Band 10
Kiddies' Dance.....Brunswick Concert Band 10

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POPULAR SUPPLEMENT NO. 40

20473 Broadway Blues (Swanstrom-Morgan). Baritone, piano accomp. .....Jack Norworth 10
You'n Me (Everett Lynton). Baritone, piano accomp. .....Jack Norworth 10
22462 I Want to Go to the Land Where the Sweet Daddies Grow (Moran-Von Tilzer). Comedienne .....Patricola 10
Nobody to Love (Kahn-Meyer). Comedienne, Patricola 10
22463 Broadway Rose (West-Fried-Spencer). Baritone, Elliott Shaw 10
Beautiful Annahell Lee (Bryan-Mehlinger-Meyer). Tenor and baritone duet, Lewis James and Elliott Shaw 10
22464 I'd Build a World in the Heart of a Rose (David-Nicholls). Tenor.....Lewis James 10
Sighing (Cool-Bridges). Male trio, Orpheus Trio 10
22465 I've Got the Blues for My Kentucky Home (Gaskill). Male quartet.....The Harmonizers 10
Wonderful Girl, Wonderful Boy (Caldwell-Caryll). Tenor and soprano, Carlton Williams and Helen Rush 10
22466 Midnight Moon (Schafer-Bernard). Baritone, Ernest Hare 10
St. Louis Blues (Handy). Tenor....Al Bernard 10
20475 Pickaninny Shoes (Sissle-Blake). Tenor, Nohle Sissle 10
Oh Judge, She Treats Me Mean (Hanley-Phillips). Baritone.....Sidney Phillips 10
22472 I'm Saving Up My Dough for Rae and Me (Kilgour-Akst). Tenor.....Billy Jones 10
At the Choc'late Bon Bon Ball (Pease-Nelson-Edelheit). Tenor, accordion accomp., Billy Jones 10

DANCE

22467 Beautiful Faces, Introducing "Rock-a-Bye Mammy," from "Broadway Brevities" (Berlin-Clarke-Donaldson). 10
Show Me How (Creamer-Layton). Fox-trot, Rudy Wiedoeft's Californians 10
22468 Darling (Schonberg). Fox-trot, Green Brothers' Novelty Band 10
I'm Going to Tie Myself Right to My Mammy's Apron Strings (Associated Music Writers). Fox-trot.....Green Brothers' Novelty Band 10
22470 When I Discover My Man, from "Charm School," introducing "Idle Dreams" (Kern-Gershwin). Fox-trot, Hazay Natzy's Orchestra (Jack Green, Conductor) 10
Dolly, I Love You (Wadsworth-Arden). Fox-trot .....All Star Trio 10
22471 June (I Love No One But You) (Hickman-Black). .....Della Robbia Orchestra (Max Fells, Director) 10
Caresses (Monaco). Fox-trot, Della Robbia Orchestra (Max Fells, Director) 10
20476 Margie, Introducing "Singing the Blues" (Conrad-Rohinson). Fox-trot.....University Five 10
Pickanniny Rose, Introducing "If I Could Forget" (Burns-Sheppard-Fosdick). Fox-trot, University Five 10
22469 Pitter Patter, from "Pitter Patter" (Friedlander). Waltz, Bennie Krueger and His Orchestra 10
Palesteena (Conrad-Ribonsin). Fox-trot, Bennie Krueger and His Orchestra 10

HAWAIIAN

22458 Tripoli (Weill). Hawaiian guitars, Ferera and Franchini 10
My Isle of Golden Dreams, Introducing "Hiawatha's Melody of Love" (Blaufuss-Meyer). Hawaiian guitars.....Ferera and Franchini 10

Regular Pathe January List

NEW OPERATIC RECORDS

54059 Boris Godunoff (Moussorgsky) "Death of Boris." Basso, with chorus, in Italian....Adamo Didur 12
54060 Falstaff (Verdi) "Dal lahhro il canta estasiato vola" (From fervid lips). Tenor, in Italian, Tito Schipa 12
54058 Silent Night, Holy Night (Gruber). Contralto, Margarethe Matzenauer 12

STANDARD SONGS SUNG IN ENGLISH

22454 Sunrise and You (Penn). Tenor..Ernest Davis 10
Shamrock Leaves (Rohe-Arthur). Tenor, Ernest Davis 10
27029 There Is No Death (Johnstone-O'Hara). Tenor, Paul Althouse 10
The Blind Ploughman (Hall-Clarke). Tenor, Paul Althouse 10
22455 I Love You Truly (Carrie Jacobs-Bond). Contralto .....Marion Cox 10
Long, Long Ago (Bayly). Contralto, Marion Cox 10
22456 Will There Be Any Stars in My Crown? (Hewitt-Sweney). Tenor and haritone duet, Chas. Hart and Harold Wiley 10
Let the Lower Lights Be Burning (Bliss). Tenor and haritone duet, Chas. Hart and Harold Wiley 10
40211 Ballet Egyptien, Part III (Luigini), Pathé Military Band 12
Ballet Egyptien, Part IV (Luigini), Pathé Military Band 12
27035 Marche Fantastique (Ganz). Piano solo, Rudolph Ganz 10
Tango in D (Albeniz). Piano solo, Rudolph Ganz 10

OKEH RECORDS

4194 The Road Is Rocky (But I Am Gonna Find My Way). Vocal..Mamie Smith and Her Jazz Hounds
Fare Thee Honey Blues. Vocal, Mamie Smith and Her Jazz Hounds
4195 Avalon. Fox-trot.....Rega Dance Orchestra
Susan. Fox-trot. (Saxophone, Xylophone, Bassoon, Accordion).....The All American Five
4196 Toodles. One-step.....Green Brothers' Novelty Band
12th Street Rag. Fox-trot (With incidental Xylophone by Joe Green)...Rega Dance Orchestra
4197 I Love You Sunday. Fox-trot, Rega Dance Orchestra
Kiss a Miss. Waltz.Harry Raderman's Jazz Orchestra
4198 When You Are Mine. One-step, Harry Raderman's Jazz Orchestra
The Moan. Fox-trot (Saxophone, Xylophone, Bassoon, Accordion).....The All American Five
4199 Henry Jones (Your Honeymoon Is Over). Baritone duet, with Rega Orch., Al. Bernard-Ernest Hare
Change Your Name, Malinda Lee. Baritone duet, orch. accomp.....Al. Bernard-Ernest Hare
4200 Out Where the West Begins. Tenor, orch accomp., Lewis James
Rose of My Heart. Tenor, orch. accomp., Eugene T. Spencer
4201 The Bell Boys. Duo monologue, Billy Golden-William Hughes
Back Home on the Farm. Duo monologue, Billy Golden-William Hughes
4202 The Missouri Waltz. Hawaiian guitar duet, Ferera-Franchini
Aloha Land. Hawaiian guitars and xylophone, Ferera-Franchini-Green
4203 Mussetta Waltz. Whistling solo, orch. accomp., Sibyl Sanderson Fagan
Waltz From "La Traviata" (From Opera, "La Traviata"). Accordion solo.....P. Peppino
4204 National Emblem. March.....Conway's Band
Second Regiment, Conn. N. G. March..Conway's Band
4205 William Tell Overture (Part 1) (At Dawn) (From Opera, "William Tell"). Concert Selection .....Conway's Band
William Tell Overture (Part 2) (The Storm) (From Opera, "William Tell"). Concert Selection .....Conway's Band
4206 William Tell Overture (Part 3) (The Calm) (From Opera, "William Tell"). Concert Selection .....Conway's Band
William Tell Overture (Part 4) (Finale) (From Opera, "William Tell"). Concert Selection, Conway's Band
4207 Christmas Hymns (Medley) (Intro.: "Adeste Fideles," "O Little Town of Bethlehem," "Hark! The Herald Angels Sing"). Vocal, with orch. and chimes....Croxton Trio (Barhour-Burr-Croxton)
Silent Night, Holy Night. Vocal, orch. accomp., Gounod Mixed Trio (Barhour-James-Phillips)
4208 Christmas Eve in the Toy Shop (Intro.: Toys, Traps, Chimes, etc.; Recitation and Song). Orch. accomp., Sterling Trio (Irving Gillette-Maud Randolph)
Ragtime in a Toy Shop (Intro.: Twenty-five different toys and trap effects).....Conway's Band
4209 The Holy City. Baritone. Orch. accomp., Joseph Phillips
The Voice of the Chimes. Vocal. Orch accomp., Shannon Four
6004 Narcissus.....Henry Hadley's Symphony Orch.
Minuet. (Op. 14, No. 1), Henry Hadley's Symphony Orch.
6005 "The Jewels of the Madonna." (Intermezzo-Introduction to Act III).Henry Hadley's Symphony Orch.
Malaguena (From Opera "Boahdil"), Henry Hadley's Symphony Orch.
6006 Romeo et Juliette. (Ah! Je Veux Vivre). Waltz Song. Soprano, with orch.....Marina Campanari
Voci di Primavera (Spring Voices). Soprano, with orch. .....Marina Campanari
6007 Siciliana (Thy Lips Like Crimson Berries) (From Opera "'Cavalleria Rusticana"). Tenor, with harp .....Forrest Lamont
Brindisi (Drinking Song) (From Opera "Cavalleria Rusticana"). Tenor. Orch. accomp..Forrest Lamont

GENNETT LATERAL RECORDS

4650 Dcenah (Scharf). Tango Fox-trot, Raderman's Orchestra
Fair One (Lewis-Mallen). Fox-trot, Corde's Orchestra
9096 My Home Town Is a One-Horse Town (Gerber-Silver). Vocal quartette, orch. accomp., The Harmonizers
Palesteena (Conrad-Rohinson). Tenor, orch. accomp.....Billy Jones
9090 It's Nice to Get Up in the Morning (Lauder). Scotch comedian, orch. accomp.....Hector Gordon
The Portobello Lassie. Scotch comedian, orch. accomp. .....Hector Gordon
9092 What Will You Do With Jesus?. Contralto-Baritone duet, orch. accomp...Ethel Toms-Robert Carr
Hold Thou My Hand. Baritone, orch. accomp., Robert Carr
4648 The Hula Blues (Cunha-Noble). Fox-trot, Raderman's Orchestra
Annie My Own (Scharf). Novelty Fox-trot, Raderman's Orchestra
4649 Broadway Rose (Fried-Spencer). Tenor, orch. accomp. .....Sam Ash
Rose of My Heart (Moret-Wilson). Tenor, orch. accomp. .....Ernest Davis
2508 One Day Nearer Home. Contralto-Tenor duet, orch. accomp.....Ethel Toms-John Perry
The Ninety and Nine (Sankey). Baritone, orch. accomp. .....Robert Carr
2509 Grande—Overture "1812," Part I (Tschaikowsky).....His Majesty's Scots Guards Band
Grande—Overture "1812," Part II (Tschaikowsky).....His Majesty's Scots Guards Band
2510 Selections from Faust, Part I (Gounod), His Majesty's Scots Guards Band
Selections from Faust, Part II (Gounod), His Majesty's Scots Guards Band
4647 Feather Your Nest (Kendis-Brockman-Johnson). Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
I Love the Land of Old Black Joe Medley Introducing "My Little Bimho" (Grant-Clark). One-step .....Yerkes' Jazzarimha Orchestra

PARAMOUNT RECORDS

INSTRUMENTAL

50036 William Tell—Part I—At Dawn, Creatore and His Band
William Tell—Part II—The Storm, Creatore and His Band
50037 William Tell—Part III—The Calm, Creatore and His Band

(*Continued on page* 208)

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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 207)

William Tell—Part IV—Finale,
Creatore and His Band
33071 Saxaphobia. Saxophone solo.....Rudy Wiedoeft
Souvenir of Switzerland. Cornet solo,
Pietro Capodiferro
33060 First Love. Accordion solo.....Delroy
Aloha Land. Hawaiian guitars; flute obbligato,
Louise, Ferera, Rose
33072 Jolly Coppersmith. March....Bergh's Military Band
Here They Come. March.....Bergh's Military Band
33067 Kiss Me Again. Violin, saxophone, piano,
Old Homestead Trio
A Perfect Day. Violin, saxophone, piano,
Old Homestead Trio

VOCAL

20033 See Old Man Moon Smile. Comedians, orch. accomp. .....Bernard-Hare
Change Your Name, Malinda Lee. Comedians, orch. accomp. .....Bernard-Hare
20035 Old Pal, Why Don't You Answer? Tenor solo,
Sam Ash
Tripoli (On the Shores of). Soprano and tenor duet .....Helen Bell Rush-Billy Jones

DANCE

20032 Darling. Medley Fox-trot. Introducing "Love Flower" .....Newport Society Orchestra
Feather Your Nest. Fox-trot,
Newport Society Orchestra
20036 Grieving for You. Fox-trot.....Vernon Trio
Any Time, Any Day, Any Where. Fox-trot,
Vernon Trio
20034 Old Timers' Waltz. Medley, Part I,
Selvin's Novelty Orchestra
Old Timers' Waltz. Medley, Part II,
Selvin's Novelty Orchestra

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LATEST DANCE HITS

10279 Darling (Chris Schonherg). Fox-trot,
Green Brothers' Novelty Band
Bang (Samuels-Briant). One-step,
Sanford's Famous Dance Orchestra
10282 Feather Your Nest, Introducing "Down in Chinatown" (Kendist & Brockman-Johnson-Meyer & Hulten). Medley Fox-trot.....Vernon Trio
My Wonder Girl (Black-Bloom-Hickman). Fox-trot .....Vernon Trio
10278 Tired of Me, Introducing "Rock-a-Bye Lullahye Mammy" (Clarke-Donaldson). Medley Fox-trot .....Rudy Wiedoeft's Palace Trio
That Certain Something, from "Little Miss Charity" (Henry-Savin). Medley Fox-trot,
Joseph Samuels' Music Masters
10281 The Hula Blues (Cunha-Nohle). Fox-trot,
Plantation Dance Orchestra
Think of Me, Little Daddy (Bert Whitman). Fox-trot .....Plantation Dance Orchestra
10280 Coral Sea (Herh Brown). Fox-trot.....Palace Trio
(Wiedoeft-Perry-Akst)
Annie My Own, Introducing "Scotch Bagpipes" (Henry Scharf). Fox-trot,
Plantation Dance Orchestra
10277 Whispering (John Schonherger). Fox-trot,
Green Brothers' Novelty Band
Rosebuds (Jay Morden). Waltz,
Sanford's Famous Dance Orchestra
10283 Dolly, I Love You (Wadsworth-Arden). Fox-trot .....All Star Trio
Beautiful Faces Need Beautiful Clothes, from George LeMaire's "Broadway Brevities" (Irving Berlin). Fox-trot.....All Star Trio
10284 Rio Grande (Harry Olsen). Waltz,
Phil Baker's Celebrities
Beela Boola (Joe Rosey). One-step,
Joseph Samuels' Music Masters
10285 Waiting for the Sun to Come Out (George Gershwin). Fox-trot.....Van Eps Specialty Four
(Van Eps-Green-Banta-Glantz)
Somebody (Little-Stanley-Dellon). One-step,
Van Eps Specialty Four
(Van Eps-Green-Banta-Glantz)

BIG SONG HITS

10274 Avalon (Jolson-Rose). Baritone solo, Orch. accomp. .....Ernest Hare
Sweetest Lady (Caddigan-Story). Tenor and haritone duet, Orch. accomp.,
Charles Hart-Elliott Shaw
10275 Tripoli (On the Shores of Tripoli) (Cunningham-Duhin-Weill). Tenor solo, Orch. accomp.,
Eugene Spencer
There's a Vacant Chair at Home, Sweet Home (When the World Goes Back On You) (Goodwin-Hanley). Tenor solo, Orch. accomp.,
Sam Ash
10286 At the Chocolate Bon Bon Ball (Nelson-Edelheit). Novelty song, Orch. accomp.,
Irving Kaufman
Chop Suey Land (Dorothy Holmes). Baritone solo, Orch. accomp.....Arthur Fields
10288 Kentucky (Little-Fier). Baritone solo, Orch. accomp. .....Arthur Fields
Come Back and Love Me Again (Amy Ashmore Clark). Tenor solo, Orch. accomp....Reed Miller
10287 Hot Tamale Mollie (Weslyn-Kortlander). Comedy song, Orch. accomp.....Al Bernard
Henry Jones, Your Honeymoon Is Over (Al Bernard). Comedy song, Orch. accomp.,
Al Bernard-Ernest Hare

STANDARD AND NOVELTY SELECTIONS

10276 The Voice of the Chimes (Carl Hahn). Male quartet, Orch. accomp.....Stellar Quartet
Ring Out, Wild Bells (Tennyson-Gounod). Baritone solo, Orch. accomp.....Royal Dadmun
10289 The Rosary (Nevin). Contralto solo, Orch. accomp. .....Nevada Van der Veer
Carry Me Back to Old Virginny (James Bland). Contralto solo, Orch. accomp.,
Nevada Van der Veer
10290 Rescue the Perishing (W. H. Doane). Tenor and haritone duet, Orch. accomp.,
Reed Miller-Royal Dadmun
Holy Ghost, With Light Divine (Gottschalk). Tenor and haritone duet, Orch. accomp.,
Reed Miller-Royal Dadmun
10291 The Mocking Bird. Whistling novelty, Orch. accomp. .....Billy Golden
Uncle Josh's Birthday. Humorous sketch, Orch. accomp.....Cal Stewart and Company

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